The Effect Of Online Customer Reviews And Prices On Purchase Intention On Madam Royale Products

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ABSTRACT

This study aims to determine the influence of Online Customer Reviews and Prices on consumer Purchase Intention on Madam Royale detox drink products. This study uses a quantitative approach with descriptive and causal types of research. The sample in this study is 110 Generation Z respondents who were selected through the purposive sampling method. The analysis technique used was multiple linear regression with the help of SPSS version 26. The results of the study show that simultaneously, Online Customer Reviews and Prices have a significant effect on Purchase Intention. However, partially, only the Price variable had a positive and significant effect, while Online Customer Reviews had no significant effect. These findings indicate that the perception of appropriate price determines consumer purchase intent more than online reviews. Therefore, the right price strategy is considered more effective in increasing interest in buying products among Generation Z.

INTRODUCTION

In recent years, the growing emphasis on healthy lifestyles has significantly contributed to the expansion of the food and beverage industry, including in Indonesia. Contemporary consumers have become increasingly selective in choosing products that offer not only practicality but also functional health benefits. Detoxification beverages—formulated to support bodily cleansing processes and improve metabolism—are among the product categories experiencing notable growth. Globally, the detox drinks market is projected to reach a value of USD 5.5 billion by 2024, with an estimated annual growth rate of approximately 6.7%. In Indonesia, the middle-class segment shows a rising preference for natural, health-oriented products such as herbal teas and concentrated juices, which has stimulated demand and intensified competition in this market segment.

One of the emerging local brands in this category is Madam Royale, a detox beverage that positions itself as a more affordable alternative to established competitors like Flimty, Balans, and Herwell. Despite its competitive pricing strategy, Madam Royale faces considerable challenges related to negative consumer reviews, particularly regarding its perceived effectiveness in supporting weight loss and its flavor profile. These criticisms have contributed to negative consumer perceptions, potentially undermining brand trust and purchase intention. This phenomenon reveals a contradiction in consumer behavior: continued product sales despite pervasive negative sentiment on digital platforms.

The research gap identified in this context lies in the limited number of empirical studies that simultaneously examine the influence of online customer reviews and price perceptions on purchase intention, particularly in Indonesia's local context and among Generation Z consumers. This demographic, comprising individuals aged 18 to 27, is highly engaged with social media, price-sensitive, and heavily influenced by user-generated content, including product reviews. Moreover, previous studies have produced conflicting findings—such as those by Mirabi et al. (2015) and Aptaguna and Pitaloka

(2016)—which indicate that price is not always a significant determinant of purchase intention. These inconsistencies underscore the need for a more contextual and brand-specific investigation.

Several prior studies (Syafrizal et al., 2022; Jufriyanto, 2022; Putri, 2023) have addressed factors such as product quality, health awareness, and packaging design in shaping consumer interest. However, few have specifically explored the combined impact of price perception and negative reviews within digital ecosystems. In fact, online customer reviews have become a pivotal element in consumers' decision-making processes, especially within e-commerce environments.

This study is considered essential due to its theoretical and practical implications. Theoretically, it expands the application of the online consumer behavior model proposed by Turban et al. (2015), by testing the role of online customer reviews and price perception in shaping purchase intention among Generation Z consumers. Practically, the study offers empirical insights for industry stakeholders, particularly the brand management team of Madam Royale, in formulating more adaptive and data-driven marketing strategies. By understanding how negative reviews and price cues affect consumer decisions, companies can develop targeted communication and pricing approaches to strengthen brand trust and increase purchase intentions in a competitive and digitally driven marketplace.

LITERATURE REVIEW
Online Customer Review

Online Customer Review is one of the important factors that influence consumer behavior in making online purchase decisions. Customer reviews published through digital platforms such as Shopee can shape consumer perception of the quality of a product and influence purchase intent. According to Zhao et al. (2015) and Gottschalk & Mafael (2017), online reviews include aspects such as the usefulness of the information, timeliness, the number of reviews, and the quality of arguments submitted by previous users. In the context of digital consumer behavior, online reviews not only function as a medium for exchanging experiences, but also as a reference in evaluating a product before purchase. Therefore, it can be concluded that Online Customer Reviews include various elements of information from other consumers that have the potential to form beliefs and influence purchasing decisions, especially for Generation Z consumers who actively use e-commerce and are very responsive to digital opinions.
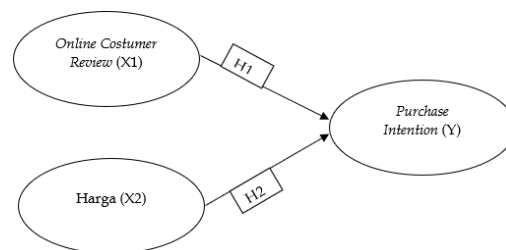
Price

Price is one of the crucial aspects in consumer purchase decision-making, especially in a digital environment such as e-commerce. The right price can increase the perception of value and encourage buying intent. According to Kotler & Armstrong (2012), price is the amount of money that consumers have to pay to get a product, and is an important indicator in assessing the benefits received. Adira et al. (2022) added that affordability, price compatibility with quality, and price competitiveness are important elements in consumer perception. Based on this perspective, it can be concluded that price includes all the value elements that consumers perceive in assessing the feasibility of a purchase, which ultimately influences their intention to purchase products such as Madam Royale's detox drinks.

Purchase Intention

Purchase Intention is one of the crucial aspects of consumer behavior that reflects a person's tendency or intention to make a purchase for a product or service. Strong buying intent can be an early indicator of the realization of actual purchases, making it an important focus in marketing strategies. According to Nugraha et al. (2018) and Raharja et al. (2022), purchase intention is a psychological stage that shows a consumer's willingness to buy, which is influenced by perceptions of quality, price, trust in products, and social impulses. Purchase intention includes several aspects, including the desire to seek information, interest in the product, consideration to buy, and intention to make a purchase in the near future. Based on this perspective, it can be concluded that purchase intention reflects consumers' confidence and readiness to make purchases, and plays an important role in predicting actual shopping behavior, especially in the context of digital marketing such as in Madam Royale's detox drink products.

Figure 1. *Research Framework*

Information:

X = Independent Variables, namely Online Customer Reviews, and Price

Y = Dependent Variable, namely Purchase Intention

METHOD

Research Design

This study employs a quantitative design to test the online consumer behavior model by Turban et al. (2015), focusing on the effects of online customer reviews and price perception on purchase intention among Generation Z. Based on Sugiyono (2015), this approach objectively measures variable relationships using statistical data. The findings are expected to guide Madam Royale's brand managers in developing evidence-based marketing strategies within the competitive digital marketplace.

Population and Sample

This study employed a non-probability sampling method, specifically purposive sampling, by selecting respondents based on predefined criteria relevant to the research objectives namely, Generation Z individuals aged 18–27 with an interest in detox beverages. According to Sugiyono (2015), purposive sampling allows researchers to choose participants based on specific considerations to better understand targeted characteristics. Based on this approach, 110 respondents who met the criteria were selected as the sample for this research.

Data Collection Method

The data used in this study was obtained through an online questionnaire distributed to Generation Z consumers who were research respondents. This questionnaire consists of a number of statements developed based on the indicators of each variable and has gone through validity and reliability tests to ensure accuracy in measuring the variables of Online Customer Review, Price, and Purchase Intention. In addition, this study also uses secondary data in the form of literature, scientific articles, and other relevant supporting documents to strengthen the theoretical foundation and context of the analysis.

Data Analyzed Method

The collected data was analyzed using multiple linear regression analysis with the help of SPSS statistical software version 26. The validity and reliability test was carried out first to ensure the accuracy and consistency of the research instrument in measuring the variables of Online Customer Review, Price, and Purchase Intention. In addition, classical assumption tests were also carried out which included normality, heteroscedasticity, and multicollinearity tests to ensure that the regression model meets statistical requirements. Hypothesis testing was carried out using the t-test (partial) and the F-test (simultaneous) at a significance level of $\alpha = 0.05$.

RESULT

Validity Test

The validity test was carried out to ensure whether the questionnaire instrument was able to accurately measure the variables studied. In this study, validity testing was carried out using the help of the SPSS version 26 program for Windows. The results of the validity test showed that all statement items in the independent variables, namely Online Customer Reviews and Price, as well as the dependent variable Purchase Intent, had an item-total correlation value above 0.3. Therefore, all indicators are declared valid and suitable for use as a measuring tool in this study.

Table 1. Validity Test Result

Variabel	Indicator	R Calculated	r Table	Description
Online Customer Reveiw	X1.1	0,558	0,361	Valid
	X1.2	0,772	0,361	Valid
	X1.3	0,572	0,361	Valid
	X1.4	0,695	0,361	Valid
	X1.5	0,676	0,361	Valid
	X1.6	0,734	0,361	Valid
	X1.7	0,765	0,361	Valid
	X1.8	0,674	0,361	Valid
	X1.9	0,589	0,361	Valid
Price	X2.1	0,76	0,361	Valid
	X2.2	0,76	0,361	Valid
	X2.3	0,667	0,361	Valid
	X2.4	0,669	0,361	Valid
	X2.5	0,67	0,361	Valid
	X2.6	0,794	0,361	Valid
Purchase Intentio	Y1	0,856	0,361	Valid
	Y2	0,877	0,361	Valid
	Y3	0,847	0,361	Valid
	Y4	0,809	0,361	Valid

Based on the results of the validity test data processing, it was obtained that all statement items have a r-count value greater than the r-table. Thus, all items in the Online Customer Review, Price, and Purchase Intention variables are declared valid, because they are able to measure the construct of the variables appropriately and are suitable for use in this study.

Reliability Test Results

Reliability tests were carried out to ensure that the instruments used in this study were able to provide consistent and reliable results. This test is also used to evaluate the extent to which the statement items in the questionnaire are correlated and stable in measuring each variable. To assess reliability, the researchers used the SPSS version 26 program for Windows. The results of the reliability test for each variable are shown as follows.

Table 2. *Reliability Test Result*

Variable	Alpha Value (r calculated)	Cronach's Alpha min	Description
Online Customer Review (X1)	0,86	0,7	Reliabel
Harga (X2)	0,833	0,7	Reliabel
Purchase Intention (Y)	0,811	0,7	Reliabel

The table above shows that the Online Customer Review (X1), Price (X2), and Purchase Intention (Y) variables are declared reliable, as Cronbach's Alpha values for each variable are above 0.7. Thus, all instruments used in this study are considered reliable to measure the variables studied consistently.

Normality Test Result

The normality test aims to determine whether the residual value is normally distributed or not. In this study, the Kolmogorov-Smirnov statistical test was used to prove that the data could be normally distributed or not. Data is said to be normally distributed if the significance value is more than 0.05

Table 3. Normality Test Result

		Total X1_Online Customer Review	Total X2_Harga	Total Y_Purchase Invention
N		110	110	110
Normal Parameters[a,b]	Mean	41.28	26.77	18.70
	Std. Deviation	3.414	3.484	1.923
Most Extreme Differences	Absolute	.138	.177	.280
	Positive	.138	.177	.250
	Negative	-.131	-.158	-.280
Test Statistic		.138	.177	.280
Asymp. Sig. (2-tailed)[c]		<.001	<.001	<.001
Monte Carlo Sig. (2-tailed)[d]	Sig.	<.001	<.001	<.001
	99% Confidence Interval — Lower Bound	.000	.000	.000
	99% Confidence Interval — Upper Bound	.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

Based on the table above, it is known that the significance value (Asymp. Sig. 2-tailed) for the Online Customer Review, Price, and Purchase Intention variables is < 0.001, which means less than 0.05. Thus, according to the Kolmogorov-Smirnov test shown in the table, it can be concluded that the data is not normally distributed.

Multicolonierity Test Result

The multicollinearity test is used to find out if there is a high correlation between independent variables in the regression model. To detect the symptoms of multicollinearity, VIF (Variance Inflation Factor) and Tolerance values were used. A good VIF value is less than 10 and a Tolerance value is more than 0.10. Based on the results of data processing in this study, all independent variables, namely Online Customer Review and Price, have a Tolerance value of > 0.10 and VIF < 10, so it can be concluded that there is no multicollinearity in the regression model used.

Table 4. *Multicolonierity Test Result*

| Variable	Tolerance	VIF	Description
Online Customer Review	0.782	1.278	Multicollinearity does not occur
Harga	0.782	1.278	Multicollinearity does not occurs

Based on the results of the multicollinearity test, the Tolerance value for all independent variables is above 0.10, and the Variance Inflation Factor (VIF) value is below 10. Specifically, the Online Customer Review (X1) variable has a Tolerance value of 0.932

and VIF of 1.073, while the Price variable (X2) has a Tolerance value of 0.932 and VIF of 1.073. These values show that there are no symptoms of multicollinearity among the independent variables in the regression model used in this study.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to find out whether there is a variance disparity in residual at each level of independent variable values in the regression model. One of the methods used is the Glejser test, which is carried out by regressing the residual absolute value to an independent variable. In this study, the Glejser test was used to detect the presence of certain patterns in the residual distribution. The test results showed that the significance value (Sig.) for each independent variable was greater than 0.05, which means that there was no indication of heteroscedasticity in the regression model. Thus, it can be concluded that the regression model meets the assumption of homogeneouscedasticity and is feasible for use in the analysis.

Figure 2. Heteroscedasticity Result
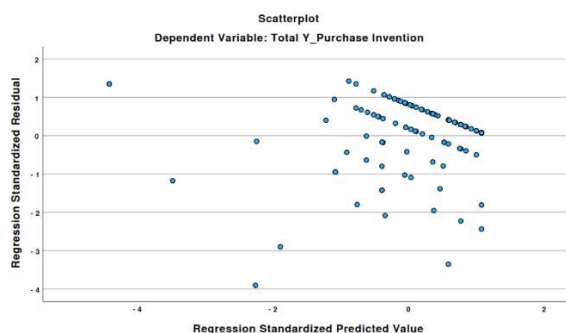
Based on the scatterplot results, the data points were randomly and evenly distributed above and below the zero line on the Y axis. Thus, it can be concluded that the homoscedasticity assumption is met, and the regression model is feasible to use for further hypothesis testing.

Autocorrelation Test

The autocorrelation test in this study aims to find out whether there is a correlation between residuals in the linear regression model. A good regression model should not contain autocorrelations, as this can interfere with the validity of the analysis results. To identify the presence or absence of autocorrelation, Durbin-Watson statistics are used. A Durbin-Watson value close to 2 indicates that there is no autocorrelation. Based on the results of data

processing in this study, DW values were obtained in categories that do not show autocorrelation, so that the regression model meets one of the feasibility requirements of the analysis.

Table 5. Autocorrelation Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.572[a]	.327	.315	1.592	1.813

a. Predictors: (Constant), Total X2_Harga, Total X1_Online Customer Review

b. Dependent Variable: Total Y_Purchase Invention

The results showed that the Durbin-Watson score was 1.943. Based on the Durbin-Watson table at a significance level of 5% and a sample count of 110 with two independent variables, the value is between the upper limit (DU) and 4 – DU. Therefore, it can be concluded that there is no autocorrelation in the regression model used, so the model is declared worthy of further analysis.

Analysis of Multiple Linear Regression

Multiple linear regression analysis is used to determine how much influence independent variables have on dependent variables simultaneously or partially. In this study, the analysis was carried out to measure the influence of Online Customer Review (X1) and Price (X2) on Purchase Intention (Y). The researcher used the help of the SPSS version 26 program to process the data, with the results of multiple linear regression analysis shown as follows.

Table 6. Multiple Linear Regression Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	8.037	1.883		4.267	<.001	
	Total X1_Online Customer Review	.084	.051	.149	1.663	.099	.782
	Total X2_Harga	.269	.049	.487	5.432	<.001	.782

Based on the regression equation, the constant value is found to be 8.037, which means that if the variables Online Customer Review (X1) and Price (X2)

are held constant, then the predicted value of Purchase Intention (Y) is 8.037. The regression coefficient for Online Customer Reviews (X1) is 0.084, which indicates that an increase of one unit in this variable will increase the Purchase Intention by 0.084, assuming the other variables are fixed. Meanwhile, the Price variable (X2) has a regression coefficient of 0.269, which indicates that every one unit increase in the Price variable will cause an increase in Purchase Intention of 0.269. This shows that Price has a greater influence than Online Customer Reviews in influencing consumers' purchase intent to Madam Royale products.

Coefficient of Determination (R2)

The determination coefficient was used to assess the feasibility of the regression model and measure the extent to which the independent variables were able to explain the dependent variables in this study.

Table 7. *Coefficient of Determination Test Result*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.572[a]	.327	.315	1.592	1.813

a. Predictors: (Constant), Total X2_Harga, Total X1_Online Customer Review

b. Dependent Variable: Total Y_Purchase Invention

The value of the determination coefficient is shown through the value of the Adjusted R Square, which in this study is 0.315. This means that 31.5% of the variation in Purchase Intention can be explained by the Online Customer Review and Price variables, while the remaining 68.5% is explained by factors outside of the model being studied. This value suggests that the regression model has a sufficient level of explanation in the context of this study.

T-test

The t-test is used to find out whether each independent variable, namely Online Customer Review (X1) and Price (X2), has a significant partial influence on the dependent variable Purchase Intention (Y). The results of the T-test are as follows:

Table 8. *T Test Result*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	8.037	1.883		4.267	<.001	
	Total X1_Online Customer Review	.084	.051	.149	1.663	.099	.782
	Total X2_Harga	.269	.049	.487	5.432	<.001	.782

Based on the results in Table 8, the partial hypothesis test showed that the Online Customer Review (X1) variable had a significance value of $0.099 > 0.05$ and a t-calculation value of $1.671 < 1.982$, so H1 was rejected. This means that Online Customer Reviews do not have a partial significant effect on Purchase Intention (Y). On the other hand, the variable Price (X2) has a significance value of $0.000 < 0.05$ and a t-count of $4.998 > 1.982$, then H2 is accepted, which means that Price has a positive and significant influence on Purchase Intention. Thus, it can be concluded that in this study only the Price variable significantly affects consumer purchase intention, while Online Customer Reviews do not show a significant influence partially.

DISCUSSION

The Effect of Online Customer Reviews on Purchase Intention

The results of the study show that Online Customer Reviews do not have a significant effect on Purchase Intent. This means that even though there are reviews from customers about Madam Royale products on the Shopee platform, these reviews do not significantly affect the purchase intention of Generation Z consumers. One of the causes of this discrepancy is suspected to be due to the difference in the indicators used and the characteristics of respondents, most of whom are women aged 18–22 years old with student or student status and monthly expenses < IDR 1,000,000, who tend not to consider reviews too much in determining purchase intentions.

The Effect of Price on Purchase Intention

Price has a positive and significant influence on Purchase Intention. These results show that consumers pay great attention to the suitability of prices with the quality of the products offered. Consumers in this study considered that the price of Madam Royale products was in accordance with the quality provided, thus increasing their desire to make a purchase.

CONCLUSION

This study concluded that Price has a significant influence on Purchase Intention, while Online Customer Reviews do not have a significant influence partially. However, simultaneously the two variables still have an effect on consumer buying intention. These findings indicate that Generation Z consumers tend to consider price more in purchasing decisions, especially on health products such as detox drinks. Prices that are considered affordable and comparable to the benefits are the main factors that affect the intention to buy Madam Royale products.

In contrast, online customer reviews have not been able to significantly influence purchase intent, likely due to a lack of review credibility or a tendency of respondents to trust more in personal experiences. This shows that reviews-based marketing strategies need to be improved, both in terms of quality, quantity, and trust in review sources. Therefore, manufacturers like Madam Royale are advised to focus on a competitive and value-oriented pricing strategy, as well as develop a more robust digital review management system to be able to build trust and increase purchase intention among Generation Z.

Based on the research conducted, the following suggestions can be made:

1. This research contributes to the development of theories in the study of consumer behavior, especially related to the influence of Online Customer Reviews and Prices on Purchase Intention in detox beverage products. The finding that price has a significant effect, while online reviews do not, is the basis for re-evaluating the effectiveness of reviews-based digital marketing strategies. Therefore, this research can be used as a reference in expanding the theoretical study of the factors that affect the purchasing intention of Generation Z consumers in the e-commerce era.

2. Future researchers are advised to explore other variables that may have a stronger influence on purchase intention, such as brand trust, product quality, or digital promotion. In addition, the use of mixed methods or qualitative methods can provide a deeper understanding of consumer motives. Increasing the sample size and expanding the demographics of respondents can also improve the generalization of research results.

3. The results suggest that companies should focus more on pricing strategies that are competitive and reflect the value of the product. Generation Z consumers show high sensitivity to prices that are perceived to be in accordance with quality. In addition, even if online reviews do not have a significant effect partially, companies still need to pay attention to managing reviews professionally and authentically to strengthen their brand image.

4. For digital marketers, e-commerce platforms, and policymakers in the online commerce sector, it is important to consider young consumers' preferences towards price transparency and the authenticity of product information. Educating consumers about the importance of honest reviews can also improve the effectiveness of community-based marketing. Meanwhile, for the consumer itself, it is important to be an active and intelligent buyer in assessing information before making a purchase.

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