

The influence of Brand Awareness on Purchase Decision Mediated by Purchase Interest on Cosmetic Products Online in Medan City

Satria Tirtayasa¹, Hazmanan Khair², Halimah Tusakdiah³

satriatirtayasa@umsu.ac.id¹, hazmanankhair@umsu.ac.id², halimahtusakdiah547@gmail.com³

^{1,2,3}Department of Management, Universitas Muhammadiyah Sumatera Utara, North Sumatera, Indonesia
Corresponding Email: satriatirtayasa@umsu.ac.id

Abstract

This study aims to analyze and determine the effect of Brand Awareness and Online Customer Reviews on the purchasing decision of Maybelline lipstick products in online e-commerce among students in Medan. The study uses an associative approach with a sample of 386 students who use Maybelline lipstick. Data was collected through questionnaires, and the data was analyzed using quantitative analysis with Smart PLS (Partial Least Squares) for hypothesis testing and model evaluation. The findings show that Brand Awareness has a significant influence on the purchasing decision of Maybelline lipstick products in e-commerce. Online Customer Reviews also significantly affect the purchasing decision of Maybelline lipstick in e-commerce. Furthermore, Brand Awareness significantly influences the purchase interest in Maybelline lipstick, while Online Customer Reviews similarly affect purchase interest. Purchase interest, in turn, significantly influences the purchasing decision of Maybelline lipstick in e-commerce. The results also show that Brand Awareness affects purchasing decisions through purchase interest, as does Online Customer Reviews.

Keywords: Brand Awareness, Online Customer Review, Purchase Decision, Purchase Intention

Introduction

E-commerce refers to the use of internet technology, allowing consumers to access product information ranging from specifications and availability to making online transactions (Wiraguna et al., 2023). In Indonesia, e-commerce has seen remarkable growth. Data from the Information System Data Center 2024 reveals that the number of e-commerce users grew significantly between 2020 and 2023, reaching 58.63 million users. This growth highlights the rapid expansion of the e-commerce sector in Indonesia (Hardiyansyah et al., 2024). A report from Statista, published by the Statista Research Department, indicates that the number of e-commerce users in Indonesia has increased substantially over the past seven years, totaling 189.6 million users (Wen et al., 2024). One of the main drivers behind this trend is the increasing number of internet users in the country, which supports the continued growth of e-commerce (Suryanto, 2021). In Indonesia, popular e-commerce platforms such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, and Tiktok Shop a collaboration between TikTok and Tokopedia provide consumers with numerous advantages and conveniences (David et al., 2024).

Consumers now only need to make a purchase, pay, and wait for their order to be delivered to their homes (Toni et al., 2025). Online stores offer a broad selection of products, from essential daily items to those that are less urgent. Fashion items are also highly favored by shoppers. One of the most commonly searched categories is body care and cosmetics (Thamrin et al., 2022). The wide range of products available, combined with the convenience of online shopping, makes consumers feel more pampered. Online shopping has gained popularity due to its simplicity and easy access, allowing consumers to effortlessly reach various products in today's digital world (Evelina, 2022). According to data from Kompas, beauty and body care products are among the top-selling items in e-commerce. In 2023, FMCG sales via e-commerce amounted to IDR 57.6 billion. The majority of consumers purchasing these products are cosmetics buyers, accounting for 49%, while 39% frequently purchase facial care items. Furthermore, data from Statista.com forecasts that by 2024, Indonesia's cosmetic market will reach US\$ 1.94 billion in revenue, with a projected growth rate of 4.86% over the next five years.

Lipstick is the second most popular cosmetic product after foundation. In addition to enhancing and protecting the lips, it also helps boost self-confidence and expressiveness. A survey by JakPat shows that lip cosmetics are the most widely used, with 97% of respondents indicating they use them



(Suhartanto et al., 2021). This is higher than other cosmetic products, which were chosen by 93% of respondents. The fast-growing cosmetics industry is driven by the high demand for these products (Khasanah & Hidayat, 2023). Earlier research has shown that cosmetics have become a fundamental need for consumers, especially for women ranging from adolescence to adulthood, making them an integral part of their daily routines (Suphasomboon & Vassanadumrongdee, 2022). The rise in cosmetic sales is largely fueled by social media trends, which have a significant impact on altering consumer behavior and lifestyles (Qomariah, 2021). This, in turn, influences consumers' decisions when purchasing cosmetics, particularly through online shopping (Indri et al., 2024). As a result, understanding consumer behavior is essential to gaining insights into their decision-making process when selecting cosmetic products online (Supriani et al., 2024).

The purchase decision is the phase in which consumers choose to buy a product after assessing and comparing various options that are similar to their desired one (Nur Fatiha Utami Nasution et al., 2023). This process eventually results in the purchase action (Asnawatia et al., 2022). Although individuals may follow a similar decision-making approach, factors such as age, personality, income, and lifestyle play a role in shaping their decisions (Parasari et al., 2024). Consumers are typically more discerning, comparing products to ensure the one they select meets their needs and desires (Pebriani et al., 2025). They tend to look for the best product that aligns with their expectations, often taking more time before making a definitive purchase. These factors emphasize the importance of understanding consumer behavior, especially in the context of online shopping (Ali et al., 2022).

Online shopping presents unique challenges because consumers cannot physically see or touch the products (Alrawad et al., 2023). The decision-making process is complex and involves multiple stages. It starts with identifying the product they want to buy, followed by gathering more information about it (Mior Shariffuddin et al., 2023). Consumers then compare similar products before making the final decision to purchase. This process highlights that, despite not being able to physically inspect the product, consumers still carefully consider all relevant factors before making a purchase (Tazlia et al., 2023).

According to data from compass.co.id, Maybelline is the top-selling lip cosmetic brand, with total sales reaching 107.5 billion. Currently, almost 59% of consumers prefer products from well-established brands, even if they are more expensive than other options (F. Wang et al., 2021). This highlights the significant role of brand awareness in purchase decisions. Products with high brand awareness enjoy better customer retention, with repurchase rates 60% higher than lesser-known brands. These findings underscore that consumers tend to choose trusted and familiar brands, even at a premium price, as they feel more secure and satisfied with the quality provided (Suleman et al., 2023).

Brand awareness refers to the process of selecting a brand name for a product that is distinctive, concise, easy to pronounce, and easily recognizable, which helps consumers remember it (Genoveva, 2022). Companies can enhance brand awareness by using unique logos and brand names that stand out from competitors. A brand acts as a differentiating element in the market, making it essential to establish a strong identity so that the product is easily recognizable by consumers. With high brand awareness, the product becomes more noticeable and memorable to consumers among the wide range of available options (Chavadi et al., 2023).

In addition to brand awareness, consumers shopping on e-commerce platforms often consider reviews from other customers who have previously purchased the product, known as online customer reviews (Novitasari, 2022). These reviews typically include comments or testimonials reflecting both positive and negative experiences from past buyers. According to various sources, online customer reviews are a highly effective tool for capturing the attention of potential buyers and aiding consumers in their purchasing decisions (Ekka & Bhardwaj, 2024). By reading reviews from previous customers, buyers feel more assured as they can assess the product's pros and cons through others' experiences, making the decision-making process more straightforward and well-informed.

The 2022 Local Consumer Review Survey revealed that 86% of consumers believe negative reviews can influence their buying decisions. These reviews often contain feedback about satisfaction or dissatisfaction from previous customers (X. Wang et al., 2024). Positive reviews can boost the confidence of hesitant buyers and attract new customers to make a purchase. This indicates that

consumer reviews have a significant impact on shaping purchasing decisions in the online market (Peña-García et al., 2024).

Negative reviews can have a significant effect on both consumers and businesses (Ekka & Bhardwaj, 2024). Consumers who encounter negative feedback may become reluctant to buy the product and are likely to warn their friends and family that the product is not worth purchasing. This can be damaging to companies, as it may result in the loss of potential customers and lower brand visibility. Additionally, the effectiveness of the company's marketing efforts may decline, and in more extreme cases, it could lead to the risk of bankruptcy (Anggraeni, 2024). Therefore, businesses must pay close attention to negative reviews and address them carefully to protect their reputation and ensure long-term success. Handling negative feedback properly can help companies retain customers and improve their brand perception (Rusniati et al., 2024).

This research is crucial for understanding the factors that influence purchasing decisions for cosmetic products, particularly Maybelline lipstick, in e-commerce, especially among students in Medan. Given the rapid growth of e-commerce and students' strong interest in cosmetic products, the study aims to examine how Brand Awareness and Online Customer Reviews affect purchasing decisions. This research addresses a gap in the literature by exploring the influence of these two variables within the context of cosmetics in Indonesia, especially among students. Additionally, the study investigates the role of purchase intention as an intervening variable, highlighting how Brand Awareness and Online Customer Reviews contribute to purchasing decisions. The results are expected to offer valuable insights for cosmetic companies to develop more effective marketing strategies and help e-commerce businesses better understand consumer behavior in an increasingly competitive marketplace.

Theoretical Review

Purchase Decision

Purchase decisions are crucial for a company's survival (Nofriza, 2022). Each choice made by consumers to buy a product or service directly affects the company's revenue and operational continuity (Khair et al., 2024). These decisions reflect how effectively the company meets market demands and expectations, as well as how appealing its products or services are to customers (Tirtayasa & Ramadhani, 2023). Positive purchase decisions can help a company boost sales, expand its market, and build long-term customer relationships (Tirtayasa, 2022). Companies that can influence consumer purchase decisions have a strong opportunity to create lasting customer loyalty (Prasetya, 2022). Customer loyalty is essential for retaining consumers in a highly competitive market (Sandhi Fialy Harahap & Tirtayasa, 2020). Repeat purchases from loyal customers provide consistent revenue, enabling companies to thrive even during tough economic times (Khair et al., 2023). Satisfied customers can also become powerful promoters through word-of-mouth or positive online reviews, helping to attract new customers (Tirtayasa et al., 2024).

If a company fails to influence consumer purchase decisions, it can result in reduced sales and loss of market share (Tirtayasa & Rahmadana, 2023). Therefore, it is essential for companies to comprehend the various factors that affect purchase decisions, such as product quality, pricing, customer service, and brand awareness (Tirtayasa et al., 2022). By managing these factors effectively, companies can encourage positive purchase decisions and secure long-term success and survival. Positive purchase decisions are vital for the company's growth and sustainability (Setyorini et al., 2023).

Brand Awareness

Brand awareness plays a vital role in marketing strategies aimed at shaping consumer behavior, especially when it comes to making purchase decisions (A. Lubis et al., 2023). It entails creating lasting impressions in the consumer's memory, so they are more likely to recall a brand or product when it's time to buy (Martin & Nasib, 2021). Achieving this level of recall is often more difficult than merely launching a new product, as it requires consistent and repeated exposure to the brand (Sutejo et al., 2024). As a result, companies need to continuously strengthen brand recognition through various

marketing initiatives to ensure that their products remain memorable to consumers (Yusuf et al., 2025).

Brand awareness refers to the consumer's ability to identify or recall a brand or product, especially in the context of e-commerce (Amelia & Tambunan, 2024). This concept plays a vital role in influencing consumer behavior and determines whether or not a purchase will be made (Amelia, 2024). When consumers recognize a brand through familiar symbols, logos, or other distinctive elements, it strengthens their connection to the brand, thereby increasing the likelihood of a purchase (Dewi et al., 2025). Brand awareness signifies the consumer's ability to quickly identify a brand based on its unique visual features, which helps create a more prominent brand presence in a competitive market (Nasib, 2024). Building strong brand awareness is crucial for businesses seeking to foster consumer loyalty and influence purchasing decisions (Hou et al., 2024).

Online Customer Review

Online customer reviews serve as a powerful promotional tool in communication, particularly in marketing (Khairumi et al., 2025). They play a crucial role in the online shopping experience, especially when the product has favorable reviews (Nurbayan et al., 2025). Positive feedback can boost consumer trust and encourage them to make a purchase from the online store. Both academics and the general public acknowledge the significance of online customer reviews, as they are regarded as a key factor influencing purchase decisions. With trustworthy and positive reviews, consumers gain confidence in the product, which ultimately motivates them to buy from the e-commerce platform (Van Vaerenbergh & Arijs, 2025).

Online customer reviews represent a type of electronic word of mouth (e-WOM), where content is generated by users and shared on third-party websites. These reviews serve as a helpful tool for consumers in assessing different product options they wish to buy (Pu et al., 2025). They can be considered an effective way to increase consumer or potential customer interest. Typically, consumers look for credible, professional, and appealing information, which can have a positive effect on their purchase decisions. With trustworthy reviews, online customer reviews play an important role in fostering consumer trust and influencing their decision to make a purchase (Nawara & Kashef, 2025).

Purchase Intention

Purchase intention is a metric used to gauge a consumer's inclination to purchase a product or service (Li et al., 2025). The stronger the purchase intention, the higher the consumer's drive to buy the product. This intention emerges when consumers have enough information about the product they desire, which leads to a tendency to take action (Nunes & Deliberador, 2025). At this point, consumers begin to think about making a purchase, although the final decision to buy has not been fully made. As such, purchase intention is a key factor in the consumer's overall purchase decision process (Macready et al., 2025).

Purchase intention reflects a consumer's mental plan to buy a product from a particular brand. Understanding this intention is vital for marketers as it helps to predict future consumer behavior (Zhao et al., 2025). The interest that emerges during the purchasing process generates motivation in the consumer's mind, becoming a strong driving force (Zhang et al., 2025). Ultimately, when consumers need to fulfill their needs, they will act on the thoughts they have had. Purchase intention results from the consumer's thinking process and knowledge. The desire to own a product or service generates a strong internal urge for consumers to make a purchase as a means of satisfying their needs (Huwaida et al., 2024).

Purchase intention develops after consumers are exposed to stimuli from a product they encounter, which sparks the desire to buy and own it (Long et al., 2024). This reflects the consumer's interest in a product they believe will fulfill their needs. Purchase intention is not merely a fleeting desire, but is closely linked to the decision to purchase a product deemed important (Xu et al., 2024). Consumers with high purchase intention are more likely to be driven to buy, as they perceive the product as able to meet their needs or desires (Ki et al., 2024). As such, purchase intention is a crucial factor in understanding consumer behavior and influencing upcoming purchase decisions (Kim et al., 2024).

Methodology

This research utilizes a quantitative approach, with the sample and population selected through purposive sampling. Based on calculations, the required sample size is 384.16 respondents, which is rounded to 386 respondents who have purchased cosmetic products. The purposive sampling criteria involve female students who have an E-Commerce application and have purchased cosmetic products, particularly lipsticks, through E-Commerce platforms. Data was collected using questionnaires, and analysis was carried out using Partial Least Squares (PLS) to test the research hypotheses. The PLS method was selected because it is a more robust technique for multiple regression analysis and principal component regression, ensuring that model parameters remain consistent even when new samples are drawn from the entire population.

Results and Discussions

Results

Table 1. Characteristics of Respondents Based on University Origin

No	University	Total	Persentase
1	Universitas Muhammadiyah Sumatra Utara (UMSU)	133	34,5%
2	Universitas Sumatra Utara (USU)	116	30%
3	Universitas Medan Area (UMA)	24	6.2%
4	Universitas Panca Budi	5	1.2%
5	Universitas Negeri Medan (UNIMED)	40	11%
6	Universitas Islas Negeri Sumatra Utara (UINSU)	46	11.5%
7	Universitas Islam Sumatra Utara (UISU)	13	3.3%
8	Universitas Prima	6	1.6%
9	Universitas Darma Agung	3	0,7%
Total		386	100%

Source: Processed data (2025)

The respondents in this study are individuals between the ages of 18 and 23. For more detailed information, please refer to the table below:

Table 2. Characteristics of Respondents Based on Age

Category	Number of Respondents	Persentase (%)
18 Year	7 People	1,81 %
19 Year	92 People	23,83 %
20 Year	128 People	33,16 %
21 Year	139 People	36,01 %
22 Year	13 People	3,36 %
23 Year	6 People	1,55 %
24 Year	1 People	0,25 %
Total	386 People	100%

Source: Processed data (2025)

According to the table above, the age distribution of the respondents shows that the largest group consists of 21-year-olds, with 139 individuals, or 36.01% of the total. This is followed by 128 respondents aged 20, representing 33.16%, and 91 respondents aged 19, accounting for 23.58%. These respondents are female students in Medan who use Maybelline lipstick.

The characteristics of respondents based on their occupation can be seen from the table below:

Table 3. Characteristics Based on Occupation

Type of Work	Total	Presentase (%)
Part Time	39 People	10,103%
Reseller	10 People	2,590%
Freelance online	22 People	5,699%
Cell Phone Guard	10 People	2,590%
Olshop Admin	10 People	2,590%
Laundry employee	12 People	3,108%
Content creator	9 People	2,133%
Employee	17 People	4,401%
Entrepreneur	3 People	0,777%
(not working)	254 People	65,803 %
Total	386 People	100 %

According to Table 3, which outlines the characteristics based on occupation, the majority of respondents are unemployed, with 254 individuals, accounting for 65.80%. The second-largest group comprises respondents with part-time jobs, totaling 39 people, or 10.10%, and other categories follow.

Hypothesis Result

Table 4. Research Hypothesis Test Results

	T statistics (O/STDEV)	P values	Conclusion
Brand Awareness (X1) -> Purchase decision (Y)	6.677	0.000	Hypothesis Accepted
Online Customer Review (X2) -> Purchase decision (Y)	7.957	0.000	Hypothesis Accepted
Brand Awareness (X1) -> Purchase Intention (Z)	6.883	0.000	Hypothesis Accepted
Online Customer Review (X2) -> Purchase Intention (Z)	9.698	0.000	Hypothesis Accepted
Purchase Intention (Z) -> Purchase decision (Y)	9.216	0.000	Hypothesis Accepted
Brand Awareness (X1) > Purchase Intention (Z) > Purchase decision (Y)	5.044	0.000	Hypothesis Accepted
Online Customer Review (X2) > Purchase Intention (Z) > Purchase decision (Y)	6.577	0.000	Hypothesis Accepted

Discussions

The Effect of Brand Awareness on Purchase decision

Brand awareness significantly influences the purchase decision of Maybelline lipstick products on e-commerce platforms among students in Medan. Previous research has highlighted that brand awareness establishes a solid foundation for brand recognition among target audiences and markets (Firoozzare et al., 2024)(Amalia Hendarsin et al., 2024)(Şahinöz et al., 2024). As a brand becomes more well-known, it gains a competitive edge by distinguishing itself from its competitors (Sturman et al., 2025). Consumers with high brand awareness are more likely to select products they recognize and trust, which ultimately affects their purchase decisions (Aditi et al., 2022). In the context of e-commerce, where brand visibility is crucial, brand awareness plays a key role in shaping consumer decisions to make a purchase (Magfur et al., 2022). Companies must continually enhance brand awareness to secure a stronger competitive advantage in the market (Ningsih, 2020).

The Effect of Online Customer Reviews on Purchase Decision

Online customer reviews significantly influence the purchase decision of Maybelline lipstick products on e-commerce platforms among students in Medan. This finding is consistent with previous studies that highlight online customer reviews as a rich source of varied information (Liu et al., 2025)(Tang et al., 2025)(P. Wang et al., 2025). E-commerce site visitors are often more inclined to read reviews from other consumers when deciding on a product to buy (Fadli, 2021). These reviews offer valuable insights into product quality and other customers' experiences, which help guide consumers in their purchasing decisions (Razaq et al., 2024). As a result, online customer reviews have a substantial positive impact on purchase decisions (Nasib et al., 2020). Positive reviews can increase consumer trust and motivate them to select the product (Salsabillah, 2022). Therefore, companies should use customer reviews as a marketing tool to enhance purchase decisions and build consumer loyalty (Z. Lubis et al., 2023).

The Effect of Brand Awareness on Purchase Intention

Brand awareness significantly influences the purchase intention of Maybelline lipstick products on e-commerce platforms among students in Medan. This result is consistent with previous research indicating that brand awareness shapes consumer perceptions and attitudes toward products (Baiqun Isbahi et al., 2024)(Enes et al., 2024)(Theocharis & Tsekouropoulos, 2025). The stronger the brand awareness, the more likely consumers are to show interest in purchasing the product (Pasaribu et al., 2023). Companies should prioritize enhancing consumer awareness of the products they offer, as this is a key step in establishing strong brand equity (Amelia et al., 2024). With high brand awareness, consumers are more inclined to be interested and confident in their purchase decisions (Sihombing et al., 2023). This study emphasizes that brand awareness has a significant impact on purchase intention, suggesting that businesses should implement effective marketing strategies to boost brand recognition, especially among students as a primary target market (Vinodhini et al., 2022).

The Effect of Online Customer Reviews on Purchase Intention

Online customer reviews have a significant effect on the purchase intention of Maybelline lipstick products on e-commerce platforms among students in Medan. This finding is consistent with prior studies that highlight the substantial impact of online reviews on consumer purchase intentions (Moqbel & Jain, 2025)(Zhong et al., 2025)(Naz et al., 2025). Reviews offer essential information that consumers rely on before making a purchase decision (Novirsari, 2022). Positive reviews about product quality or the experiences of other users can enhance consumers' interest in purchasing the product (A. Lubis et al., 2022). Customer reviews act as a reliable source of information, helping to establish trust in the product being offered (Wakhyuni et al., 2024). The positive influence of these reviews plays a crucial role in increasing purchase intention, as consumers feel more assured about making the purchase (Daulay, 2021). Companies should use customer reviews as a tool to drive purchase intention and strengthen consumer purchase decisions on e-commerce platforms (Lestari et al., 2021).

Effect of Purchase Intention on Purchase Decision

Purchase intention significantly influences the purchase decision of Maybelline lipstick products on e-commerce platforms among students in Medan. This result aligns with previous studies that show a positive and significant impact of purchase intention on purchase decisions (Macready et al., 2025)(Nunes & Deliberador, 2025)(Li et al., 2025). Consumers with high purchase intention toward a product are more likely to proceed with the purchase (Husni, 2023). Purchase intention represents the consumer's interest and desire to buy a product, which ultimately affects their decision to make a purchase (Nasib et al., 2024). This suggests that purchase intention is a key factor in motivating consumers to make purchase decisions (Widy & HS, 2021). When faced with various options, purchase intention becomes a primary determinant in the final purchase decision (Khairani, 2023).

Therefore, companies should focus on strategies to enhance purchase intention, encouraging consumers to buy the products they offer (Nasib, Syaifuddin, et al., 2023).

The Effect of Brand Awareness on Purchase decision Through Purchase Intention

Brand awareness impacts purchase decisions through purchase intention for Maybelline lipstick products on e-commerce platforms among students in Medan. This study's results are consistent with prior research indicating that brand awareness affects purchase decisions via consumer purchase intention (Raya et al., 2025)(Rajib et al., 2025)(Rizkautami & Tuti, 2025). Consumers with high brand awareness are more likely to express interest and develop purchase intention toward a product, which then leads to a purchase decision (Nasib, Pranata, et al., 2023). In the highly competitive e-commerce landscape, brand awareness plays a critical role in triggering purchase intention, which ultimately influences the consumer's buying decision (Limbong et al., 2025). The stronger the brand awareness, the higher the likelihood that consumers will choose that product (Sihombing et al., 2024). Companies should focus on increasing brand awareness through strategic marketing efforts to capture consumer attention and drive purchases, particularly on e-commerce platforms (Nasib et al., 2022).

The Effect of Online Customer Review on Purchase decision Through Purchase Intention

Online customer reviews affect purchase decisions through purchase intention for Maybelline lipstick products on e-commerce platforms among students in Medan. The results of this study align with previous research, which highlights that purchase intention plays a key role in mediating the effect of online customer reviews on consumer purchase decisions (Van Vaerenbergh & Arijs, 2025)(Pu et al., 2025)(Nawara & Kashef, 2025). Positive reviews about a product can boost consumers' purchase intention (Sari, 2020). A higher purchase intention then encourages consumers to make a purchase decision (Pebri et al., 2020). Reliable customer reviews provide essential information, ultimately increasing consumer interest in the product (Munandar et al., 2022). Online reviews act as a primary reference, with purchase intention serving as an important mediator in the purchase decision process (Umam et al., 2022). Companies should effectively utilize online customer reviews to increase purchase intention and encourage consumer purchase decisions (Rivai et al., 2021).

Conclusions

Based on the research findings and discussions on the impact of brand awareness and online customer reviews on purchase decisions, mediated by purchase intention for Maybelline lipstick products on e-commerce platforms among students in Medan, it can be concluded that both brand awareness and online customer reviews have a significant effect on the purchase decision of Maybelline lipstick products on e-commerce platforms. Moreover, brand awareness influences the product's purchase intention, which subsequently affects the purchase decision. Similarly, online customer reviews directly impact purchase intention, which also influences the purchase decision for Maybelline lipstick products on e-commerce platforms. This study emphasizes the crucial role of brand awareness and online customer reviews in creating purchase intention, which ultimately drives an increase in purchase decisions on e-commerce platforms.

Based on the research findings, several recommendations for Maybelline include enhancing promotional efforts, especially targeting students, to attract consumers to purchase Maybelline lipstick on e-commerce platforms. The company should also utilize online customer reviews as a marketing tool by encouraging consumers to post positive reviews, which can build trust with potential buyers. Additionally, offering appealing promotions and actively managing customer reviews are essential. Addressing positive reviews and resolving complaints will help increase purchase intention. Maybelline should also focus on maintaining high product quality and boosting brand awareness through social media advertising to drive consumer purchase decisions.

This study has several limitations that should be considered. First, it focused only on factors such as brand awareness, online customer reviews, and purchase intention in influencing consumer purchase decisions. However, there are numerous other factors that could also impact purchase decisions but were not included in this research. Second, limitations in time, resources, and data collection methods were present. While 386 respondents participated, the questionnaire used may not always have accurately captured their views. Variations in how each respondent understood and interpreted the questions could affect the validity of the data, and this should be taken into account when analyzing and drawing conclusions from the study.

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