

THE EFFECT OF ONLINE CUSTOMER REVIEWS ON PURCHASE INTENTION: THE MEDIATING ROLE OF BRAND IMAGE OF MYKONOS PERFUME IN DENPASAR CITY

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ABSTRACT

The local perfume industry in Indonesia has experienced rapid growth, as reflected in the increasing popularity of local perfume brands. However, this high level of digital engagement has not been accompanied by a corresponding increase in market share, indicating the existence of an intention–behavior gap. This study aims to examine the mediating role of brand image in the relationship between online customer reviews and the purchase intention of prospective consumers of Mykonos perfume in Denpasar City. A survey was conducted involving 100 respondents selected using a purposive sampling technique. The data were analyzed using path analysis and the Sobel test. The results indicate that online customer reviews have a positive and significant effect on both purchase intention and brand image. Furthermore, brand image has a positive and significant effect on purchase intention. The findings also confirm that brand image partially mediates the relationship between online customer reviews and purchase intention. The practical implication of this study is that companies should prioritize the effective management of digital customer reviews while ensuring product availability to better convert consumers' purchase intentions into actual purchasing behavior.

Keywords: online customer reviews; brand image; purchase intention; local perfume

INTRODUCTION

Perfume is no longer used merely to eliminate body odor but has evolved into a symbol of lifestyle and personal identity in modern society. It is now regarded as an accessory that complements one's appearance while reflecting personality, social status, and individual preferences (Wijanarko & Anggrainie, 2025). This phenomenon is evidenced by the Indonesian perfume market, which generated revenue of USD 440.86 million in 2024 and is projected to grow by approximately 5 percent annually through 2030 (Statista, 2025).

The positive growth of the perfume industry has also been driven by advances in information technology. The emergence of personal computers and the Internet marked the beginning of electronic commerce (Supriadin et al., 2025). These technological developments have subsequently facilitated the rise of social media, which has fundamentally transformed consumer behavior, particularly in Denpasar City, where internet penetration reached 92.24 percent (Badan Pusat Statistik Provinsi Bali, 2026). Social media has become one of the primary sources of product information and reviews that significantly influence consumers' purchase intentions. Online customer reviews play an important role in shaping consumer perceptions and brand image, which ultimately affect purchase intention (Budiarto, 2022).

This phenomenon is clearly reflected in the Mykonos perfume brand, which has experienced rapid growth in recent years by targeting younger consumer segments,

particularly Generation Z and millennials (Sari, 2024). Data indicate that Mykonos has achieved an average rating of 4.9 with more than 672,400 reviews on Shopee, while also maintaining the largest social media following among its competitors across Instagram, TikTok, and Shopee. Nevertheless, further observations reveal the existence of an expectation gap, whereby online reviews are often subjective and may not always objectively validate the intrinsic quality of the product, such as fragrance longevity (Maidiono et al., 2025).

Table 1. Online Customer Review Statistics of Mykonos Perfume on E-Commerce Platforms (2026)

Platform	Average Rating	Number of Reviews	Positive Reviews
Shopee	4.9/5.0	672.400	99%
Tiktok Shop	4.8/5.0	290.230	98,4%
Tokopedia	4.9/5.0	100.337	98%

Source: Shopee, TikTok Shop, and Tokopedia (2026).

Mykonos' digital dominance is further reinforced by its exceptionally high engagement rate across social media platforms, surpassing conventional popularity metrics. Every digital marketing activity, interactive campaign, and new product launch consistently generates highly active audience engagement. This phenomenon is reflected in the accumulation of hundreds of thousands of likes, extensive content sharing, and vibrant discussions in the comment sections, organically driven by fragrance enthusiasts (fragheads) and beauty influencers. Such intensive two-way interactions have successfully created strong emotional hype among consumers, where each post becomes a public discussion forum addressing fragrance characteristics, packaging aesthetics, and blind-buy experiences. This massive level of virtual interaction signals that Mykonos has successfully secured a top-of-mind position among online consumers. However, the competitive landscape of Indonesia's local fragrance industry presents an apparent anomaly: the brand's extraordinary digital popularity and virtual enthusiasm have not yet translated proportionally into actual sales conversion and market share expansion.



Figure 1. Local Perfume Market Share in 2025

Source: MarketHac (2026).

According to the 2025 local perfume market share data, Mykonos accounted for 2.75 percent of the market, remaining below Saff & Co., the market leader with 3.20

percent, and slightly behind HMNS with 3.08 percent (MarketHac, 2026). The contrast between Mykonos' high digital engagement and relatively modest market share suggests the presence of an intention–behavior gap (Sheeran & Webb, 2016), a condition in which consumers who develop purchase intentions through digital stimuli do not necessarily convert those intentions into actual purchases due to situational constraints, one of which is limited product availability (Wulandjani et al., 2023; Zhang et al., 2022).

The dynamics of consumer responses to digital information can be explained using the Stimulus–Organism–Response (S-O-R) Theory, in which online customer reviews function as external stimuli (S) that are cognitively and affectively processed by consumers as the organism (O) through perception evaluation and brand image formation, ultimately generating purchase intention as the behavioral response (R) (Herliani et al., 2026; Janah et al., 2024). This process is also consistent with the AIDA Model (Attention, Interest, Desire, Action) proposed by E. St. Elmo Lewis (Strong, 1925), whereby online customer reviews attract consumers' attention, stimulate interest and desire, and eventually encourage purchasing behavior (Fitriawati & Muanas, 2025).

Brand image plays a strategic mediating role between consumers' perceptions of product reviews and their purchase intention. In today's digital era, online customer reviews have become one of the primary information sources relied upon by consumers. These digital reviews serve as initial impressions that can directly shape, strengthen, or even damage a brand's image in the public's perception. Kotler et al. (2022, p. 341) define brand image as the perception that exists in consumers' minds as a result of the experiences and information they receive regarding a brand, including information derived from other consumers' reviews. When the majority of online customer reviews are positive, the resulting brand image becomes increasingly favorable, which in turn enhances consumers' purchase intention, defined as the behavioral tendency or willingness to purchase a product in the future (Mahardika et al., 2025). Although Mykonos has successfully established a strong brand image through positive digital reviews and effective marketing strategies, product accessibility and physical availability remain critical factors influencing whether consumers ultimately translate purchase intention into actual purchasing behavior (Raja, 2024).

A preliminary survey involving 30 respondents in Denpasar City revealed that all respondents (100%) confirmed that online customer reviews influenced their purchase intention, while 90 percent stated that brand image also affected their purchasing decisions. These preliminary findings indicate that online customer reviews and brand image are important determinants in shaping consumers' purchase intention toward local perfume products.

Based on this background, this study aims to empirically examine the effect of online customer reviews on purchase intention toward Mykonos perfume in Denpasar City, with brand image serving as a mediating variable. Specifically, this study seeks to: (1) examine and explain the effect of online customer reviews on purchase intention; (2) examine and explain the effect of online customer reviews on brand image; (3) examine and explain the effect of brand image on purchase intention; and (4) examine and explain the mediating role of brand image in the relationship between online customer reviews and purchase intention for Mykonos perfume.

The conceptual framework of this study explains the relationship between online customer reviews and purchase intention through brand image as a mediating variable. Online customer reviews are positioned as the independent variable, brand image as the

mediating variable, and purchase intention as the dependent variable. The relationships among these variables are illustrated in the proposed conceptual model.

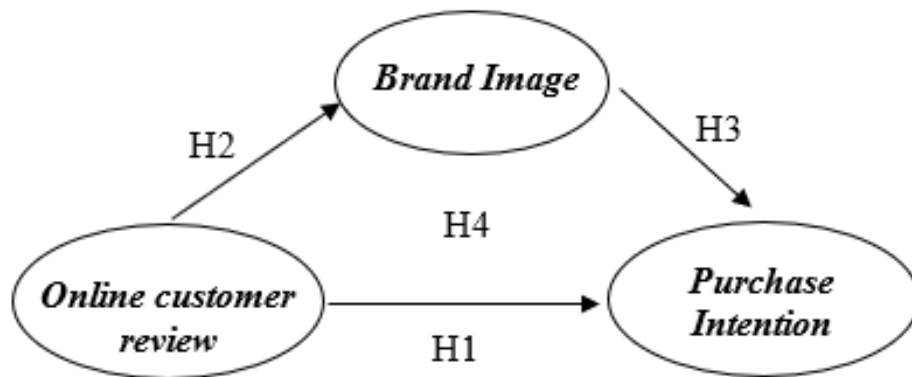


Figure 2. Conceptual Framework

Source: Compiled by the authors (2026)

Online customer reviews represent one of the key determinants of consumers' purchase intention, particularly in online shopping environments. Reviews provided by previous customers offer trustworthy information that consumers consider before making purchasing decisions (Candradewi & Ratnawati, 2025). Positive online reviews enhance consumers' perceptions of a product, thereby increasing their intention to purchase (Mudambi & Schuff, 2010). Studi oleh Azis et al. (2025), Chandra & Ekawati (2024), Hanaysha et al. (2025) consistently demonstrate that honest and detailed customer reviews significantly increase consumers' purchase intention on e-commerce platforms.

H1: Online customer reviews have a positive effect on perfume purchase intention.

Online customer reviews influence not only purchase intention but also the formation of brand image in consumers' minds. Positive reviews regarding a product strengthen favorable perceptions of the brand (Dillah & Siregar, 2024). Reviews emphasizing product quality, user experience, and customer satisfaction have been shown to reinforce brand image (Evana & Ahmadi, 2025; Huriyah & Erdiana, 2025)

H2: Online customer reviews have a positive effect on perfume brand image.

Brand image is one of the most important factors influencing consumers' purchase intention. A strong brand image fosters consumer trust and positive perceptions of a product, thereby increasing consumers' confidence in making a purchase (Kotler et al., 2022:40). Previous studies by Kurniawan (2020), Mahardika et al. (2025), Syifa & Ahmadi (2025) consistently demonstrate that a positive brand image enhances consumers' intention to purchase products online.

H3: Brand image has a positive effect on perfume purchase intention..

Brand image serves as a mediating variable linking the influence of online customer reviews to consumers' purchase intention. Consumers who receive positive reviews regarding both the product and the brand are more likely to develop a favorable brand image, which subsequently increases their purchase intention (Susanto & Hidayat, 2021). Studies by Okhotan & Warmika (2025), Rizqi & Praswati (2025) confirm that brand image functions as a mediator that strengthens the influence of online customer reviews on consumers' purchase intention.

H4: Brand image mediates the positive effect of online customer reviews on perfume purchase intention.

METHOD

This study was conducted in Denpasar City, Bali Province, Indonesia, targeting individuals who regularly use perfume but have never purchased Mykonos perfume. The study location was selected due to Denpasar's exceptionally high internet penetration rate, which reached 92.24 percent (Badan Pusat Statistik Provinsi Bali, 2026). Data collection was carried out in 2026.

An associative quantitative approach was employed to examine the relationships and causal effects among the variables of online customer reviews, brand image, and purchase intention (Sugiyono, 2019:73). The study involved 100 respondents selected using a non-probability sampling technique with a purposive sampling approach. The respondents met the following criteria: (1) aged between 18 and 30 years, (2) residing in Denpasar City, (3) perfume users, (4) had never purchased Mykonos perfume, and (5) actively used the Internet or social media to read product reviews.

The study utilized both primary and secondary data. Primary data were collected through a combination of online and offline questionnaire distribution, with 70 percent administered via Google Forms and 30 percent conducted through face-to-face surveys. Secondary data were obtained from internet usage statistics published by the Central Bureau of Statistics (BPS) and the Indonesian Internet Service Providers Association (APJII), scientific journal articles, as well as information gathered from e-commerce platforms and social media

The research instrument consisted of a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The online customer review variable was measured using four indicators adapted from Fernandes et al. (2022): review credibility, review volume, language and comprehensibility, and review relevance. The brand image variable was measured using four indicators adopted from Kotler et al. (2022) and Cahyani et al. (2025): strength of brand associations, brand superiority, uniqueness of brand associations, and product image. The purchase intention variable was measured using three indicators adapted from Schiffman and Kanuk (2019) and Muningsgar and Rahmadini (2022): interest in seeking product information, consideration to purchase, and desire to own the product.

The instrument was evaluated through validity and reliability testing. Validity was assessed using the Pearson correlation coefficient with the criteria of $r > 0.30$ and $p < 0.05$, while reliability was evaluated using Cronbach's Alpha, with a minimum acceptable value of 0.60. Data analysis was performed using IBM SPSS Statistics version 29. Descriptive statistics were employed to describe respondents' characteristics and perceptions of the research variables. Classical assumption tests included the Kolmogorov–Smirnov normality test, multicollinearity test using Variance Inflation Factor (VIF) and tolerance values, and the Glejser test for heteroscedasticity. Hypothesis testing was conducted using path analysis to examine both direct and indirect effects. Furthermore, the mediating effect of brand image was evaluated using the Sobel test and the Variance Accounted For (VAF) approach at a significance level of 5 percent ($\alpha = 0.05$).

RESULTS AND DISCUSSION

This study involved 100 prospective consumers of Mykonos perfume in Denpasar City, whose demographic characteristics—including age, gender, and occupation—were

analyzed to identify the target market segment. As presented in Table 1, the majority of respondents were 22–25 years old (59%), followed by those aged 18–21 years (29%), indicating that the market is predominantly composed of young adults. Male respondents accounted for 68% of the sample, while 64% were university students, suggesting that Mykonos primarily appeals to young male consumers who are still pursuing higher education.

Table 2. Distribution of Respondents' Characteristics

No.	Variable	Classification	Frequency (n)	Percentage (%)
1	Age (Years)	18–21 years	39	39
		22–25 years	59	59
		26–30 years	2	2
		>30 years	0	0
		Total	100	100
2	Gender	Male	68	68
		Female	32	32
		Total	100	100
3	Occupation	High school student	2	2
		University student	64	64
		Private-sector employee	29	29
		Civil servant	0	0
		Entrepreneur	4	4
		Others	1	1
		Total	100	100
4	Monthly Income	< IDR 1,000,000	29	29
		IDR 1,000,001–2,000,000	27	27
		IDR 2,000,001–3,000,000	10	10
		IDR 3,000,001–5,000,000	24	24
		IDR 5,000,001–10,000,000	10	10
		> IDR 10,000,001	0	0
		Total	100	100

Source: Processed data (2026).

The demographic profile indicates that the potential consumers of Mykonos perfume in Denpasar are predominantly young adults of productive age, with university students representing the largest occupational group. This profile is consistent with Mykonos' target market segmentation, which primarily focuses on Generation Z and millennial consumers.

Following the analysis of respondent characteristics, the validity and reliability of the research instrument were assessed. The results of the validity test using Pearson correlation analysis revealed that all measurement items across the three research variables exhibited positive and statistically significant correlation coefficients ($p < 0.001$). Therefore, all questionnaire items were considered valid for measuring their respective constructs.

Table 3. Results of the Validity and Reliability Tests

Variable	Pearson Correlation (r)	Cronbach's Alpha	Interpretation
Online Customer Review (X)	0.768–0.858	0.837	Valid and Reliable
Brand Image (M)	0.820–0.881	0.863	Valid and Reliable
Purchase Intention (Y)	0.750–0.887	0.733	Valid and Reliable

Source: Processed data (2026).

As presented in Table 3, the reliability test results demonstrate that the Cronbach's Alpha values for all research variables exceeded the recommended threshold of 0.70, with values of 0.837 for online customer review, 0.863 for brand image, and 0.733 for purchase intention. These findings indicate that the measurement instrument possesses a high level of internal consistency and is therefore appropriate for subsequent statistical analyses.

Subsequently, descriptive statistical analysis was conducted to provide an overview of respondents' perceptions of the research variables. Based on the results presented in Table 4, the online customer review variable obtained a mean score of 3.95, indicating a high level of perception. The brand image variable achieved a mean score of 4.09, which falls within the good category, while purchase intention recorded a mean score of 3.89, also classified as high. These findings suggest that respondents generally held favorable perceptions of Mykonos perfume in terms of online customer reviews, brand image, and their intention to purchase the product.

Table 4. Descriptive Statistics of the Research Variables

Variable	N	Mean	Category
Online Customer Review (X)	100	3.95	High
Brand Image (M)	100	4.09	Good
Purchase Intention (Y)	100	3.89	High

Source: Processed data (2026).

The relatively high mean scores across all three variables indicate that respondents generally held favorable perceptions of Mykonos perfume's online customer reviews and brand image, while also exhibiting a high level of purchase intention toward the product. Prior to conducting path analysis, the classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed. The Kolmogorov–Smirnov normality test produced an Asymp. Sig. (2-tailed) value of 0.200, exceeding the threshold of 0.05, indicating that the data were normally distributed. The multicollinearity test showed a tolerance value of 0.659 (> 0.10) and a Variance Inflation Factor (VIF) of 1.517 (< 10) for both independent variables, confirming the absence of multicollinearity. Furthermore, the Glejser test indicated significance values greater than 0.05 for all variables, demonstrating that the regression model was free from heteroscedasticity. Subsequently, path analysis was performed to examine the effect of online customer reviews on brand image (Structural Model 1) and the effects of online customer reviews and brand image on purchase intention (Structural Model 2). The results of Structural Model 1 are presented in Table 5.

Table 5. Results of Structural Path Analysis Model 1 (Effect of Online Customer Reviews on Brand Image)

Model	B	Std. Error	Beta	Sig.
(Constant)	8.293	1.158	–	<0.001
Online Customer Review	0.511	0.072	0.584	<0.001

Source: Processed data (2026).

As shown in Table 5, the standardized path coefficient (β) of online customer reviews on brand image was 0.584, with a significance level of $p < 0.001$, while the coefficient of determination (R^2) was 0.341. These findings indicate that online customer reviews have a positive and statistically significant effect on brand image. Therefore, Hypothesis 2 (H2) is supported.

Table 6. Results of Structural Path Analysis Model 2 (Effects of Online Customer Reviews and Brand Image on Purchase Intention)

Model	B	Std. Error	Beta	Sig.
(Constant)	2.482	0.993	–	0.014
Online Customer Review (X)	0.205	0.062	0.301	0.001
Brand Image (M)	0.363	0.070	0.469	<0.001

Source: Processed data (2026).

Based on Table 6, the standardized path coefficient of online customer reviews on purchase intention was 0.301 ($p = 0.001$), while the standardized path coefficient of brand image on purchase intention was 0.469 ($p < 0.001$). The coefficient of determination (R^2) for Structural Model 2 was 0.475. These results indicate that online customer reviews positively and significantly influence purchase intention (H1 supported), and brand image also exerts a positive and significant effect on purchase intention (H3 supported).

To examine the mediating role of brand image, the direct, indirect, and total effects were calculated, as summarized in Table 7.

Table 7. Summary of Direct, Indirect, and Total Effects

Relationship	Direct Effect	Indirect Effect	Total Effect	Sig.
OCR → Brand Image	0.584	–	0.584	<0.001
Brand Image → Purchase Intention	0.469	–	0.469	<0.001
OCR → Purchase Intention	0.301	0.274	0.575	0.001

Source: Processed data (2026).

The indirect effect of online customer reviews on purchase intention through brand image was obtained by multiplying the path coefficients from OCR → Brand Image and Brand Image → Purchase Intention ($0.584 \times 0.469 = 0.274$). The total effect was calculated by summing the direct and indirect effects ($0.301 + 0.274 = 0.575$). Furthermore, the overall coefficient of determination (R^2_m) was 0.654, indicating that online customer reviews and brand image jointly explained 65.4 percent of the variance in purchase intention, while the remaining 34.6 percent was attributable to other variables not included in the research model.

The significance of the mediating effect was assessed using the Sobel test. The analysis yielded a Z-value of 4.160, which exceeded the critical value of 1.96 ($Z = 4.160 > 1.96$), indicating that brand image significantly mediates the relationship between online customer reviews and purchase intention. To further validate the mediation effect, the Variance Accounted For (VAF) was calculated using the formula:

$$\text{VAF} = \text{Indirect Effect} \div \text{Total Effect} = 0.274 \div 0.575 = 0.4765 \text{ (47.65\%).}$$

Since the VAF value falls within the range of 20–80 percent, brand image is classified as a partial mediator in the relationship between online customer reviews and purchase intention toward Mykonos perfume in Denpasar City. Accordingly, Hypothesis 4 (H4) is supported.

The results of the first hypothesis test demonstrate that online customer reviews have a positive and significant effect on purchase intention ($\beta = 0.301$; $p = 0.001$). Customer reviews have evolved into an essential risk reduction tool, particularly for products that cannot be physically evaluated prior to purchase (Astuti et al., 2023). Consistent with the AIDA Model, online reviews actively contribute to every stage of the consumer decision-making process, from attracting attention through product ratings, stimulating interest through detailed review content, generating desire, and ultimately encouraging purchasing behavior (Kurniawati, 2022). These findings are consistent with those reported by Azis et al. (2025) and Rizqi and Praswati (2025), who identified online customer reviews as one of the primary drivers of consumers' purchase intention in e-commerce marketplaces.

The second hypothesis confirms that online customer reviews exert a positive and significant influence on brand image ($\beta = 0.584$; $p < 0.001$). Theoretically, this finding supports the Stimulus–Organism–Response (S-O-R) Theory, whereby online customer reviews function as external stimuli that are cognitively processed by consumers, resulting in the formation of brand image as an internal psychological response (Syarifatussania et al., 2025). Within the perfume industry, which is characterized by its hedonic and sensory attributes, customer reviews serve as surrogate information, providing essential sensory-related cues for prospective consumers who are unable to experience the product directly before purchase (Maidiono et al., 2025). This finding is consistent with previous studies by Dillah and Siregar (2024) and Adab (2025), which confirmed the significant role of online customer reviews in shaping brand image within Indonesia's digital marketplace.

The third hypothesis demonstrates that brand image has a positive and significant effect on purchase intention ($\beta = 0.469$; $p < 0.001$). This coefficient represents the strongest relationship within the proposed model, indicating that brand image is the most influential determinant of consumers' purchase intention. As an experience good, purchasing decisions for Mykonos perfume are highly influenced by the symbolic value associated with the brand. Nevertheless, the discrepancy between Mykonos' strong brand image and its relatively modest market share of only 2.75 percent suggests that a favorable brand image has not yet been fully translated into market dominance, which may be attributable to limitations in product availability (Raja, 2024; Wulandjani et al., 2023).

The fourth hypothesis indicates that brand image partially mediates the relationship between online customer reviews and purchase intention, as evidenced by a VAF value of 47.65 percent and a Sobel Z-value of 4.160. This partial mediation pattern suggests the existence of two complementary mechanisms. The first is an indirect mechanism, whereby positive online reviews enhance consumers' perceptions of the brand, which subsequently increases purchase intention. The second is a direct

mechanism, in which online reviews provide practical and credible information that immediately stimulates consumers' purchase intention without necessarily requiring a prolonged brand image formation process. These findings are consistent with those reported by Rizqi and Praswati (2025) as well as Okhotan and Warmika (2025), both of whom confirmed that brand image serves as an important intermediary linking external information to consumers' purchase intention.

From a theoretical perspective, this study contributes to the digital marketing literature by enriching the understanding of consumer behavior toward local perfume products in Indonesia. More specifically, the findings provide empirical support for the Stimulus–Organism–Response (S-O-R) Theory and the AIDA Model within a contemporary marketing context by demonstrating that online customer reviews function as external stimuli capable of influencing consumer psychology through two simultaneous pathways: an indirect pathway mediated by brand image and a direct pathway affecting purchase intention.

From a practical perspective, this study offers several strategic recommendations for the management of Mykonos perfume. First, management should implement a proactive review engineering strategy by developing content-based incentive programs that encourage consumers to post detailed and informative product reviews. Second, the company should strengthen its brand differentiation through more targeted digital campaigns by emphasizing the unique narrative behind its culinary-inspired fragrance creations, thereby reinforcing Mykonos as a top-of-mind choice among young consumers in Denpasar City. Finally, considering the identified intention–behavior gap, the company should better align production capacity with digital promotional activities by implementing effective pre-order systems and accurate demand forecasting, ensuring that high levels of purchase intention can be successfully converted into actual purchasing behavior.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings and discussion, it can be concluded that online customer reviews have a positive and significant effect on both purchase intention and brand image toward Mykonos perfume among consumers in Denpasar City. Brand image also exerts a positive and significant influence on purchase intention and has been demonstrated to partially mediate the relationship between online customer reviews and purchase intention. These findings highlight that brand image serves as a key mechanism that strengthens the relationship between online customer reviews and consumers' purchase intention. Therefore, companies should optimize their online review management strategies, strengthen brand differentiation and uniqueness, and ensure that product availability is aligned with consumers' high purchase intention in order to improve the conversion of purchase intentions into actual sales.

This study has several limitations. First, the research was conducted only in Denpasar City, which may limit the generalizability of the findings to other geographical contexts. Second, the sample size was relatively limited, and the study focused exclusively on a specific set of variables. Future research is therefore encouraged to extend the proposed model by incorporating additional variables, such as electronic word of mouth (e-WOM), brand trust, perceived value, and product availability. Furthermore, expanding the study to different regions and broader consumer populations would provide more

comprehensive findings and enhance the external validity and generalizability of the research.

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