



Influence of Online Reviews and Omnichannel Strategy on Buying Interest with Trust Mediation in Pudaksari Bali

Ni Luh Pudak Sariani¹, Ni Luh Putu Indiani², Ni Made Wahyuni³

^{1,2,3} Master of Management Postgraduate Program Warmadewa University, Indonesia
Email: Pudaksari99@gmail.com

DOI: <https://doi.org/10.54099/ijibmr.v6i1.1790>

ARTICLE INFO

Research Paper

Article history:

Received: 15 March 2026

Revised: 20 April 2026

Accepted: 10 May 2026

Keywords: onliner customer reviews, omnichannel, trust, buying interest, skincare

ABSTRACT

This study aims to examine the influence of online customer reviews and omnichannel strategies on buying interest in Pudaksari skincare products in Bali, with trust acting as a mediating variable. The research is motivated by the decline in Pudaksari's sales performance in 2025 and the increasing importance of digital information and integrated marketing channels in shaping consumer behavior. A quantitative approach was employed using a survey method involving 110 respondents selected through purposive sampling. Data were collected via an online questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that online customer reviews have a positive and significant effect on buying interest but do not significantly influence trust. Conversely, omnichannel strategies do not directly affect buying interest, yet they have a positive and significant impact on trust. Trust is found to significantly and positively influence buying interest. Furthermore, trust does not mediate the relationship between online customer reviews and buying interest, but it fully mediates the relationship between omnichannel strategies and buying interest. These findings suggest that strengthening an integrated and consistent omnichannel strategy is more effective in increasing consumer buying interest through building trust, rather than relying solely on online customer reviews. This study contributes to digital marketing literature by highlighting the critical role of trust as a psychological mechanism linking omnichannel integration and consumer buying interest in the local skincare industry.

INTRODUCTION

Consumer behavior in the world of marketing is currently undergoing significant changes along with the development of technology and information. **These transformations have reshaped how consumers search for information, evaluate alternatives, and make purchasing decisions, particularly in digitally driven markets.** These changes are also experienced in the beauty industry. Beauty products, especially skin care products in Indonesia, are experiencing rapid growth, along with increasing public awareness of self-care and appearance. Various products and brands have emerged, adding to the fierce competition amid the dominance of mass products with basic benefits. However,

despite this rapid growth, many local brands still face challenges in effectively attracting and sustaining consumer buying interest.

Based on information from Kata Data (2024), it is known that in the quarter of 2024, several categories such as facial moisturizers, sunscreens, beauty packages, masks, and serums dominated sales with significant value. In the sunscreen category, it recorded growth of up to 99% with total sales reaching IDR 424 billion, while beauty packages reached the highest figure of IDR 914 billion. Based on a press release from BPOM Indonesia, the distribution of the cosmetics industry in Java, Bali, Sumatra, Kalimantan, Papua, and Nusa Tenggara in the period 2021 to June 2024 shows an average annual increase of more than 12% (2024). **These data indicate a strong market potential; however, high growth does not automatically guarantee consumer purchasing decisions, as these are increasingly influenced by digital and psychological factors.**

There is a growing trend in Bali, through BPOM also supports the development of the beauty industry. Since 2023, BPOM has started to focus on supporting and facilitating the development of the cosmetics industry and MSMEs, including in the form of simplification of licensing, technical guidance related to notifications, and the implementation of Good Cosmetic Manufacturing Practices (CPKB) (BPOM, 2023). Data from BPOM shows that the cosmetics industry in the province of Bali totals 32 (thirty-two) industries that have notified 1,675 (one thousand six hundred and seventy-five) product items by providing guarantees to the public about the safety, benefits, quality, and legal aspects of cosmetic products from MSMEs. Meanwhile, based on Kata Data (2024), the number of cosmetic production facilities in Bali Province is 79 businesses. **Although the beauty market in Bali appears highly promising, the success of local brands depends on their ability to understand consumer behavior and leverage digital marketing strategies effectively.**

Buying interest is a gradual process that considers the customer's personal experience to develop product knowledge of a particular product (Ellitan et al., 2022). This interest often arises in response to stimuli received by consumers, whether in the form of advertisements, reviews, personal experiences, or other environmental factors. According to Kotler & Keller (2012:137), buying interest can be influenced by various factors, such as perception, motivation, attitude, and belief. **In the digital era, these stimuli increasingly originate from online platforms, where consumers actively seek and evaluate information before making purchasing decisions.**

According to Pahmi (2024:19), consumers' buying interest is influenced by other people's attitudes and unanticipated situational factors that can change purchasing decisions. Along with the development of digital technology, consumers now consider not only the product aspect, but also the convenience, shopping experience, and inter-channel integration offered by the company. Although Pudaksari's beauty products have come with a variety of variants and benefits offered, and have leveraged digital strategies through resellers and online sales, the company still faces challenges in attracting consumer buying interest widely and sustainably.

Sales of Pudaksari products in 2025 will decrease compared to the previous year. The number of products sold decreased from 24,201 units in 2024 to 18,448 units in 2025. This decrease is also reflected in the total sales value which declined from IDR 15,808,342,685 in 2024 to IDR 10,144,613,422 in 2025. Although reseller sales are still increasing, the large surge in retail sales has not been able to sustain total sales at the previous year's level. This condition indicates a slowdown in sales performance after a very high expansion phase in 2024, so that 2025 can be seen as a period of market correction or adjustment. **This phenomenon highlights the need to evaluate factors influencing consumer perceptions and purchase intentions in the digital environment. As**

explained by Kotler & Keller (2012) and Pahmi (2024), factors that influence buying interest have a strong relevance to the selection of buying channels such as Online Customer Review (OCR) and omnichannel strategies. Especially in the context of beauty products, different individual experiences of a product can give rise to subjective reviews. This can affect the buying interest of other consumers, given that purchasing decisions in the digital age are heavily influenced by online testimonials and ratings.

Online customer reviews (OCR) were chosen because customer reviews are one of the main sources of information for consumers before making a purchase. Product reviews or online customer reviews are considered the most honest opinions shared online (Franza et al., 2025). OCR can shape positive or negative attitudes towards a product through experiences shared by other users. Online consumer reviews can be understood as a medium for consumers to see reviews from other consumers about products, services, and how the company is a manufacturer (Rahayu et al., 2021). These reviews not only reflect personal experiences, but can also influence trust in other consumers, even increasing interest in potential buyers who have never tried the product. However, negative reviews that are subjective can create a bad perception, so a lot of reviews doesn't necessarily mean an increase in buying interest. This causes consumers to feel betrayed because the overall direction (ranking order) given is summative and there is no separation between the support survey and the product audit or does not correspond to the truth (Misra et al., 2024). **This indicates that the influence of OCR on buying interest is not always consistent and may depend on how consumers perceive the credibility and relevance of the information provided.**

The phenomenon that occurs that someone who does not fit a beauty product can influence others through OCR making it difficult to attract buying interest from new consumers. So that the external factor that is a big challenge for marketers of beauty products is the OCR variable because when focusing on beauty products, each consumer has different skin so that opinions on reviews can be subjective. Based on empirical studies, Park et al. (2021) found that reviews accompanied by images are more effective in increasing trust and buying interest. This is also revealed by Park et al. (2021), Syarifah & Rahayu et al. (2021), Karyaningsih (2021), Mulyadi (2022), Wang et al. (2023) that customer reviews in online marketplaces can influence buying interest because they are considered to provide an authentic picture of a product. Meanwhile, Mulyadi (2022) and Firdaus et al. (2023) stated the opposite, that OCR is not significant in affecting buying interest. **These inconsistent findings indicate the existence of a research gap regarding the role of OCR in influencing buying interest.**

Another factor that is a focus in the world of marketing is the omnichannel strategy, which is an approach that integrates all customer touchpoints, both online and offline, into a unified experience (Razak, 2023). Omnichannel can be broadly defined as a retail structure that combines multiple communication, marketing, and sales channels, where consumers are free to move seamlessly between the channels offered for information retrieval, product evaluation, purchase, and returns (Sombultawee & Wattanatorn, 2022). This strategy is designed to provide a consistent and convenient shopping experience for consumers. However, the implementation is not always easy. Challenges arise such as the occurrence of busers (fictitious orders) and negative information from customers that cause a decrease in the morale of sellers or resellers which leads to service inconsistencies.

The Omnichannel strategy certainly provides many conveniences that are expected to increase the buying interest of potential consumers. Pudaksari also has an application that helps many of its consumers in shopping and also conducting consultations. Empirically, Sombultawee & Wattanatorn (2022) show that attitudes towards omnichannel retail have a significant influence on buying interest and consumer confidence. Research by Alifa & Saputri (2022), Cattapan & Pongsakornrunsilp (2022), Lazaris et al. (2022), Sombultawee & Wattanatorn (2022), and Kjeldsen et al. (2023) also shows that omnichannel strategies have a positive and significant effect on buying interest. However, in practice, this strategy requires skills and a deep understanding of business people to maintain consistency between channels so that consumer buying interest can increase. Meanwhile, Nugroho et al. (2023)

found that omnichannel does not have a significant effect on buying interest. **This inconsistency suggests that the effect of omnichannel strategies on buying interest may not be direct and could involve other mediating variables.**

The development of digital marketing strategies is also an important factor in increasing the competitiveness of MSMEs in the modern era. An integrated digital strategy has been proven to be able to improve business performance and growth through the optimization of technology-based communication and distribution channels (Setini et al., 2025). In addition, the integration of technologies such as Artificial Intelligence in branding strategies also strengthens the consumer experience and brand image of MSMEs in Bali (Setini & Juliasa, 2026). Therefore, the implementation of a consistent and technology-based omnichannel strategy is becoming increasingly relevant in building consumer trust and buying interest.

The inconsistency of the research results shows that there are other factors that may increase buying interest. In addition to OCR and omnichannel strategies, trust is an important element in shaping buying interest, especially in high-trust-based product categories such as beauty products. Trust is the foundation of any business to be run (Indiani & Devi, 2023). According to Kotler & Keller (2012), consumer trust is the willingness to rely on a certain product or brand. Trust is built through positive experiences, online reviews, and consistent communication from brands. However, trust is not something that is easy to earn, especially since the results of beauty products often vary from individual to individual.

Friedrich et al. (2019) stated that trust can reduce uncertainty in the technical and social environment, including towards content created by users, products, or sellers. Consumer trust in online evaluations has been proven to have a significant effect on online purchases because buyers often look for reliable information about goods and services (Dam, 2025). Meanwhile, Wang et al. (2022) added that trust can contribute to better information sharing which ultimately influences consumer buying interest. It has also been revealed by several previous studies that trust has a positive and significant influence on buying interest (Syarifah & Karyaningsih, 2021; Firdaus et al, 2023; Fitzgerald & Lady, 2024). **However, limited studies have examined the mediating role of trust in explaining the relationship between OCR, omnichannel strategies, and buying interest, particularly in the context of local skincare MSMEs.**

Based on this description, it can be concluded that consumers' buying interest is currently influenced by a combination of online customer reviews, omnichannel strategies, and trust in products. These three are interrelated and are a major concern in marketing strategies, especially in the beauty product industry which relies heavily on consumer reviews and trust. **Therefore, this study aims to examine the influence of online customer reviews and omnichannel strategies on buying interest, with trust as a mediating variable, in the context of Pudaksari Bali. This research contributes by addressing the research gap and providing empirical evidence on the psychological mechanism linking digital marketing strategies and consumer buying interest.**

LITERATURE REVIEW

Social Cognitive Theory

Social Cognitive Theory put forward by Albert Bandura states that social and cognitive factors as well as actor factors play an important role in learning. Cognitive factors are in the form of expectations/acceptance to achieve success; social factors include observation of behavior. It can also be explained that a person's thoughts and actions can be influenced by various psychological components, such as interactions, behaviors, and the environment (Rakib et al., 2022).

In the context of this study, Social Cognitive Theory (SCT) provides a relevant framework to explain how consumers process information obtained from online environments and translate it into behavioral intentions. Online customer reviews and omnichannel strategies can be viewed as environmental stimuli, while trust represents a cognitive factor formed through the evaluation of these stimuli, and buying interest reflects behavioral intention. Thus, consumer behavior is shaped through the interaction between environmental exposure (reviews and channels), cognitive evaluation (trust), and behavioral outcomes (buying interest).

Buying Interest

According to Kotler & Keller (2016:181), buying interest is how likely consumers are to buy brands and services or how likely consumers are to switch from one brand to another. If the benefits are greater than the sacrifice to get them, then the motivation to buy is higher. Meanwhile, according to Tjiptono (2015:140), consumers' buying interest reflects consumers' desire and desire to buy products. Buying interest is part of the component of consumer behavior in consuming attitudes or the tendency of respondents to act before the purchase decision is actually implemented. In the digital context, buying interest is increasingly influenced by external information sources such as online reviews and integrated shopping experiences, which shape consumer perceptions and expectations prior to purchase decisions.

Online Customer Review (OCR)

According to Banjarnahor et al. (2021:181), Online Customer Review (OCR) is information that is considered credible and trustworthy by companies to help consumers determine products. Meanwhile, according to Hartanto & Indiyani (2022:15), OCR is the most honest opinion that is done online and that is considered a means of promotion. Based on this explanation, it can be concluded that OCR is an assessment given by consumers after making a purchase, either in the form of photos or short videos that provide information about the product purchased, such as models, colors, sizes, materials, and other details given back to the seller as feedback. From the perspective of SCT, OCR functions as a form of observational learning, where consumers rely on the experiences of others to evaluate product quality and reduce uncertainty. Therefore, the credibility and relevance of reviews play a critical role in shaping consumer perceptions, trust, and ultimately buying interest.

Omnichannel Strategy

According to Lidya & Karyanto (2020:154), omnichannel is an advanced strategy of multichannel that allows users to know developments in real-time. In general, omnichannel is an approach that integrates multiple communication and interaction channels (both online and offline) to create a seamless and consistent customer experience. According to Razak (2023), omnichannel includes a strategic approach that integrates all customer touchpoints, both online and offline, into a unified experience, with an emphasis on consistency and continuity. According to Verhoef et al. (2015), omnichannel management is a synergy of managing various channels available at customer touchpoints. Within the SCT framework, omnichannel strategy represents an environmental factor that provides repeated and consistent experiences to consumers. A well-integrated omnichannel system can reduce uncertainty, enhance perceived control, and strengthen consumer confidence, which contributes to the formation of trust and influences buying behavior.

Consumer Trust

According to Kotler & Keller (2016: 225), consumer trust is the willingness to rely on a certain product or brand. Trust is also a foundation of business. A business transaction between two or more parties will occur if each trusts each other. Consumer trust according to Mowen & Minor (2013:201) is all the knowledge possessed by consumers and all conclusions made by consumers about their objects, attributes, and benefits. Trust is generally seen as a fundamental element for the success of a relationship. Without trust, a relationship will not last for a long time.

The conceptual framework of the research is described as follows.

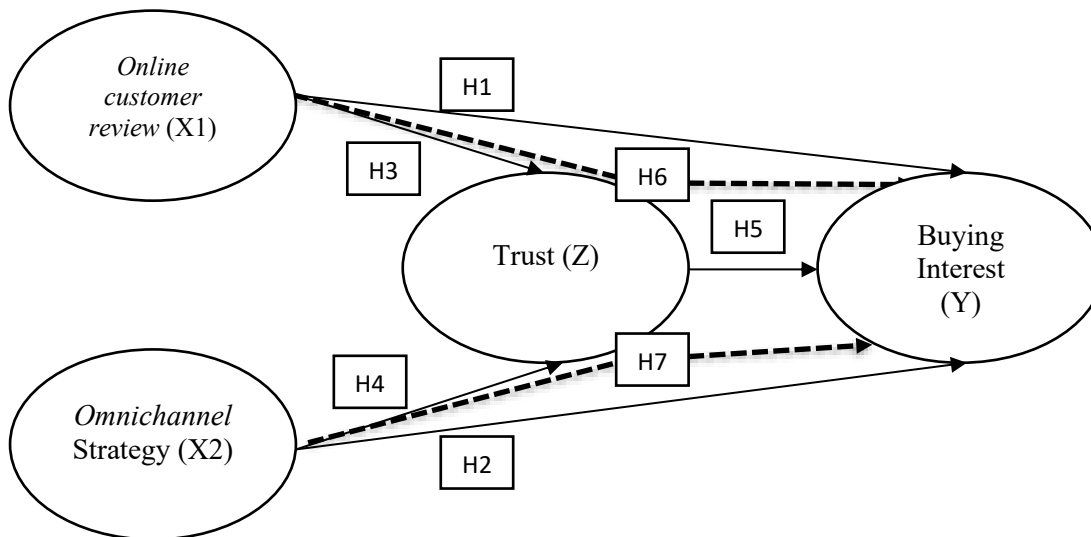


Figure 1
Research Framework of Thought

Research Hypothesis

Research by Park et al. (2021) shows that online reviews, especially when accompanied by visual elements and a high level of trust, significantly increase consumer buying interest in restaurant services. Syarifah and Karyaningsih (2021) also found that on marketplace platforms such as Lazada, OCR has a positive effect on buying interest. This is in line with the findings of Rahayu et al. (2021) who emphasized that customer reviews in online marketplaces can influence buying interest because they are considered to provide an authentic picture of a product. Furthermore, Misra et al. (2024) in their study on the online retail sector emphasized that customer reviews play an important role in shaping buying interest. Meanwhile, Mulyadi (2022) who researched e-commerce customers in Indonesia found that the more positive reviews a product receives, the higher the customer's buying interest in the product. Wang et al. (2023) added that despite the differences in the content of the review, the effect on buying interest remains significant if the consumer feels a psychological proximity to the source of the review. In the context of consumer behavior, mediation variables are often used to explain the psychological mechanisms that bridge the influence of marketing strategies on behavioral outcomes. Previous studies have shown that intervening variables such as customer satisfaction are able to mediate the influence of service quality and price on loyalty (Setini & Putra, 2025). In addition, research on the buying interest of electric vehicles in Denpasar also shows that the mediation variable plays an important role in explaining the relationship between promotion and buying interest (Surlimna et al., 2025). Online customer reviews provide informational and social cues that help consumers evaluate product quality and reduce uncertainty. Based on SCT, consumers learn from the experiences of others through observational processes, which shape their expectations and attitudes toward a product. Therefore, more positive and credible reviews are likely to increase consumer buying interest. Thus, the use of trust as a mediating variable in this study has a strong empirical foundation. Based on the explanation, the hypotheses proposed in the research are as follows:

H1: Online customer reviews have a positive and significant effect on buying interest

Alifa & Saputri (2022) in their study of Sociolla consumers showed that effective omnichannel integration, combined with influencer marketing, significantly increases consumer buying interest. A similar thing was also found by Cattapan & Pongsakornrunsilp (2022) in a consumer study on fashion retail, where the ease of cross-channel access strengthens consumer engagement and encourages interest in buying. Furthermore, Lazaris et al. (2022) emphasized that the retail atmosphere formed through an omnichannel approach is able to trigger consumer cognitive and affective responses, which leads to increased purchase intent. Sombultawee & Wattanatorn (2022) also conclude that omnichannel integration in retail provides convenience and convenience for consumers in obtaining information and completing transactions, which significantly affects consumer buying interest. Even in a broader context, Kjeldsen et al. (2023) emphasize the importance of an integrated digital ecosystem for creating brand loyalty and preference through a consistent consumer experience. Omnichannel strategies create a seamless and integrated customer experience across multiple channels, which enhances convenience and accessibility. From the SCT perspective, this integrated environment provides positive stimuli that may influence consumer attitudes and behavioral intentions. Therefore, a well-implemented omnichannel strategy is expected to increase buying interest.

H2: Omnichannel has a positive and significant effect on buying interest

Park et al. (2021) revealed that online reviews have a strong influence on building consumer trust, especially when they are considered informative and relevant to consumer needs. Misra et al. (2024) in their research on the influence of OCR on the retail industry found that online reviews directly increase trust in a brand or product. This is in line with the findings of Kajornatthapol et al. (2024) who stated that consumer trust in hotel services in Thailand is formed through information obtained from online reviews, which is considered more convincing than conventional advertising. Another study by Rashad et al. (2024) in Saudi Arabia also showed that consumer trust in products significantly increases when consumers read positive reviews from other users. Similarly, Dam (2025) explained that in the context of e-commerce, online reviews play an important role in forming utilitarian and hedonic values which ultimately strengthen consumer satisfaction and trust. Online customer reviews provide signals about product quality, reliability, and user satisfaction. When consumers perceive reviews as credible and relevant, they are more likely to develop trust in the product. According to SCT, these reviews act as environmental inputs that are cognitively processed to form trust beliefs.

H3: Online customer reviews have a positive and significant effect on trust

Sombultawee & Wattanatorn (2022) found that omnichannel-based retail strategies directly increase consumer trust as they provide a more personalized, interactive, and frictionless experience. Nugroho et al. (2023) in the context of consumers in Surakarta prove that the quality of omnichannel integration is able to strengthen trust, especially when product information is consistent across various channels. In addition, Kajornatthapol et al. (2024) emphasize that consumer trust in hotel services in Thailand is formed through the integration of information channels and good transactions between digital platforms, which reduces uncertainty and increases a sense of security in decision-making. Li et al. (2024) also show that omnichannel integration contributes to the formation of trust through a seamless and responsive customer experience, especially in e-commerce-based transactions. The findings are reinforced by Yang et al. (2025) who explain that omnichannel integration, can strengthen consumers' positive psychological perception of brands, which ultimately builds brand trust. A consistent and integrated omnichannel experience reduces uncertainty and enhances perceived transparency, which strengthens consumer confidence. Within SCT, repeated positive experiences across channels reinforce cognitive evaluations, leading to higher levels of trust.

H4: Omnichannel has a positive and significant effect on trust

Syarifah & Karyaningsih (2021) in their research on Lazada marketplace users showed that trust has a significant role in encouraging buying interest, especially in an online environment that is full of information risks. Harrigan et al. (2021) also emphasized that trust formed through the perception of usability and communication with fellow users is able to increase online purchase intention, by strengthening consumer perception of value and security. Furthermore, Ellitan et al. (2022) in a consumer study of Somethinc skincare products in Surabaya showed that trust in brands built through

social media has a direct influence on buying interest, especially when the products offered concern aspects of skin health. Wang et al. (2022) make it clear that consumers are more likely to make a purchase when consumers feel safe and believe in the authenticity, quality, and reputation of the brand, especially amid the large number of diverse online reviews. In addition, Fitri & Lady (2024) also emphasizes that trust plays a significant mediating role in the relationship between digital communication strategies and consumer purchasing decisions on e-commerce platforms. Trust plays a critical role in reducing perceived risk and increasing confidence in purchasing decisions. Consumers who trust a product are more likely to form positive expectations, which leads to higher buying interest. In SCT, trust acts as a cognitive factor that directly influences behavioral intention. Online customer reviews may influence buying interest indirectly through trust. When consumers perceive reviews as credible, they develop trust, which subsequently increases their intention to purchase. Thus, trust acts as a mediating mechanism linking OCR and buying interest. Omnichannel strategies may not directly influence buying interest but can enhance trust through consistent and integrated experiences. This increased trust then leads to higher buying interest, indicating a mediating effect.

H5: Trust has a positive and significant effect

H6: Trust is able to mediate the influence of online customer reviews on buying interest

H7: Trust is able to mediate the influence of Omnichannel on buying interest

METHOD

This study employs a quantitative research approach using a survey method. The research was conducted in the marketing area of Pudaksari products, covering consumers across various districts in Bali. This location was selected due to its high market potential and the increasing use of digital platforms in beauty product marketing activities. The population consists of consumers and potential consumers of Pudaksari products who have seen, known, or used the product through physical stores, social media, or e-commerce platforms. The sample was determined using purposive sampling, with criteria including respondents aged at least 14 years, familiar with Pudaksari products, and willing to complete the questionnaire. **This sampling technique is appropriate because it ensures that respondents have relevant experience and knowledge related to the research object.**

The sample size was determined based on the rule of 5–10 times the number of indicators. With 22 indicators, the minimum sample size required is 110 respondents. **This sample size meets the requirements for SEM-PLS analysis as recommended by Hair et al. (2021).** Data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale. **The measurement items were adapted from previous validated studies and adjusted to fit the research context. A pilot test was conducted to ensure clarity and reliability of the instrument.**

Data were analyzed using descriptive statistics and Structural Equation Modeling based on Partial Least Squares (SEM-PLS) to examine the relationships between online customer reviews, omnichannel strategies, trust, and buying interest. **SEM-PLS was chosen because it is suitable for predictive research, does not require strict normality assumptions, and can analyze complex models with mediating variables.**

Prior to analysis, data screening was conducted to check for missing values, outliers, and response consistency. The results indicated that all responses were complete and no

significant outliers were found, confirming that the data were suitable for analysis. In addition, Harman’s single-factor test was performed to assess common method bias, and the results showed that no single factor dominated the variance, indicating that common method bias was not a concern. Non-response bias was also evaluated by comparing early and late respondents, with no significant differences found between the two groups. Furthermore, the validity and reliability of the constructs were assessed using convergent validity, discriminant validity, and composite reliability, ensuring that the measurement model met the required criteria.

RESULTS

Evaluation of Measurement Models

Parameter Significance

A small p-value indicates that the indicator can significantly measure or explain its construct. The results obtained show a significance value of <0.001 for all indicators, which indicates that each indicator can substantially measure its construct. The significance value of each indicator is shown in Table 1.

Loading Factor

The AVE value indicates the relationship of the indicator to its latent construct. Hair et al. (2010) suggest that the estimated charge factor should be higher than 0.5. The findings show that the AVE value for each indicator is greater than 0.5, meaning that each indicator accurately captures the appropriate latent construct. The AVE value of each indicator is shown in Table 1.

Average Variance Extracted (AVE)

AVE indicates the degree of convergence of all indicators against the latent construct being measured. An AVE value above 0.5 indicates adequate convergence. Table 1 shows that each construct has an AVE value of more than 0.5, which indicates sufficient convergence for all constructs.

Composite Reliability (CR)

The CR value indicates internal consistency; CR values above 0.7 reflect good reliability. The results in Table 1 show that the CR value for each construct is at least 0.8. This indicates that all indicators consistently reflect the same underlying construct.

Table 1 Validity and Reliability Test Results\$

Construct	Indicators/Items	P value	Loading factor	AVE	CR
Online customer reviews (X1)	X1.1 The quality of the argument regarding Pudaksari products supports my consideration of choosing <i>skincare</i>	<0.001	0.698	0.656	0.904
	X1.2 I found a large number of reviews about Pudaksari products in online media	<0.001	0.931		
	X1.3 Reviews about Pudaksari products strengthen my emotions	<0.001	0.709		
	X1.4 Reliable source of reviews about Pudaksari	<0.001	0.827		
	X1.5 Pudaksari product reviews provide benefits regarding product perception	<0.001	0.859		
Omnichannel Strategy (X2)	X2.1 I gained the same experience when searching for information through physical stores (<i>resellers</i>) or through the Pudaksari application	<0.001	0.749	0.703	0.922
	X2.2 I can search for product availability information through physical stores (<i>resellers</i>) or through the Pudaksari application	<0.001	0.824		
	X2.3 I can access the service assistant (skin type consultation) through physical stores, real-time chat programs through retailers' websites and social media platforms	<0.001	0.840		

Construct	Indicators/Items	P value	Loading factor	AVE	CR		
	X2.4 The price given through the physical store (<i>reseller</i>) or through the Pudaksari application is the same	<0.001	0.877	0.857	0.968		
	X2.5 Sales promotions provided through physical stores (<i>resellers</i>) or through the Pudaksari application are the same	<0.001	0.893				
Trust (Z1)	Z1.1 I believe Pudaksari products are reliable	<0.001	0.905				
	Z1.2 I believe Pudaksari products always attach importance to consumer needs	<0.001	0.913				
	Z1.3 I believe Pudaksari products have benefits according to product information	<0.001	0.905				
	Z1.4 I believe in the guarantee of Pudaksari products regarding the best care	<0.001	0.959				
	Z1.5 I believe in the results of the consultation regarding the treatment in Pudaksari	<0.001	0.946				
Buying Interest (Y1)	Y1.1 I would most likely consider Pudaksari products	<0.001	0.798			0.698	0.933
	Y1.2 I like Pudaksari products more than other local products	<0.001	0.873				
	Y1.3 I would consider using Pudaksari products	<0.001	0.776				
	Y1.4 I have decided to buy Pudaksari products in the near future	<0.001	0.836				
	Y1.5 I will choose the Pudaksari brand when I need another product	<0.001	0.870				
	Y1.6 I have a desire to find more information about Pudaksari products	<0.001	0.856				

Discriminant Validity

Discriminant validity measures the extent to which a construct differs from another. Thus, a high discriminant validity indicates that a construct is unique and explains phenomena that other constructs do not explain. Discriminant validity testing can be performed by comparing the AVE Root Coefficient ($\sqrt{\text{AVE}}$ or Square Root Average Variance Extracted) of each variable with the correlation values between the variables in the model. A construct is said to have good discriminant validity, if the root of AVE ($\sqrt{\text{AVE}}$ or Square root Average Variance Extracted) is greater than the correlation value between variables in the research model (Hair et al., 2010: 710). The discriminant validity test is shown in Table 5.7. The results of the discriminant validity test using the Fornell–Larcker criteria showed that some constructs had a higher correlation value between constructs compared to the Average Variance Extracted ($\sqrt{\text{AVE}}$) square root value. This condition indicates that there is a conceptual proximity between the research variables, especially between online customer reviews, omnichannel strategies, trust, and buying interest. However, this closeness can be understood considering that theoretically these constructs are indeed closely related in the context of digital consumer behavior, where information obtained from online reviews and shopping experiences through various channels simultaneously play an important role in shaping consumer trust which further encourages buying interest. In addition, the results of the convergent validity test showed that all constructs met the criteria for AVE values above 0.50 and had adequate reliability values. Therefore, even if the Fornell–Larcker criteria have not been fully met, the measurement model in this study can still be declared feasible for use in structural analysis considering the theoretical suitability and explanatory context of the study:

Table 2. Construct Correlation

Construct	AVE	√ AVE	Online customer reviews	Omnichannel Strategy	Trust	Buying Interest
Online customer reviews	0.656	0.810				
Omnichannel Strategy	0.703	0.838	0.867			
Trust	0.857	0.926	0.782	0.807		
Buying Interest	0.698	0.835	0.898	0.903	0.955	

Structural Model Evaluation

Hypothesis Test

The results of the path and significance testing are shown in Table 3. It shows that online customer reviews have a significant positive effect on buying interest. This is shown by a coefficient value of 0.271 with a p-value of < 0.040 (< 0.05). These findings indicate that the better the online customer reviews that consumers receive, the higher the buying interest formed. Thus, the first hypothesis is accepted. Omnichannel strategies were found to have no significant effect on buying interest. This is shown by a coefficient value of 0.195 with a p-value of 0.270 (> 0.05). These findings indicate that the implementation of omnichannel strategies has not been able to directly increase consumer buying interest. Thus, the second hypothesis is rejected. In addition, it was found that online customer reviews had no significant effect on trust. This is shown by a coefficient value of 0.330 with a p-value of 0.140 (> 0.05). These findings indicate that the existence of online customer reviews has not been able to directly increase consumer trust. Thus, the third hypothesis is rejected. Other test results show that omnichannel strategies have a significant effect on trust. This is shown by a coefficient value of 0.521 with a p-value of 0.019 (< 0.05). These findings indicate that the better the implementation of an omnichannel strategy, the higher consumer confidence. Thus, the fourth hypothesis is accepted. The test results also show that trust has a significant effect on buying interest. This is indicated by a coefficient value of 0.586 with a p-value of 0.000 (< 0.05). These findings indicate that the higher the level of consumer confidence, the higher the buying interest formed. Thus, the fifth hypothesis is accepted.

Meanwhile, in the mediation test, it was found that trust did not significantly mediate the relationship between online customer reviews and purchase interest. This is shown by the indirect influence of online customer reviews on buying interest through insignificant trust, with a coefficient of 0.193 and p-value = 0.154 (> 0.05). These findings indicate that online customer reviews have not been able to increase consumer buying interest through the formation of trust. Thus, the sixth hypothesis is rejected. The results of the second mediation test showed that trust significantly mediated the relationship between omnichannel strategy and buying interest. This is shown by the indirect influence of omnichannel strategy on buying interest through positive and significant trust, with a coefficient of 0.305 and p-value = 0.020 (< 0.05). These findings indicate that omnichannel strategies not only have a direct effect, but are also able to increase buying interest through increasing consumer confidence. Thus, the seventh hypothesis is accepted as full mediation.

The R2 value of trust is 0.679 meaning that based on the criteria of Ghazali & Latan (2012:85), the model includes strong model criteria, the meaning is the variation of online customer reviews and omnichannel strategies explaining trust of 68%, the remaining 32% is explained by variations of other variables outside the model. Meanwhile, buying interest has an R-square value of 0.978 or includes a strong model, meaning that the variation in online customer reviews, omnichannel strategies, and trust is able to explain the variation in buying interest of 98%, the remaining 2% is explained by variations in other constructs outside the model. Based on the results of Q Square, the estimated global model is included in the strong model criteria, meaning that 98% of endogenous construct variations can be predicted by exogenous construct variations.

Table 3. Test Hypothesis

Construct	Path Coefficient	P value	Remarks
<i>Online customer reviews -> Buying Interest</i>	0.271	<0.040	Significant
<i>Omnichannel Strategy -> Buying Interest</i>	0.195	0.270	Insignificant
<i>Online customer reviews -> Trust</i>	0.330	0.140	Insignificant
<i>Omnichannel Strategy -> Trust</i>	0.521	0.019	Significant
<i>Trust -> Buying Interest</i>	0.586	0.000	Significant
<i>OCR -> Trust -> Buying Interest</i>	0.193	0.154	Insignificant
<i>Omnichannel Strategy -> Trust -> Buying Interest</i>	0.305	0.020	Significant
R ² Trust: 0.679			
R ² Buying Interest: 0.978			
Q ² : 0.76			

DISCUSSION

The Influence of Online Customer Reviews on Buying Interest

The results of the hypothesis test show that online customer reviews (OCR) have a positive and significant effect on buying interest in Pudaksari products. These findings indicate that the more positive and informative customer reviews available online, the higher the consumer interest in purchasing the product. From the perspective of Social Cognitive Theory (SCT), this finding can be explained through observational learning mechanisms, where consumers form expectations and behavioral intentions based on the experiences of others (Rakib et al., 2022). Online reviews act as environmental stimuli that provide vicarious experiences, allowing consumers to evaluate product quality without direct usage. This is in line with research by Park et al. (2021), Syarifah & Karyaningsih (2021), Rahayu et al. (2021), Misra et al. (2024), Mulyadi (2022), and Wang et al. (2023), which show that online customer reviews have a significant effect on buying interest. This finding reinforces the role of user-generated content as an important determinant in shaping consumer decision-making in digital environments, especially in the beauty industry where experiential information is highly valued.

The Influence of Omnichannel on Buying Interest

The results show that omnichannel strategy does not have a significant effect on buying interest. This finding suggests that the availability of multiple integrated channels alone is insufficient to directly influence consumer purchase intention. From the SCT perspective, omnichannel strategy functions as an environmental factor that facilitates consumer interaction but does not necessarily trigger behavioral intention without strong cognitive reinforcement such as trust (Rakib et al., 2022). This condition may also be influenced by the characteristics of respondents, most of whom are experienced skincare users. Consumers with prior experience tend to rely more on internal evaluations and established preferences. This result is consistent with Nugroho et al. (2023), who found that omnichannel integration does not always have a direct impact on buying interest, indicating that its effect may depend on other mediating variables.

The Influence of Online Customer Reviews on Trust

The results indicate that online customer reviews do not significantly affect trust. This finding indicates that although OCR provides information, it does not automatically build consumer trust. According to SCT, trust is a cognitive construct formed through repeated interactions and direct experiences, not solely from observational learning (Rakib et al., 2022). This condition can be explained by the characteristics of respondents, where the majority are long-term skincare users. Consumers with

extensive experience tend to rely more on their own product evaluations rather than external reviews. In addition, concerns regarding the credibility and subjectivity of online reviews may weaken their influence on trust formation, as suggested by Misra et al. (2024).

The Influence of Omnichannel on Trust

The results show that omnichannel strategy has a positive and significant effect on trust. This finding highlights that consistency and integration across channels play a crucial role in building consumer confidence. From the SCT perspective, repeated positive experiences across multiple channels reinforce cognitive evaluations and strengthen trust (Rakib et al., 2022). Consumers perceive consistent information, pricing, and service across channels as indicators of reliability and professionalism. This finding is supported by Sombultawee & Wattanatorn (2022), Nugroho et al. (2023), and Li et al. (2024), who found that omnichannel integration significantly enhances consumer trust.

The Influence of Trust on Buying Interest

The results show that trust has a positive and significant effect on buying interest. This finding confirms that trust is a critical determinant of consumer behavior, particularly in high-involvement products such as skincare. Within the SCT framework, trust acts as a cognitive factor that reduces perceived risk and strengthens behavioral intention (Rakib et al., 2022). Consumers who trust a product are more likely to develop positive expectations and proceed to purchase decisions. This result is consistent with previous studies by Syarifah & Karyaningsih (2021), Harrigan et al. (2021), Ellitan et al. (2022), and Wang et al. (2022), which emphasize the significant role of trust in influencing buying interest.

Trust as a Mediator of OCR and Buying Interest

The results show that trust does not significantly mediate the relationship between OCR and buying interest. This indicates that OCR influences buying interest directly rather than through trust. From the SCT perspective, observational learning from online reviews may directly shape behavioral intention without necessarily forming deep cognitive trust (Rakib et al., 2022). Consumers may use reviews as a source of initial information rather than as a foundation for trust. This finding differs from Park et al. (2021) and Misra et al. (2024), who found that trust mediates the relationship between OCR and buying interest, suggesting that the mediating role of trust is context-dependent.

Trust as a Mediator of Omnichannel and Buying Interest

The results show that trust significantly mediates the relationship between omnichannel strategy and buying interest. This finding indicates that omnichannel strategy indirectly influences buying interest through trust. From the SCT perspective, this reflects the interaction between environmental factors (omnichannel), cognitive factors (trust), and behavioral outcomes (buying interest) (Rakib et al., 2022). A consistent and integrated omnichannel experience builds trust, which in turn increases buying interest. This finding is supported by Alifa & Saputri (2022), Nugroho et al. (2023), and Yang et al. (2025), who highlight that omnichannel integration enhances trust, which subsequently drives purchase intention. Professionalism (Setini et al., 2025). This is also supported by the concept of smart branding which emphasizes the importance of technology integration in strengthening relationships with consumers (Setini & Juliasa, 2026).

CONCLUSIONS

Consumer behavior in the digital era is increasingly influenced by various external and internal factors, particularly online customer reviews, omnichannel strategies, and trust. This study aims to examine the influence of online customer reviews and omnichannel strategies on buying interest, with trust as a mediating variable in the context of Pudaksari Bali. The results of this study indicate that online

customer reviews have a positive and significant effect on buying interest, while omnichannel strategies do not have a direct significant effect on buying interest. In addition, online customer reviews do not significantly influence trust, whereas omnichannel strategies have a positive and significant effect on trust. Furthermore, trust has a positive and significant effect on buying interest.

These findings suggest that in the context of local skincare products, consumers tend to rely more on direct information from reviews to form buying interest, while trust is primarily built through consistent and integrated brand experiences rather than external opinions. The mediation analysis shows that trust does not mediate the relationship between online customer reviews and buying interest, but fully mediates the relationship between omnichannel strategies and buying interest. From a theoretical perspective, this study contributes to the development of Social Cognitive Theory (SCT) (Rakib et al., 2022) by demonstrating that environmental factors such as omnichannel strategies influence behavioral intention indirectly through cognitive mechanisms (trust), while observational learning through online reviews may directly shape buying interest without necessarily forming trust. This highlights the different roles of environmental stimuli in influencing consumer behavior.

This study also contributes to the digital marketing literature by providing empirical evidence that trust acts as a key psychological mechanism linking omnichannel integration and buying interest, particularly in the context of MSMEs in the beauty industry.

PRACTICAL IMPLICATIONS

From a managerial perspective, the findings suggest that companies should not rely solely on increasing the number of online reviews, but should focus on improving the quality, credibility, and informativeness of reviews to directly influence consumer buying interest. In addition, companies need to prioritize the development of a consistent and integrated omnichannel strategy, ensuring uniformity of information, pricing, and service quality across all channels. This consistency is essential to build consumer trust, which has been proven to significantly influence buying interest. Furthermore, companies should strengthen transparency and communication strategies, such as providing clear product information, certifications, and consultation services, to enhance consumer confidence in the product.

THEORETICAL IMPLICATIONS

This study extends previous research by highlighting the different mechanisms through which online customer reviews and omnichannel strategies influence buying interest. While OCR operates through direct behavioral influence, omnichannel strategies function through cognitive mediation (trust). These findings provide a more nuanced understanding of consumer behavior in digital environments, particularly in high-involvement products such as skincare, where trust plays a central role in decision-making.

LIMITATIONS AND FUTURE RESEARCH

This study has several limitations that should be considered. First, the scope of the study is limited to consumers of Pudaksari skincare products in Bali, so the findings may not be generalizable to other industries or regions. Second, the variables used in this study are limited to online customer reviews, omnichannel strategies, trust, and buying interest. Future research is recommended to include additional variables such as price, brand image, product quality, and influencer marketing to develop a more comprehensive model. In addition, future studies may consider using a longitudinal approach to capture

changes in consumer behavior over time, or applying a mixed-method approach to gain deeper insights into consumer perceptions and decision-making processes.

REFERENCES

- Banjarnahor, A., Nababan, T. S., Simanjuntak, R., Simanjuntak, S., & Simorangkir, R. (2021). *Marketing communication management*. Jakarta: Yayasan Kita Menulis.
- Cattapan, T., & Pongsakornrunsilp, S. (2022). Impact of omnichannel integration on Millennials' buying interest for fashion retailer. *Cogent Business & Management*, 9(1), 2087460.
- Dam, T. C. (2025). The influence of utilitarian value, hedonic value, and online review on consumers' satisfaction, trust, and repurchasing intention in e-commerce platforms. *Innovative Marketing*, 21(2), 105.
- Ellitan, L., Harvina, L. G. D., & Lukito, R. S. H. (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of somethinc skincare products in surabaya. *Journal of Entrepreneurship and Business*, 3(2), 104-114.
- Firdaus, M., Aisyah, S., & Farida, E. (2023). The influence of customer reviews, customer ratings, and celebrity endorsers on buying interest through trust in the Shopee online shop. *Entrepreneurship Business Management Accounting (E-BISMA)*, 67-83.
- Franza, N. P. S., Indiani, N. L. P., & Wahyuni, N. M. (2025). The role of purchase intention in mediating the influence of influencers and online customer reviews on the purchase decisions of electronic products in e-commerce (a case study in Denpasar City). *International Journal of Environmental, Sustainability, and Social Science*, 6(2), 221-234.
- Ghozali, I., & Latan, H. 2012. *Partial Least Square: Concepts, Techniques, and Applications of Smart PLS 2.0*. Publishing Agency of Diponegoro University: Semarang.
- Hair, Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis a global perspective* (7th ed.). New Jersey: Pearson Education.
- Harrigan, M., Feddema, K., Wang, S., Harrigan, P., & Diot, E. (2021). How trust leads to online purchase intention founded in perceived usefulness and peer communication. *Journal of Consumer Behaviour*, 20(5), 1297-1312.
- Hartanto, B., & Indriyani, L. (2022). *Interest in buying on the Shopee marketplace*. Padang: PT Inovasi Pratama Indonesia.
- Indiani, N. L. P., & Devi, D. A. C. R. (2023). The Influence of E-Service Quality, Promotion, and Trust on Customers' Purchase Decisions on Lazada in the Covid-19 Era. *J-ESA (Journal of Sharia Economics)*, 6(1), 53-67.
- Kajornatthapol, P., Siyaphat, S., & Sun, S. (2024). Influence of online reviews on consumers' hotel booking intentions in thailand: Trust and value as mediating factor. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 9(10), 1.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (12th Edition). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). New Jersey: Pearson Prentice Hall.

- Lazaris, C., Vrechopoulos, A., Sarantopoulos, P., & Doukidis, G. (2022). Additive omnichannel atmospheric cues: The mediating effects of cognitive and affective responses on purchase intention. *Journal of Retailing and Consumer Services*, 64, 102731.
- Li, Y., Fang, J., Yuan, S., & Cai, Z. (2024). Disentangling the relationship between omnichannel integration and customer trust: a response surface analysis. *Internet Research*, 34(3), 1077-1103.
- Misra, P., Dutta, S., & Bhatta, D. K. (2024). Online Review Influence on the Retail Industry: Theoretical Extension and Analysis. *International Journal of E-Business Research (IJEER)*, 20(1), 1-16.
- Mowen, J. C., & Minor, M. (2013). *Consumer behavior*. Jakarta: Erlangga.
- Nugroho, S. P., Lestari, N. S., & Priyono, E. (2023). The Influence of Omnichannel Integration Quality on Purchase Interest Mediated by Consumer Trust in Surakarta. *Determination: Journal of Management and Accounting Economics Research*, 13-25.
- Park, C. W., Sutherland, I., & Lee, S. K. (2021). Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services. *Journal of Hospitality and Tourism Management*, 47, 228-236.
- Rahayu, A., Utama, D. H., & Novianty, R. (2021, September). The impact of online customer reviews on purchase intention in online marketplace. In *5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)* (pp. 471-477). Atlantis Press.
- Rakib, M. A. N., Chang, H. J., & Jones, R. P. (2022). Effective sustainability messages triggering consumer emotion and action: an application of the social cognitive theory and the dual-process model. *Sustainability*, 14(5), 2505.
- Rashad, N. M., Balilah, M. A., AlFahal, N. M., Qubouri, R. F., & Khalid, M. (2024). The Influence of Online Reviews on Consumer Behavior in Jeddah, Saudi Arabia. *Eurasian Journal of Business and Management*, 12(3/4), 142-159.
- Setini, M., Amerta, I. M. S., Indiani, N. L. P., Laksmi, P. A. S., Triandini, E., Purwatiningsih, A. P., & Suardana, G. (2025). Digital marketing strategy as a catalyst for SME growth in the modern era. *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 13(1), 951-966.
- Setini, M., & Bagus Udayana Putra, I. (2025). The Role Of Customer Satisfaction In Mediating The Influence Of Service Quality And Price On Customer Loyalty In Retail Companies. *International Journal of Management and Digital Business*, 4(2), 115-136.
- Setin, M., & Juliasa, M. (2026). Smart Branding: Integration Of AI In The Marketing Strategy Of Bali MSME Cultural Products. *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 14(1), 767-782.
- Sombultawee, K., & Wattanatorn, W. (2022). The impact of trust on buying interest through omnichannel retailing. *Journal of Advances in Management Research*, 19(4), 513-532.
- Surlimna, N. K. L., Setini, M., & Wahyuni, N. M. (2025). The Role Of Environmental Concern In Mediating Promotion And Brand Image Of Electric Vehicle Purchase Intention In Denpasar City. *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 13(2), 1327-1338.

- Syarifah, E., & Karyaningsih, K. (2021). The Influence of Online Customer Reviews and Trust on Buying Interest on the Lazada Marketplace. *YUME: Journal of Management*, 4(1).
- Tjiptono, F. (2015). *Marketing strategy* (4th edition). Yogyakarta: Andi Offset.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: introduction to the special issue on multi-channel retailing. *Journal of retailing*, 91(2), 174-181.
- Wang, J., Pan, D., Zhao, Z., Liu, Y., Han, X., Gao, J., & Wang, M. (2023). The effect of inconsistent online reviews on customers' purchase intention in e-commerce: A psychological distance perspective. *Social Behavior and Personality: an international journal*, 51(3), 84-98.
- Yang, Z., Hu, D., & Chen, X. (2025). The role of omnichannel integration and digital value in building brand trust: a customer psychological perception perspective. *Internet Research*, 35(3), 1029-1064.