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The Influence of Online Customer Review, Flash Sale, and Celebrity Endorsement on the Decision to buy Facetology Sunscreen on Jakarta Marketplace Consumers

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ABSTRACT

This study analyzez the influence of online customer reviews, flash sales, and celebrity endorsements on purchasing decisions for Facetology sunscreen products in Jakarta. The research method used is a quantitative approach with causal research type. Data were collected through distributing qustionnaires to 210 respondents who are Facetology Sunscreen consumers in the Jakarta area and analyzes using the Partial least Square (SmartPLS) technique. And a survey on users, the result of the study showed that Online Customer Review, Flash Sale, and Celebrity Endorsements have a significant influence on Purchasing Decisions.

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Introduction

The beauty industry in Indonesia has experienced rapid growth in line with the increasing public awareness of skincare. This is reflected in the rising demand for skincare products as well as the emergence of various local brands that are able to compete in the digital market (Saniyya & utami). One of the products that has shown significant growth is sunscreen, which has now become an essential need for maintaining skin health.

Facetology, as one of the local brands, has demonstrated rapid development, particularly in its sunscreen products, which have achieved high sales levels in online

marketplaces. However, the intense competition in this industry requires companies to understand the factors influencing consumer purchasing decisions in order to maintain their competitiveness.

Purchasing decisions represent a process that involves problem recognition, information search, evaluation of alternatives, and post-purchase behavior (Putri et al., 2025). In the digital context, these decisions are highly influenced by external factors such as online customer reviews, flash sales, and celebrity endorsements.

Online customer reviews are considered an important factor as they serve as a source of information that can shape perceptions and increase consumer trust prior to making a purchase (Sugiharto et al., 2021). In addition, flash sales have been proven effective in encouraging purchases through strategies of urgency and scarcity (Sahabuddin & Azhari, 2025). Meanwhile, celebrity endorsements play a role in enhancing product attractiveness through the credibility and influence of public figures on consumers (Azizah & Fikriyah, 2023).

Method

This study employs a quantitative method with a descriptive and verificative approach. According to (Creswell & Creswell, 2023). this approach is grounded in a post-positivist paradigm, where researchers aim to identify causal relationships through the collection of standardized numerical data and analysis using statistical procedures. Quantitative research typically utilizes designs such as true experiments, quasi-experiments, single-subject designs, as well as non-experimental designs such as surveys and correlational studies.

The population of this study consists of consumers who have purchased Facetology sunscreen products and reside in Jakarta. The sampling technique used is non-probability sampling with a purposive sampling method, where respondents are selected based on specific criteria, including being aged 17–40 years, residing in Jakarta, and having previously purchased Facetology products. The sample size in this study is 210 respondents, determined based on the number of research indicators and the minimum requirements for PLS-SEM analysis.

The data analysis method in this study uses Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The PLS-SEM method is chosen because it is capable of analyzing relationships between latent variables simultaneously and is suitable for research with complex models and data that do not necessarily follow a normal distribution.

The analysis procedures include descriptive statistical analysis, testing of the measurement model (outer model) to assess validity and reliability, and testing of the structural model (inner model) to examine the relationships between variables and the research hypotheses.

Results and discussion

The respondent characteristics are presented to describe the domographic profile of the participantas, including gender, age, domicile, and duration of product usage.

Tabel 1. Respondent Description

Gender	Female	166	79%
	male	44	215
Total		210	100%
Age	< 20 Tahun	14	6,7%
	20-27 Tahun	174	82,9%
	28-35 Tahun	14	6,7%
	36-45 Tahun	5	2,4%
	> 45 Tahun	3	1,4%
Total		210	100%
Domisili	Jakarta Selatan	84	40%
	Jakarta Barat	89	42,4%
	JakartaTimur	11	5,2%
	Jakarta Pusat	17	8,1%
	Jakarta Utara	9	4,3%
Total		210	100%
Pengguna lama konsumen	< 1 Tahun	128	61%
	1-2 Tahun	71	33,8%
	3-5 Tahun	5	2,4%
	>5 Tahun	6	2,9%
Total		210	100%

Source : (Keisya Putri Kadinda,2026

1. Measurement Model (Outer Model)

Convergent Validity

Convergent validity indicates that the indicators within a construct have a high level of correlation. It is assessed by examining the factor loadings between the indicators and their respective constructs. In general, a good factor loading value should be above 0.70 for confirmatory research, while the Average Variance Extracted (AVE) should be greater than 0.50. However, in the early stages of scale development, factor loading values ranging from 0.50 to 0.60 are still considered acceptable (Ghozali, 2021)

Fig. 1. . Figure 1. The figure title must be placed below the figure.

Supporting instruments such as tables should use only horizontal lines, for example.

Table 2. Convergent Validity Test & AVE

Variabel	Indikator	Outer Loading	AVE	Description
Online Customer Review	OCR 1	0.843	0.663	Valid
	OCR 2	0.817		Valid
	OCR 4	0.807		Valid
	OCR 5	0.793		Valid
	OCR 6	0.804		Valid
	OCR 7	0.806		Valid
	OCR 8	0.772		Valid
	OCR 9	0.863		Valid
	OCR 10	0.822		Valid
Flash Sale	FS 1	0.827	0.670	Valid
	FS 2	0.809		Valid
	FS 3	0.803		Valid
	FS 4	0.836		Valid
	FS 5	0.828		Valid
	FS 6	0.820		Valid
	FS 7	0.780		Valid
	FS 8	0.839		Valid
	FS 9	0.801		Valid
	FS 10	0.841		Valid
Celebrity Endorsement	CE 1	0.830	0.741	Valid
	CE 2	0.877		Valid
	CE 3	0.844		Valid
	CE 4	0.880		Valid
	CE 5	0.869		Valid

	CE 6	0.868		Valid
	CE 7	0.855		Valid
Purchase Decision	KP 1	0.803	0.632	Valid
	KP 2	0.809		Valid
	KP 3	0.748		Valid
	KP 4	0.800		Valid
	KP 5	0.730		Valid
	KP 6	0.785		Valid
	KP 7	0.830		Valid
	KP 8	0.803		Valid
	KP 9	0.818		Valid
	KP 10	0.819		Valid
	KP 11	0.812		Valid
	KP 12	0.776		Valid
	KP 13	0.798		Valid
	KP 15	0.790		Valid

Source :2026 Data Processing Results

Reability Test

Reability testing is conducted to evaluate the consistency of indicators in representing the research constructs using Cronbach's Alpha and Composite Reliability. A construct is considered realiable if the values of Cronbach's Alpha and Composite Reliability are greater than or equal to ≥ 0,70. The results show that all variables have Cronbach's Alpha and Composite Reliability values exceeding ≥0,70, indicating that all constructs in this study are reliable.

Table 3. Realibillity Test

Variabel	Cronbach's Alpha	Composite Realibility	Keterangan
Online Customer Review	0.937	0.950	Reliabel
Flash Sale	0.945	0.948	Reliabel
Celebrity Endorsement	0.942	0.945	Reliabel
Purchase Decision	0.955	0.955	Reliabel

Source : Output SmartPLS 4.0 (2026)

Discriminant Validity

Discriminant validity is assessed to determine the extent to which a construct is distinct from other variables in the model. In this study, discriminant validity is evaluated using the Fornell-Larcker criterion by comparing the square root of the Average Variance Extracted (AVE) with the correlations between constructs. This method aims to ensure that each construct has a stronger relationsip with its own indicators that with other constructs.

Table 4. Discriminant Validity (Fornell Larcker Criterion)

Variabel	Online Customer Review	Flash Sale	Celebrity Endorsement	Purchase Decision
Online Customer Review	**0.814**			
Flash Sale	0.057	**0.819**		
Celebrity Endorsement	-0.103	0.090	**0.861**	
Purchase Decision	0.337	0.368	0.386	**0.795**

Source: Output SmartPLS 4.0 (2026)

Structural Model (Inner Model)

R-Square

The structural model is evaluated by examining the R-square value to determine the extend to which the latent variables explain the dependent variable. Based on the PLS algorithm results, the R-Square value for purchasing decisions is 0.388. This indicates that online customer reviews, flas sales, and celebrity Endorsements collectively explain 38.8% of the variance in purschasing decisions. This value is categorized as moderate, while the remaining variance is explained by othe variables not included in this research model.

Variable	R-Square
Purchase Decision	0.388

Source : Output SmartPLS 4.0 (2026)

Heterotrait Ratio

The Heterotrait- Monotrait Ratio (HTMT) measures the ratio between coreelations of indicators across different constructs (Heterotrait) and correlations of indicators within the same construct (monotrait). In other words, HTMT helps ensure that the indicators more strongly represent their respective constructs. Based on the HTMT test results, all inter-construct ratio values are below the estrablished thereshold of 0.90. Therefore, each construct in this study demontsrates adequate discriminant validiy and is suitable for further analysis.

Table 6. Heterotrait Ratio

Variable	Online Customer Review	Flash Sale	Celebrity Endorsement	Purchase Decision
Online Customer Review				
Flash Sale	0.083			
Celebrity Endorsement	0.122	0.108		
Purchase Decision	0.343	0.382	0.403	

Source : Output SmartPLS 4.0 (2026)

Q-Square

Predictive relevance (Q- square) is used to evaluate the predictive capability of the structural model. A model is considered to have predictive relevance if the Q^2 value is greater than zero. Based on table 7, the Q^2 value for purchasing decisions is 0.359. This result indicates that the model has good predictive capability in explaining the variation in purchasing decisions for Facetology Sunscreen Products.

Table 7. Q- Square

Variable	Q^2 Predict
Purchase Decision	0.359

Source : Output SmartPLS 4.0 (2026)

Model Fit

The model fit analysis in this study uses the standardized Root Square Residual (SRMR) value. A model is considered to have a good fit if the SRMR value is less than 0.08.

Table 8. Model Fit

Model Parameters	Saturated Model	Estimated Model
SRMR	0.050	0.050

Source: Output SmartPLS 4.0 (2026)

Hypothesis Testing

Hypothesis testing in this study aims to examine the relationship between latent variables in the structural model (inner model). The testing is conducted using the bootsraping method in SmartPLS by analyzing the path Coefficients, T- statistics, and p-values. A p- values of the less than 0.05 indicates that the relationship between variables is statistically significant. Through this hypothesis testing. It can be identified which variables have a significant influence on purchasing decisions.

Table 9. Pengujian Hipotesis

Hypothesis	Original Sample (O)	Sample Mean (M)	Standar deviation (STDEV)	T Statistic (O/STDEV)	P Values	Keterangan
X1→ Y	0.360	0.365	0.052	6.918	0.000	Positive and significant
X2→Y	0.312	0.314	0.048	6.437	0.000	Positive and significant
X3→Y	0.395	0.397	0.052	7.5900	0.000	Positive and significant

Sourch : Output SmartPLS 4.0 (2026)

Discussion

The Effect of Online Customer Review on Purchasing Decisions

The results of hypothesis testing between variable X1 and Y show an original sample value of 3.360, with a T- Statistic of 6.918 (>1.96) and p-value of 0.000. This indicates that variable X1 has a positive and statistically significant effect on Y. Therefore, the hypothesis is accepted.

The Effect of Flash Sales on Purchasing Decisions

The results of hypothesis testing between variable X2 and Y show an original sample value of 0.312, with T-statistic of 6.430 (>1.96) and a p-value of 0.000. Thus, variable X2 has a positive and statistically significant effect on Y, and the hypothesis is accepted.

The Effect of Celebrity Endorsements on Purchasing Decisions

The results of hypothesis testing between variable X3 and Y show an original sample value of 0.395, with a T-statistic of 7.590 (>1.96) and a p-value of 0.000. Therefore,

variable X3 has a positive and statistically significant effect on Y, and the hypothesis is accepted.

CONCLUSION

Based on the results of the study, it can be concluded that all independent variables – Online customer reviews, flash sales, and celebrity endorsements. Have a positive and statistically significant effect on purchasing decisions for Facetology sunscreen products. This finding indicates that consumer purchasing decisions are not only influenced by product related factors but also by external factors such as information, promotional strategies, and marketing communication.

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