

# The Influence of Product Design through (Online Customer Review) on Purchase Decisions at Korean Beauty Shop on the Shopee Platform

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## ABSTRACT

The purpose of this research is to analyze Korean Beauty Shop's Shopee evaluations in order to draw conclusions about the impact of product design on consumers' final purchasing decisions. One hundred participants were chosen for this study using a purposive sampling method that does not rely on randomness. Numerous linear regressions are employed in the analysis. Research shows that Korean Beauty Shop's product design (as evaluated by online reviews) has a substantial impact on Shopee shoppers' decisions to buy Korean Beauty Shop products. A determination coefficient value of 65.4% indicates that product design (in the form of online customer evaluations) can influence changes in purchase decisions.

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## 1. Introduction

Introduction In the development of an increasingly sophisticated era and people's habits that increasingly spend more time surfing social media, there are a lot of people who spread their wings by doing business online, especially in the field of beauty and body care (compas.co.id, 2022). Content creators use social media to increase their income by making creative videos about daily activities, funny and interesting content, as well as useful and educational information, and then sharing it publicly through social media.

In order to accomplish marketing goals, it is common for products to go viral after undergoing effective digital marketing. According to (Erwin Erwin et al., 2023) *Digital marketing* is a marketing strategy that utilizes digital technology and platforms to promote products or services to a wider audience. The development of the internet and social media has made digital marketing an important component in modern business strategies. In addition to having a positive impact in attracting customer end users, the virality of the product also benefits online business owners who focus on selling similar products. They can opt in by creating similar products and modifying them with other brands as competitors, or selling the same products as the original brand as resellers, agents, or distributors. Since 2022 until now, sales of beauty and body care products have increased very rapidly. This phenomenon can be seen from the many interest of the Indonesian people in skincare and the emergence of various beauty brands that have gone viral on social media.

## 2. Method

Associative research, which seeks to establish the connection between many variables, was employed in this study. This study used an associative research strategy to look for patterns in the factors that influence customers' decisions to buy at Korean Beauty Shop on Shopee, with a focus on product design sub-variables.

This research was conducted on product buyers at Korean Beauty Shops spread almost throughout Indonesia. This research was carried out on the Shopee platform, so that the distribution of online questionnaires is specifically for customers who have made purchases and tried products at Korean Beauty whose number is not known for sure (*infinite*).

Nonprobability sampling via purposive sampling was used with a sample size of 100 samples in this investigation. This research made use of both primary and secondary sources for its data. A questionnaire is utilized to gather data for this investigation. Quantitative methods based on multiple linear regression analysis are employed in data analysis, which employs qualitative analysis.

## 3. Results and Discussion

### Validity Test

Based on the results of the validity test of Purchase Decision (Y), Product Design (X1) in Table 1, all indicators used in each question item in this study are said to be valid, because all indicators used have a value above the table (0, 361) or the calculation > the table

**Table 1.** Validity Test Results

Variable	Statement to	Validity Test Results		
		Pearson Correlation (Calculated value)	Product Moment Value (Nikai rtable)	Results
Product Design (X)	X1.1	0.809	0.3061	Valid
	X1.2	0.841	0.3061	Valid
	X1.3	0.795	0.3061	Valid
	X1.4	0.911	0.3061	Valid
	X1.5	0.861	0.3061	Valid
	X1.6	0.834	0.3061	Valid
Purchase Decision (Y)	Y1	0.623	0.3061	Valid
	Y2	0.806	0.3061	Valid
	Y3	0.863	0.3061	Valid
	Y4	0.840	0.3061	Valid
	Y5	0.793	0.3061	Valid
	Y6	0.783	0.3061	Valid

Source: SPSS V16,2024 Data Processing Results

### Reliability Test

Based on the reliability test in the table, it shows that the overall indicators of each statement because the total in each indicator used is greater than 0.60, we can say that this study's item is credible and trustworthy as a variable measurement instrument.

**Table 2.** Reliability Test Table

Variable	Reliability Test Table		Results
	Cronbach's Alpha	$\alpha$ value	
Product Design	0.914	> 0.60	Reliable
Purchase Decision	0.871	> 0.60	Reliable

<sup>a</sup> Source: SPSS V16 Data Processing Results, 2024

**Multiple Linear Regression Analysis Results**

**Table 3.** Multiple Linear Regression Analysis Table

Model	Coefficients <sup>a</sup>			
	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	0.657	0.186	
	Product Design	0.514	0.112	0.506

a. Dependent Variable: Purchase Decision

b. Source: SPSS V16 Data Processing Results, 2024

c.

Then it can be arranged into a multiple regression equation which can be written as follows:

$$Y = 0.657 + 0.514 X_1 \tag{1}$$

With a constant value of 0.657, we may deduce that there is still a purchasing choice if the Product Design, Price, and Promotion Variable (Online Customer Review) stay as is or catriparibus.

A favorable effect on the buying choice is indicated by the computed value of the Product Design coefficient, which is 0.514. In order to increase product purchase decisions at the Korean Beauty Shop on the Shopee Platform, it is important to improve the Product Design variable. This can be achieved by, for example, offering a wider variety of designs, keeping up with current trends and designs, and ensuring that they are professional. If the product's design is simplified, fewer people will decide to buy it.

**Uji Hipotesis**

- Test t
  - The t-test is used to test the free variable partially/individually against the bound variable, with the following results:

**Table 4.** Test Table t (Partial Test)

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Mr	
1	(Constant)	0.657	0.186		3.536	0.001
	Product Design	0.514	0.112	0.506	4.596	0.000

a. Dependent Variable: Purchase Decision

d. Source: SPSS V16 Data Processing Results, 2024

e.

- Based on the data from the T test results in table IV.13 above, it can be explained as follows: Determine the value of the table with a confidence level of 90% and an error rate (a) 10% = 0.1 with the formula:  $df = n - 2 = 100 - 2 = 98$  So, the value of the table is 1.660.
- The Influence influence  $X_1$ 's product design on Y's decision to buy  $H_a$  is accepted and  $H_0$  is rejected, indicating that the product design significantly influences the decision to purchase products at Korean Beauty Shop on the Shopee platform. This is supported by the fact that the product design variable has a tcount of 4,596 > a ttable of 1,660 with a significant level of  $0.000 \leq 0.1$ .
- Determination Coefficient Test ( $R^2$ )
  - The  $R^2$  value is used to measure the extent to which the independent variable, which is the Korean Beauty Shop's product design (Online Customer Review), influences the choice to purchase products on the Shopee platform. The following is the output of the  $R^2$  coefficient of determination:

**Table 5.** Table of Determination Coefficient (R2) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.815a	0.665	0.654	0.58611

a. Predictors: (Constant), Desain Produk (*Online Customer Review*)

f. Source: SPSS V16 Data Processing Results, 2024

According to the results, 65.4% of the influence on product purchase decisions at Korean Beauty Shop on Shopee came from product design (online customer reviews), while 34.6% came from factors not included in this study (adjusted R Square coefficient of 0.654).

### How Shopee Reviews Influence Customers' Decisions to Buy Products from a Korean Beauty Shop

Findings from multiple linear regression analysis reveal that product design variables have a positive regression coefficient, suggesting that product design influences purchase decisions. This suggests that Korean Beauty Shop on Shopee can expect an uptick in product purchases if their designs are innovative, use cutting-edge models, and keep up with current trends. The inverse is also true: if Korean Beauty Shop's product design performance drops, fewer people will choose to purchase their products.

The t-test analysis results showed that the product design variable had a tcal value of 4.596 > table of 1.660 at a 90% confidence level, which is significant at  $0.000 \leq 0.1$ . Therefore, H02 was rejected and Ha2 was accepted, indicating that product design had a significant impact on product purchase decisions at Korean Beauty Shop on Shopee.

Reviewing product purchase decisions at Korean Beauty Shop on the Shopee platform, which are low due to low product design variables, this study's results show that product design variables influence buy decisions. In relation to the respondent's responses in table IV.8 (which displays the questionnaire statements for each indicator), it is evident that the product design is lacking. Consequently, the decision to buy the product from Korean Beauty Shop is also poor. The results of the relationship with the respondent's answers in table IV.7 (the purchase decision variable) indicate a causal relationship between the two variables, so it follows that the poor product design will lead to a low decision to buy from Korean Beauty Shop.

It is known from the distribution of the questionnaire conducted to 100 respondents in table IV.8 through Google Form that many respondents disagreed with all the statements given and interpreted them as follows: the products at the Korean Beauty Shop do not have a unique appearance and do not vary; the store's products do not have an attractive design, which discourages potential buyers from visiting the store and making a purchase; the store does not showcase its latest designs, which gives the impression that it is not professional; the designs of its products are outdated, which discourages customers from clicking and placing orders at the store; and finally, the lack of display of

There are three (three) signs that problems exist, which can be interpreted as follows, based on the responses of the respondents in table IV.8 about product design variables:

**Design Variations:** The design variations displayed on products in Korean Beauty do not have a different appearance from others and do not vary, meaning that Korean Beauty Shop is considered uncreative in showing the professionalism of its store in the midst of increasing competition from competitors. A different and attractive design or appearance will shift the focus of potential buyers to be more interested in visiting the product and making a purchase. Therefore, in order for Korean Beauty Shop sales to increase properly, the design of products in Korean Beauty Shop must always be optimized by making different and varied appearances to attract potential buyers to visit Korean Beauty Shop.

**Latest Models:** Korean Beauty Shop does not display the latest designs on the products it displays so that potential buyers do not feel confident that the store has more advantages and professionalism, designs that have the latest models will be more

seen by potential buyers as an *up to date* store, especially buyers at Korean Beauty Shop are most housewives and students/students who consider design aspects in their purchase decisions. Therefore, in order for the purchase decisions obtained by Korean Beauty Shop to increase, Korean Beauty Shop must improve the product design that will be displayed on *the* Shopee platform and outperform other competitors.

Following the *Trend*: Korean Beauty Shop does not display contemporary product designs and does not reflect the quality of the products and services provided, even though the quality of the products offered by Korean Beauty Shop is very good but is covered due to poor product design. Product design at Korean Beauty Shop does not follow existing *trends*, such as the use of colors that are viral and arouse buying interest, especially consumers at Korean Beauty Shop are women, so that product purchases at Korean Beauty Shop increase, so it is better for the colors or product design models at Korean Beauty Shop to use colors that have female characters and with more attractive designs.

This is in line with the theory of product design according to Kotler and Keller (2017:396) which states that product design is all features owned by a product that can affect its existence. Design will be the most powerful way to position the marketed product.

Pantow et al. (2023) found that "The Influence of Expectations, Product Design and Trust on Purchase Decisions in Shope E-Commerce (Case Study on Students of the Faculty of Economics and Business, SAM Batulangi University)" (in English), which corroborated the findings of the current study. This study found that product design significantly influences consumers' decisions to buy on Shopee.

Whereas the last researcher used the Shopee platform as an object of their study, the current researcher focuses on a single store on the platform, drawing parallels between the two studies.

Next, there is a difference in the quantity of respondents. In this study, 100 respondents were from the Korean Beauty Shop, whereas in the previous study, 50 respondents were from the Faculty of Economics and Business at SAM Batulangi University. The two studies are similar in terms of product design variables, and the results of the hypothesis test show that product design does, in fact, partially influence purchase decisions.

#### 4. Conclusion

The following conclusion derives from the preceding discussion: product design, as expressed through online customer reviews, has a substantial impact on customers' decisions to buy products from Korean Beauty Shop on the Shopee platform.

To help Korean Beauty Shop attract and retain customers, the researcher shared recommendations based on the study's findings. These recommendations aim to expand the store's selection of cutting-edge items and attract customers who may be interested in other brands. Customers will be more inclined to make purchases when products are comprehensive, as they will be able to receive all the items they need in a single order.

It is believed that Korean Beauty Shop can enhance its product design performance by being more imaginative, using colors and shapes to create design variations, keeping up with the newest models, and following trends. This will pique the interest of potential buyers, who will then visit Korean Beauty Shop to make a purchase.

Improving online customer reviews of products in the Shopee catalog is a great way for Korean Beauty Shop to boost sales and customer retention. The company is reportedly working on a new strategy to get customers excited about writing reviews, which will in turn encourage them to share their shopping experiences with others.

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