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Analysis of the Effect of Online Testimonials, Discounts, and Product Quality on Purchasing Decisions for Glad2glow Skincare Products among College Students

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Abstract

The tight competition in the skincare industry encourages companies to identify the main factors that influence consumer purchasing decisions, especially among the younger generation as a potential target market. This study aims to analyse the effect of Online Testimonials, Discounts, and Product Quality on Purchasing Decisions for Glad2Glow skincare products among female students in Mataram City. A quantitative approach was used with a survey through a 1-5 Likert scale questionnaire distributed to 100 respondents. The data was analysed using multiple linear regression through SPSS version 22 software.The findings of this study indicate that Online Testimonials do not have a significant influence on purchasing decisions, although they contribute 16.1%. Discounts also showed no significant influence with a contribution of 10.7%. In contrast, Product Quality proved to be the main factor influencing purchasing decisions with a contribution of 49.7%. Simultaneously, the three variables made a significant contribution of 42.4% to purchasing decisions. The implications of this study emphasise the importance of improving product quality as a top priority for companies to meet consumer needs and preferences. In addition, Online Testimonials and Discounts can still be used as supporting strategies to strengthen product attractiveness in the market.

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INTRODUCTION

The development of the beauty industry, especially skin care products, has experienced a significant surge in recent years. According to a report from Statistics, the market value of skin care products in Indonesia is estimated to reach USD 3.3 billion by 2023, with steady annual growth. This growth is fueled by the increasing public awareness of the importance of skin care (Ajayi, Olaniyi, Oladoyinbo, Ajayi, & Olaniyi, 2024). In addition, changing beauty standards with an emphasis on healthy, glowing skin are driving consumer interest in skincare. Psychologically, skincare is considered a form of self-care that can boost confidence and self-esteem (Elzehiri, Srour, & Salime, 2022). This trend not only reflects lifestyle changes, but also contributes significantly to the growth of the beauty industry, with local and international brands competing to offer innovative skincare products that meet the needs of young consumers. This phenomenon is driven by several factors such as the massive influence of social media, beauty influencers and skincare tutorials becoming very popular content (Chen & Dermawan, 2020).

The rapid development of digital technology has brought significant changes to consumer behavior, especially in terms of making Purchasing Decisions (Thakkar, 2024). One of the factors in the spotlight is the role of Online Testimonials which are now increasingly used as a reference by consumers before buying a product. Testimonials displayed on e-commerce platforms or social media have a major influence on the level of trust of potential buyers, especially among female students who actively use the internet (Attar, Shanmugam, & Hajli, 2021). In addition, discounts are a marketing strategy that is often used to attract buyers. The discount offered provides its own charm, creating the impression that the product is more affordable without setting aside expectations of good quality. Product quality, on the other hand, remains the main determining factor that influences consumer satisfaction and loyalty

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(Oktavanny & Sulistiadi, 2022). In this case, female students as the target market have high expectations of the skincare products they use, both in terms of effectiveness and safety.

Research conducted by Dwi et al. (2021) states that Product Quality has no partial effect on Purchasing Decisions. Meanwhile, price, discount, trust have a positive and significant effect on Maharani Prima skin care online purchasing decisions. Muid & Souisa (2023) suggest that; (1) Product quality has a positive and significant effect on purchase intention; (2) Price has a positive and significant effect on purchase intention; (3) Product quality has a positive and significant effect on purchasing decisions; (4) Price has a positive and significant effect on purchasing decisions; (5) Purchase intention has a positive and significant effect on purchasing decisions. Yastutik & Prapanca (2024) explain that brand ambassadors show a positive but insignificant effect on Purchasing Decisions, both Product Quality and digital marketing significantly influence Purchasing Decisions. This confirms the importance of focusing on Product Quality and digital marketing strategies to improve consumer decisions in the beauty care products market.

Research conducted by Setyaningtyas et al. (2024) states that advertising, COD systems, free shipping promos, and influencers have a positive and significant effect on purchasing decisions for Skintific skincare products at Shopee for students in Purwokerto. Saputri (2023) emphasized that; (1) E-WOM has a positive and significant effect on Purchasing Decisions; (2) Perception of Halal Label has a positive and significant effect on Purchasing Decisions; (3) Product Quality has a positive and significant effect on Purchasing Decisions; (4) Brand Image has a positive and significant effect on Purchasing Decisions. Shafwah et al. (2024) state that; (1) Digital marketing affects Purchasing Decisions; (2) Online customer reviews affect Purchasing Decisions, and; (3) Digital marketing and online customer reviews simultaneously affect Purchasing Decisions. Natalie et al. (2024) explained that for international beauty products, social media marketing, brand awareness, Product Quality, and Discount are significant predictors of purchase intention ($R^2 = 0.832$). In contrast, for local beauty products, the main factors that influence Purchasing Decisions are quality, price, online customer reviews, and Discounts ($R^2 = 0.790$). Kridaningsih (2023) states that the results of the study prove that price, product quality, and brand image significantly influence purchasing decisions.

Research conducted by Marweni (2024) states that live streaming and flash sale programs are not significant to netizen purchasing decisions, but influencers have a significant influence on netizen purchasing decisions. Even though the company has used live streaming and flash sale programs massively, it seems that customers are not interested in making purchases. Netizens are more interested in buying Somethinc skincare products because of influencers. Panginan et al. (2024) explain that; (1) Promo Voucher Free Shipping has a significant effect on Purchasing Decisions; (2) Discount has a significant effect on Purchasing Decisions; (3) Cash On Delivery has a significant effect on Purchasing Decisions; (4) Promo Voucher Free Shipping, Discount and cash on delivery have a positive effect simultaneously on Purchasing Decisions. Wulandari (2024) states that viral marketing and consumer confidence in Scientific products have a positive effect on consumer desire to transact, while price has no significant effect on purchasing decisions.

The current development of the skincare industry shows that many consumers rely more on Online Testimonials as the main reference before making a purchase, especially among college students who are active on social media (Zalfachita, 2024). However, although Online Testimonials and Discounts are factors that attract consumers' attention, not all testimonials provide an accurate picture of Product Quality, which leads to uncertainty in Purchasing Decisions. Although previous studies have examined the influence of Online Testimonials, Discounts, and Product Quality on Purchasing Decisions, no study has specifically analyzed these three variables in the context of Glad2 Glow skincare products in Mataram City. The main focus of this research is to identify the influence of Online Testimonials, Discounts, and Product Quality on consumer Purchasing Decisions in Mataram City. And to understand how the three variables interact with each other in influencing consumer behavior.

This study aims to deeply analyze the influence of Online Testimonials, Discounts, and Product Quality on Purchasing Decisions for Glad2Glow skincare products among female students in Mataram City. This research will identify how Online Testimonials, both in the form of positive and negative reviews, shape consumer perceptions of products, increase trust, and influence purchasing decisions. Furthermore, this research also evaluates the extent to which Discounts contribute as the main attraction in stimulating purchase interest, as well as how the effectiveness of discount strategies can encourage consumers to make transactions immediately. In addition, this research will explore the influence of Product Quality, including aspects of functionality, safety, and promised results, in creating consumer

loyalty and repeat purchase decisions. By understanding the relationship between these three variables, this research is expected to provide practical insights for companies like Glad2Glow to design data-driven marketing strategies that are more effective and responsive to market needs. This research also aims to help people, especially young consumers, understand the importance of these factors in choosing skincare products that not only offer attractive prices but also the best quality. Furthermore, this research makes an academic contribution by expanding the literature review on consumer behavior in the digital context in Indonesia.

METHOD

This study uses a type of quantitative research that aims to measure the significance of Online Testimonials, Discounts, and Product Quality on Purchasing Decisions for Glad2glow skincare products among female students in Mataram City. College students were chosen as research subjects because this group generally has a high interest in beauty products and actively interacts on social media platforms. Glad2glow skincare products are the focus of research because of their popularity among teenagers, especially female students. The independent variables in this study include Online Testimonials, Discounts, and Product Quality, while the dependent variable is Purchase Decision. The research procedure has been presented in Figure 1.

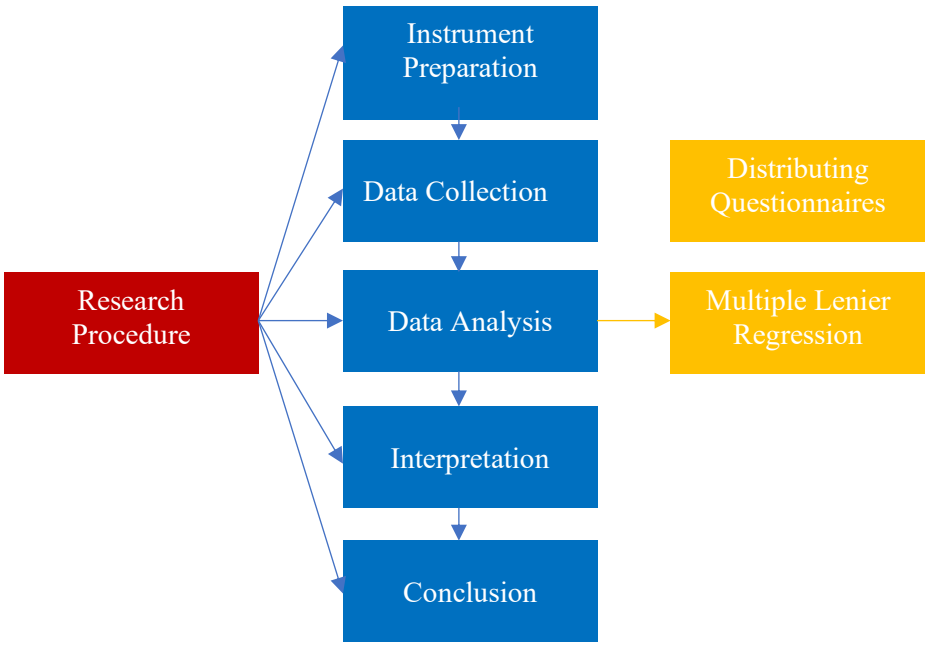


Figure 1. Research Procedure

Figure 1 shows that the instrument in this study is a questionnaire consisting of each variable including (1) Online Testimonials variable (X_1) as many as 5 questions with indicators of attention, needs / desires, confidence, and action (Sembada et al., 2022); (2) Discount variable (X_2) as many as 5 questions with indicators of the amount of discount, discount period, and type of product that gets a discount (Kusnawan, Diana, Andy, & Tjong, 2019); (3) Product Quality variable (X_3) as many as 5 questions with indicators of product characteristics, conformity to specifications, durability, reliability, and design (Setiyana et al., 2019); (4) Purchase Decision variable (Y) as many as 5 questions with indicators of stability in a product, habits in buying products, giving recommendations to others, and making repeat purchases (Ningsih, 2017).

Data collection was carried out by distributing questionnaires to 100 female college students in Mataram City online via Google Form. Sampling using purposive sampling method, where the sample is selected based on certain criteria, namely female students who have purchased or used Glad2Glow skincare products. Sampling uses a tool in the form of a questionnaire with a Likert scale of 1-5 with answer choices strongly disagree, disagree, neutral, agree and strongly agree. The questionnaire contains statements about female students' perceptions of Online Testimonials, the influence of Discounts, assessments of Product Quality, and purchasing decisions for Glad2glow products. The collected data

will then be processed and entered into statistical software (SPSS) version 22. Furthermore, multiple linear regression analysis will be used to statistically test whether the independent variables (Online Testimonials, Discounts, and Product Quality) on the dependent variable (Purchase Decision) have a significant influence on the Purchase Decision. The regression analysis results will show how strong the influence of each variable is and whether the influence is positive or negative. After that, the results of the analysis will be interpreted in depth to understand the meaning of the numbers obtained. This interpretation will help us to answer the research questions and draw conclusions about what factors most influence the Purchasing Decision of Glad2glow skincare products among female students in Mataram City. Finally, based on the conclusions obtained, the implications of the results of this study will be identified, both from a theoretical and practical perspective.

RESULTS AND DISCUSSION

Descriptive Data

Data collection was carried out through an online questionnaire distributed to female students studying in Mataram City and using Glad2Glow skincare products. Of the total respondents, 100 female students have filled out the questionnaire. Data details that present the results of the questionnaire based on the age of female students can be seen in Figure 2.

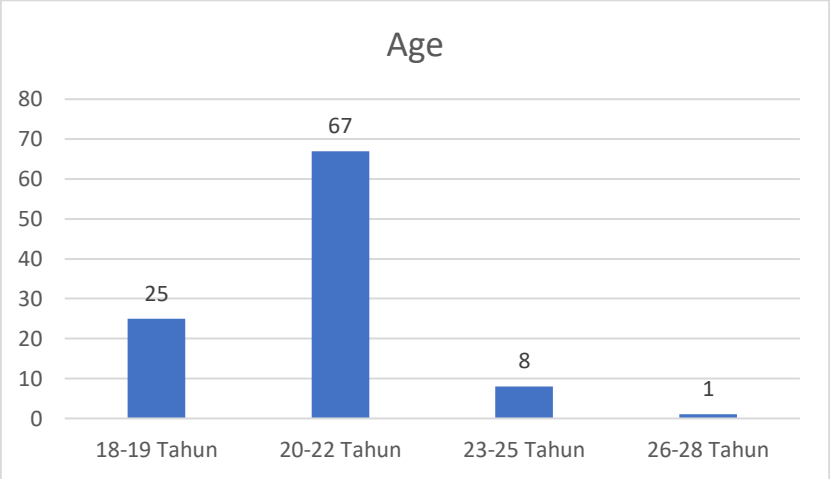


Figure 2. Age of Respondents

Figure 2 shows that the age data of respondents at the age of 20-22 years is the segment with the highest number of respondents, namely 67 people, indicating the dominance of this age group in the consumption of Glad2Glow skincare products. Meanwhile, the 18-19 year old age group with 25 respondents is in second place, indicating that this product is also quite attractive to consumers who are just entering early adulthood. The 23-25 years age group, which totaled 8 people, and the 26-28 years age group, which only recorded 1 person, showed a decreasing trend as the age of the respondents increased. This may be due to changes in skincare preferences or needs at a more mature age, where consumers tend to look for products with a different focus, such as anti-aging or intensive care. Furthermore, based on descriptive data analysis of respondents' scores on the Analysis of the Effect of Online Testimonials, Discounts, and Product Quality on Purchasing Decisions for Glad2glow Skincare Products among College Students can be seen in Table 1.

Table 1. Descriptive Value of Respondents

Descriptive Statistics					
Model	**N**	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Testimoni Online (X_1)	100	60.00	100.00	84.2800	9.91691
Diskon (X_2)	100	48.00	100.00	78.4400	13.45274
Kualitas Produk (X_3)	100	56.00	100.00	81.8000	10.12847
Keputusan Pembelian (Y)	100	52.00	100.00	80.4400	10.00840
Valid N (listwise)	100				

Source: Data processed by researchers (2025)

Based on Table 1, the descriptive value of the respondents shows that the Online Testimonial variable (X_1) has a minimum value of 60.00 and a maximum of 100.00 with an average of 84.28 and a standard deviation of 9.92. This shows that respondents' perceptions of Online Testimonials are at a high level with relatively low variation. The Discount variable (X_2) has a minimum value of 48.00 and a maximum of 100.00 with an average of 78.44 and a standard deviation of 13.45 indicating that respondents' perceptions of Discounts are quite varied but tend to be positive. Furthermore, the Product Quality variable (X_3) recorded a minimum value of 56.00 and a maximum of 100.00 with an average of 81.80 and a standard deviation of 10.13 indicating that respondents' perceptions were generally positive towards Product Quality with a moderate level of variation. The Purchasing Decision variable (Y) has a minimum value of 52.00 and a maximum of 100.00 with an average of 80.44 and a standard deviation of 10.01 which indicates that the respondents' overall Purchasing Decision is at a good level with not too large variations.

Percentage Rate

The percentage level of respondents' perceptions can be seen in Figure 3.

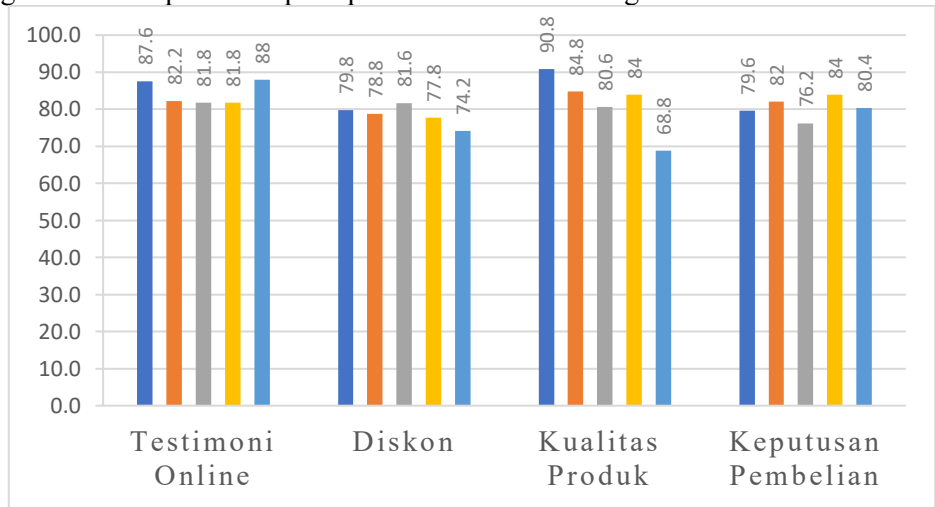


Figure 3. Percentage Level of Respondents' Perception

Figure 3 shows that 88.00% consider Online Testimonials as a source of information before deciding to buy skincare products, making this indicator the highest among others in the testimonial category. However, only 81.80% of respondents directly purchased the product after reading Online Testimonials, which is the lowest indicator indicating that although online reviews have a great influence in building initial considerations, other factors such as Product Quality, price, or personal experience still play a greater role in the final purchase decision. In the Discount aspect, the highest indicator shows that 81.60% of respondents pay more attention to the types of products that get discounts before buying, while only 74.20% of respondents buy skincare products because of discount promos, which is the lowest indicator. This shows that consumers are more selective in choosing products based on their relevance and benefits rather than just being tempted by discounts. In the Product Quality category, the majority of respondents 90.80% stated that the skincare products they buy have characteristics according to their skin needs, which makes this indicator the highest. While only 68.80% of respondents choose skincare products because of attractive packaging design which is the lowest indicator. So it shows that Product Quality that is relevant to consumer needs is a top priority, while packaging only acts as an additional attraction. Finally, the Purchase Decision indicator with a value of 84.00% of respondents tends to buy skincare products that have been proven to be suitable for their skin condition, which is the highest indicator in this category. Meanwhile, only 76.20% of respondents stated that they recommend the product to others as the lowest indicator, indicating that personal experience or individual preferences also influence the desire to recommend products.

Instrument Test

Validity and reliability tests are important steps in research to ensure that measurement instruments can produce accurate and relevant data. Validity ensures the instrument measures what it is

supposed to measure, while reliability guarantees the consistency of measurement results (Khalaf, Nursyahida, Haat, Zakaria, & Aljazzazen, 2023). By conducting these two tests, researchers can improve the quality, credibility and trustworthiness of the research results. So that it can provide a strong basis for decision making and further research development. The results of the validity and reliability tests for the Online Testimonial variable (X_1) can be seen in Table 2.

Table 2. Validity and Reliability Test of Online Testimonial Variables (X_1)

Variables	Seatement Items	R Hitung	r Tabel	Nilai Sig	Results	Cronbach's Alpha	Results
Online Testimonial (X_1)	X_1.1	0.653	0.195	0.000	Valid	0.643	Reliabel
	X_1.2	0.698			Valid		
	X_1.3	0.703			Valid		
	X_1.4	0.580			Valid		
	X_1.5	0.580			Valid		

Source: Data processed by researchers (2025)

Based on Table 2, it is obtained that the results of the validity and reliability analysis of the Online Testimonial variable (X_1) show that all statement items are declared valid. Because the calculated r value for each item is greater than the r table value of 0.195 with a significance level (Sig) of 0.000. In addition, the reliability test results show that this variable has a Cronbach's Alpha value of 0.643> 0.60 which indicates that the instrument used is reliable. The results of the validity and reliability tests for the Discount variable (X_2) can be seen in Table 3.

Table 3. Validity and Reliability Test of Discount Variables (X_2)

Variables	Seatement Items	R Hitung	r Tabel	Nilai Sig	Results	Cronbach's Alpha	Results
Discount (X_2)	X_2.1	0.694	0.195	0.000	Valid	0.787	Reliabel
	X_2.2	0.783			Valid		
	X_2.3	0.628			Valid		
	X_2.4	0.781			Valid		
	X_2.5	0.788			Valid		

Source: Data processed by researchers (2025)

Table 3 explains that the results of the validity and reliability analysis of the Discount variable (X_2) show that all statement items are declared valid. This is evidenced by the calculated r value of each item is greater than the r table of 0.195 with a significance level (Sig) of 0.000. In addition, the reliability test results show that the Discount variable has a Cronbach's Alpha value of 0.787> 0.60 which indicates that the instrument used is reliable. The results of the validity and reliability tests for the Product Quality variable (X_3) can be seen in Table 4.

Table 4. Validity and Reliability Test of Product Quality Variables (X_3)

Variables	Seatement Items	R Hitung	r Tabel	Nilai Sig	Results	Cronbach's Alpha	Results
Product Quality (X_3)	X_3.1	0.637	0.195	0.000	Valid	0.689	Reliabel
	X_3.2	0.634			Valid		
	X_3.3	0.698			Valid		
	X_3.4	0.796			Valid		
	X_3.5	0.633			Valid		

Source: Data processed by researchers (2025)

Based on Table 4, it shows that the results of the validity and reliability analysis of the Product Quality variable (X_3) show that all statement items are declared valid. This is evidenced by the calculated r value of each item is greater than the r table of 0.195 with a significance level (Sig) of 0.000. In addition, the reliability test results show that the Discount variable has a Cronbach's Alpha value of 0.689> 0.60 which indicates that the instrument used is reliable. The results of the validity and reliability tests for the Purchasing Decision variable (Y) can be seen in Table 5.

Table 5. Validity and Reliability Test of Purchasing Decision Variables (Y)

Variables	Seatement Items	R Hitung	r Tabel	Nilai Sig	Results	Cronbach's Alpha	Results
Purchase Decision (Y)	Y.1	0.624	0.195	0.000	Valid	0.660	Reliabel
	Y.2	0.690			Valid		
	Y.3	0.602			Valid		
	Y.4	0.605			Valid		
	Y.5	0.745			Valid		

Source: Data processed by researchers (2025)

Table 5 explains that the results of the validity and reliability analysis of the Purchase Decision variable (Y) show that all statement items are declared valid. This is evidenced by the calculated r value of each item is greater than the r table of 0.195 with a significance level (Sig) of 0.000. In addition, the reliability test results show that the Discount variable has a Cronbach's Alpha value of 0.660> 0.60 which indicates that the instrument used is reliable.

Hypothesis Testing

Hypothesis testing is very important in research because it allows researchers to test the truth of a proposed statement or prediction based on existing data (Rubin & Donkin, 2022). Through this testing, researchers can evaluate whether there is a significant relationship between the variables being tested, whether it is a cause-and-effect relationship or a correlation. The hypothesis testing process provides a strong scientific basis for accepting or rejecting the proposed theory, thus helping to draw more objective and measurable conclusions. The hypothesis research model can be seen in Figure 4.

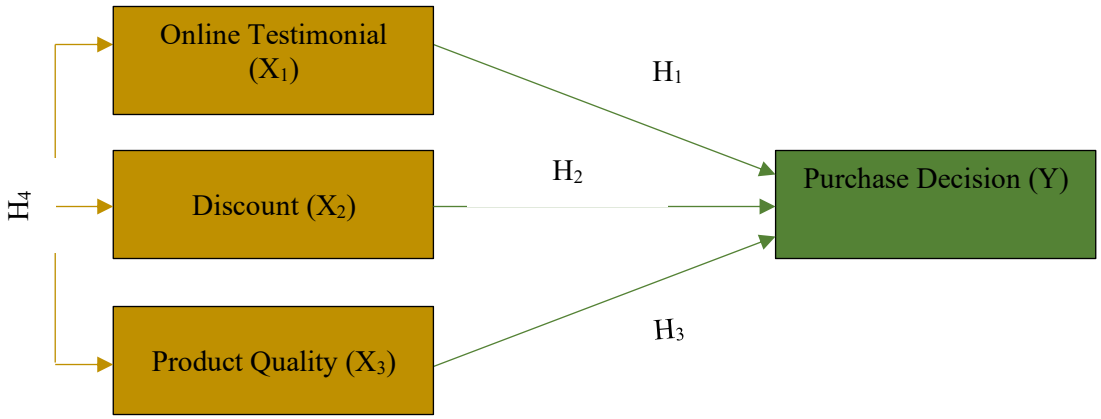


Figure 4. Hypothesis Model

Figure 4 explains the Hypothesis Research Model formulated to analyze and review existing research data with the following assumptions:

H_1 : There is an Effect of Online Testimonials (X_1) on Purchasing Decisions (Y)
H_2 : There is an Effect of Discount (X_2) on Purchasing Decisions (Y)
H_3 : There is an Effect of Product Quality (X_3) on Purchasing Decisions (Y)
H_4 : There is an Effect of Online Testimonials (X_1), Discounts (X_2) and Product Quality (X_3) on Purchasing Decisions (Y).

The results of the data correlation test for the influence of X_1 (Online Testimonials), X_2 (Discounts) and X_3 (Product Quality) on Y (Purchasing Decisions) can be seen in Table 6.

Table 6. Correlation Results

Variabel	Corelation	R^2	Persentase
X_1-Y	0.424	0.179	17.9%
X_2-Y	0.326	0.106	10.6%
X_3-Y	0.615	0.378	37.8%
X_1, X_2, X_3-Y	0.815	0.664	66.4%

Source: Data processed by researchers (2025)

Table 6 shows that the relationship between the Online Testimonials variable (X_1) and the Purchasing Decision (Y) has a value of 0.424 and R2 of 0.179 which shows a moderate positive relationship. So it can be stated that the Online Testimonial variable (X_1) has a relationship with the Purchasing Decision variable (Y) of 17.9%. Meanwhile, the relationship between the Discount variable (X_2) which shows a weak positive relationship, with a coefficient of 0.326 and R2 of 0.106. So it can be stated that the Discount variable (X_2) has a relationship to the Purchasing Decision variable (Y) of 10.6%. On the other hand, the relationship between the Product Quality variable (X_3) and the Purchasing Decision (Y) has a value of 0.615 and R2 of 0.378 which shows a strong positive relationship. So it can be stated that the Product Quality variable (X_3) has a relationship with the Purchasing Decision variable (Y) of 37.8%. In addition, the relationship between variables X_1, X_2, and X_3 to Y has a value of 0.815 and R2 of 0.664 which shows a very strong positive relationship. So it can be stated that variables X_1, X_2, and X_3 have a relationship to variable Y of 66.4 Furthermore, the coefficient of determination test to determine the effect of variables X_1, X_2, and X_3 on Y can be seen in Table 7.

Table 7. Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651[a]	.424	.406	7.71373

Source: Data processed by researchers (2025)

Based on Table 7, it is obtained that the results of the model analysis with an R value of 0.651 indicate a fairly strong relationship between the variables Online Testimonials (X_1), Discounts (X_2), and Product Quality (X_3) on Purchasing Decisions (Y). Meanwhile, the R Square value of 0.424 indicates that the effect of the variables Online Testimonials (X_1), Discounts (X_2), and Product Quality (X_3) simultaneously on Purchasing Decisions (Y) is 42.4%. Furthermore, the data results of the simultaneous influence of X_1, X_2, and X_3 on Y with hypothesis testing H_4 ANOVA and significance tests can be seen in Table 8.

Table 8. ANOVA and Significance Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4204.476	3	1401.492	23.554	.000[b]
	Residual	5712.164	96	59.502		
	Total	9916.640	99			

Source: Data processed by researchers (2025)

Table 8 shows that the calculated F value is 23.554>2.70 F table with a significance level (Sig.) of 0.000<0.05, so the regression model built is statistically significant. This shows that the three independent variables simultaneously affect the dependent variable (Y). So it can be concluded that the H_4 hypothesis is accepted, which means that there is a significant influence between the variables Online Testimonials (X_1), Discounts (X_2) and Product Quality (X_3) simultaneously on the Purchasing Decision variable (Y). The multiple regression equations X_1, X_2, and X_3 on Y with hypothesis testing H_1, H_2, and H_3 using the Multiple Lenier Regression Equation Coefficient Test according to Table 9.

Table 9. Multiple Lenier Regression Equation Coefficient Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.818	7.921		2.249	.027
	Testimoni Online (X1)	.161	.089	.159	1.815	.073
	Diskon (X2)	.107	.061	.144	1.771	.080
	Kualitas Produk (X3)	.497	.088	.503	5.675	.000

Source: Data processed by researchers (2025)

In Table 9, the regression equation is obtained as follows:

$$\mathbf{Y = 17.818 + (0.161X_1 + 0.107X_2 + 0.497X_3 + e}$$

Based on the regression equation, it shows that the constant value is 17,818 with a significance of 0.027, which means that this constant is significant at the 95% confidence level. The Online Testimonial variable (X_1) has a coefficient value of 0.161 or 16.1% with a t value of 1.815 < t table 1.984 and a significance level of 0.073> 0.05 so that its effect on the Purchasing Decision variable (Y) is not significant. Likewise, the Discount variable (X_2) with a coefficient of 0.107 or 10.7% with a t value of 1.771 <t table 1.984 and a significance level of 0.080>0.05 shows an insignificant effect on the Purchasing Decision variable (Y). Conversely, the Product Quality variable (X_3) has the highest coefficient value of 0.497 or 49.7% with a t value of 5.675> t table 1.984 and a significance level of 0.000<0.05, which means that it has a very significant effect on the Purchasing Decision variable (Y). Thus it can be concluded that of the three variables tested, Product Quality (X_3) has a significant influence on Purchasing Decisions (Y). Conversely, the variables Online Testimonials (X_1) and Discounts (X_2) do not have a significant effect on Purchasing Decisions (Y). This shows that H_1 and H_2 are rejected while H_3 is accepted.

DISCUSSIONS

The Effect of Online Testimonials on Purchasing Decisions

The effect of Online Testimonials on Purchasing Decisions can be seen in Table 9 which shows that the results of the analysis of the Online Testimonials variable have a coefficient of 0.161 with a t value of 1.815 < t table 1.984 and a significance level of 0.073> 0.05, so it can be stated that Online Testimonials have no influence on Purchasing Decisions by 16.1%. Although Online Testimonials are often considered an important factor in building consumer trust in products, the results of this study indicate that their influence on Purchasing Decisions is not strong enough to reach statistical significance. This could be because the Online Testimonials available may be less relevant, not convincing enough, or consumers are more focused on other factors such as Product Quality. In addition, trust in Online Testimonials can also be influenced by consumer perceptions of the authenticity of the reviews, thereby reducing their impact in influencing Purchasing Decisions. This is in line with the research of Saputro et al. (2020) which states that celebrity endorsement affects Purchasing Decisions. at the Blibli.com online store, testimonials do not affect Purchasing Decisions at the Blibli.com online store, and security affects Purchasing Decisions at the Blibli.com online store. Researchers Welsa, Cahyani, & Alfian (2022) also showed that online customer reviews can positively influence purchasing decisions among users of certain marketplaces, confirming that online reviews can be an important factor depending on the context of the platform and consumer demographics.

The Effect of Discounts On Purchasing Decisions

Based on the results of the statistical test of the effect of Discounts on Purchasing Decisions, it can be seen in Table 9 which concludes that the results of the analysis of the Discount variable have a coefficient value of 0.107 with a t value of 1.771 <t table 1.984 and a significance level of 0.080>0.05 so that the effect of the Discount variable on Purchasing Decisions is declared insignificant by 10.7%. This is in accordance with the research of Amanda et al. (2024) which states that consumers do not always make decisions based on price alone, but rather on the total value they get, which includes the quality and experience gained from the product. In addition, Setiawan (2024) states similar findings, where discounts only have a significant effect on purchasing decisions on products that have a higher price position. However, on products with relatively affordable prices, discounts do not have a significant impact. This indicates that price and discount factors are more influential on consumers who are more sensitive to price, while consumers who are more focused on quality tend to be less affected by discounts. Thus, the results of this study reinforce the understanding that discounts are not always the dominant factor in purchasing decisions, and consumers are more likely to consider product quality and value offered through other promotions. Amanah & Harahap (2018) found in their study that price discounts did not have a significant effect on online purchasing decisions among students who use Shopee, while also confirming that discount price variations play a more important role depending on the context of the product and consumer.

The Effect of Product Quality On Purchasing Decisions

Based on the results of the statistical test of the effect of Product Quality on Purchasing Decisions, it can be seen in Table 9 that the results show that the Product Quality variable has a significant influence on the Purchasing Decision variable by 49.7% with a coefficient value of 0.497 with a t value of 5.675> t table 1.984 and a significance level of 0.000<0.05. This indicates that Product Quality plays an important role in influencing consumer decisions to buy a product. Consumers tend to consider quality aspects more as a major factor because high quality products can optimally meet their needs and expectations. This is in line with the research of Priyadi et al. (2024) which states that product quality has a significant influence on purchasing decisions, as well as service quality and location. Research by Masruhim & Yusuf (2024) Yana Collection Plaza Ciputat showed that product quality partially had a significant effect on purchasing decisions, with a positive regression coefficient and a significance value below 0.05, which strengthened empirical evidence that product quality perception was a determining factor in consumer purchasing decisions.

The Effect of Online Testimonials, Discounts and Product Quality on Purchasing Decisions

Based on the results of statistical tests on the effect of Online Testimonials, Discounts and Product Quality on Purchasing Decisions can be seen in Table 8, it can be concluded that the variables Online Testimonials, Discounts, and Product Quality have a significant influence on Purchasing Decisions simultaneously. The F test results show the calculated F value of 23.554> F table 2.70 with a significance level of 0.000 <0.05, so that the three variables together make a significant contribution to consumer purchasing decisions. This is evidenced in Table 7 that the result of the R Square value is 0.424 which shows the effect of the Online Testimonials, Discounts and Product Quality variables simultaneously on Purchasing Decisions is 42.4%. This research is supported by Natalia et al. (2023) which states that the Brand Image, Product Quality and Discount variables simultaneously have a positive effect on the Purchasing Decision variable with a value (f-count) of 65.973> 2.70 (f table) with a significance of 0.000 <0.05. Another study by Faradita et al. (2023) also shows that online customer reviews, discounted prices, and product quality simultaneously influence product purchase decisions on the Tokopedia marketplace.

CONCLUSION

Based on the research results, it can be concluded that Product Quality has a significant influence on Purchasing Decisions, indicating that consumers prioritize quality in choosing skincare products. In contrast, Online Testimonials and Discounts have a less significant effect, indicating that consumer reviews and discounts alone are not enough to drive purchasing decisions. However, together, these three variables contribute significantly to consumer purchasing decisions. These findings underscore the

importance of skincare companies like Glad2Glow to focus their strategies on improving product quality through innovation and high-quality ingredients, supported by trusted customer reviews and more strategic discount promotions, such as personalized offers or for special moments. In addition, the company is advised to increase interaction with consumers through social media to build trust in testimonials and promotions offered. Future research could examine other variables such as brand image, digital promotion, or customer experience to provide greater insight. Extending the study to different consumer segments or other product categories may also yield more comprehensive findings. With the right approach, companies can improve product competitiveness, strengthen relationships with consumers, and create sustainable loyalty in the competitive skincare market.

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