

The Influence of Electronic Word of Mouth and Product Diversity on Purchasing Decisions for Hanasui Cosmetic Products

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Abstract

This study analyzes the influence of Electronic Word of Mouth (E-WOM) and product diversity on purchasing decisions for Hanasui cosmetics in Klaten. The primary objective of this study is to understand how these two factors influence consumer behavior in determining product choices. The study employed a quantitative survey method, distributing questionnaires to 100 respondents. IBM SPSS Statistics v23 x64 was used to analyze the data to obtain accurate and valid results. The findings of the study indicate that both E-WOM and product diversity exert a significant positive influence on purchase decisions, thereby confirming that effective marketing strategies, including the utilization of digital consumer reviews and the provision of a wide product variety, play an important role in increasing consumer attraction and interest in Hanasui cosmetic products.

Keywords: *Electronic Word of Mouth, product diversity, purchasing decisions.*

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A. INTRODUCTION

Recent advancements in Indonesia's cosmetics sector have been marked by a notable proliferation of high-quality and innovative products, catering to the evolving demands of consumers ([Lestari Daswan et al., 2024](#)). These novel offerings have not only met functional requirements but have also served as vehicles for consumers to express their individuality and character ([Dhea Febyana et al., 2023](#)). In light of the mounting purchasing power and heightened demand for cosmetics, the market is becoming increasingly competitive. To maintain customer loyalty, companies must adapt their business strategies ([Putra, 2024; Sintya Dewi et al., 2023](#)).

Electronic Word of Mouth (E-WOM) has emerged as a pivotal factor in the purchasing decision-making process, serving as a crucial source of information for consumers regarding products and services ([Arafiona, 2022](#)). E-WOM functions as both positive and negative feedback, exerting a significant influence on consumer purchasing decisions ([Kasakeyan et al., 2021](#)). Research by [Suci Armanis \(2023\)](#) underscores the pivotal role of E-WOM and product quality in fostering consumer loyalty. Furthermore, product diversity serves as a compelling factor for consumers, as product variation can enhance purchasing interest ([Tumbuan et al., 2021; Dewanata et al., 2023](#)). A separate study by [Insani et al. \(2023\)](#) demonstrates that brand image and product diversity influence Hanasui purchasing decisions in Sukoharjo, underscoring the significance of consumer behavior analysis through effective marketing strategies.

Purchasing decisions are influenced by lifestyles that prioritize comfort and quality in products ([Rozi et al., 2021](#)). The decision-making process involves information search and consideration of alternatives prior to purchase ([Smith, 2020](#)). Hanasui, a local cosmetic brand founded in 2016, has garnered market attention by offering quality products at affordable prices ([Media Indonesia, 2022](#)). The brand initially faced challenges in building consumer trust, but it overcame these obstacles through effective marketing strategies. Hanasui Cosmetics' initial offerings included fundamental products such as powder, lipstick, and mascara, with a subsequent expansion to encompass a diverse range of products, including foundation, eyeshadow, blush, skincare products, and beauty accessories.

Purchasing decisions are inextricably linked to individuals' lifestyles, characterized by a pursuit of comfort and quality products. This decision-making process involves the exploration of information and the comparison of various alternatives before reaching a final choice ([Rozi et al., 2021](#)). Hanasui, a local cosmetic brand founded in 2016, has garnered market attention by offering high-quality products at affordable prices ([Media Indonesia, 2022](#)). Despite initial challenges in building consumer trust, Hanasui overcame this obstacle through the implementation of effective marketing strategies, initially offering a range of essential products such as powder, lipstick, and mascara, followed by the expansion of its portfolio to include foundation, eyeshadow, blush, skincare products, and beauty accessories.

In 2024, Hanasui attained second place in terms of sales, with a total of IDR 20.917 billion, falling short of the leader, Maybelline, which recorded sales of IDR 28.559 billion. This discrepancy can be ascribed to the pricing strategy of the L'Oréal Group, which generally imposes higher prices on its cosmetic products compared to Hanasui ([Natalia, 2024](#)). The brand's reputation is built on its commitment to transparent and authentic product claims, and its ability to leverage beauty trends in a profitable manner. The brand's education initiatives, led by Key Opinion Leaders (KOLs), including *Doktif*, have contributed to enhancing consumer trust in Hanasui products, which have undergone rigorous quality testing. In addition to its development, Hanasui continues to present various product innovations, such as powder, lipstick, and skincare series that follow the latest beauty trends, to meet the needs of various types of Indonesian women's skin ([Lestari Daswan et al., 2024](#)). The substantial surge in sales has further consolidated Hanasui's position in the cosmetics industry, underscoring the brand's credibility and public confidence ([Muhamman Sabki, 2024](#)).

Hanasui has achieved success in attracting consumers in Klaten by offering quality products made from natural ingredients and affordable prices, along with increasing public awareness of the importance of safe and effective skin care ([Sus et al., 2022](#)). The influence of Electronic Word of Mouth (E-WOM) through social media plays a crucial role in purchasing decisions, where consumers tend to trust reviews from other users more than official advertisements. Furthermore, the wide range of products offered by Hanasui caters to consumers' diverse needs and preferences, ranging from decorative cosmetics to cutting-edge skin care products. The present study aims to examine the extent to which E-WOM and product diversity influence purchasing decisions for Hanasui cosmetics in Klaten.

By focusing on local brands with a good reputation and a wide distribution network on various online platforms, this study is expected to provide a significant contribution to understanding effective marketing strategies to increase Hanasui's competitiveness and sales in the cosmetics market.

B. LITERATURE REVIEW

Electronic Word of Mouth

Hanasui cosmetic products encompass a diverse array of categories, encompassing facial, body, and makeup care products. In the highly competitive cosmetics industry, a brand's success is contingent not solely on the quality of its products but also on the efficacy of its marketing communication strategy. In the digital era, electronic word-of-mouth (E-WOM) has emerged as a prominent marketing strategy. [Noviana & Khuzaini \(2022\)](#), E-WOM represents a novel concept in the domain of communication, particularly within the context of marketing communications. This phenomenon has emerged as a consequence of shifts in consumer interaction patterns, which now predominantly rely on online media for the purpose of sharing experiences pertaining to products or services. The proliferation of digital platforms, such as social media, discussion forums, and e-commerce, has facilitated the dissemination of reviews, recommendations, and complaints by consumers, which are now readily accessible to the general public. In the context of marketing, E-WOM plays a pivotal role in shaping consumer perceptions, influencing purchasing decisions, and fostering trust in brands.

The significant impact of E-WOM on consumer purchasing decisions has been extensively substantiated in prior studies. [Purwaningdyah, \(2019\)](#) consumers exhibit a greater propensity to place trust in reviews from fellow users as opposed to advertisements promulgated by companies. This is attributable to the nature of E-WOM, which is regarded as more authentic and honest due to its genesis in the genuine experiences of other consumers. Consequently, positive reviews from previous users have been shown to enhance potential consumers' trust in a product, thereby amplifying the probability of a purchase. Conversely, negative reviews have the potential to diminish consumer interest and even prompt a shift in brand loyalty. Therefore, it is imperative for companies to allocate resources to the management of their online presence, including the monitoring of customer reviews and the maintenance of product quality, in order to sustain a positive reputation in the digital public sphere.

According to [Tanjung & Effendi \(2022\)](#), the influence of E-WOM can be evaluated through three main aspects: E-WOM messages, E-WOM sources, and E-WOM recipients. First, E-WOM messages play a role when potential consumers read reviews written in the review column, which can then influence their perception of a product. Secondly, the credibility of the reviewer, as determined by the source of E-WOM, is a pivotal factor in influencing consumer trust in the information provided. The more trustworthy the source, the greater the impact on purchasing decisions. Thirdly, E-WOM recipients play a crucial role in comprehending the information provided and assessing the suitability of the recommended product or service for their needs. Consequently, the E-WOM process encompasses not only the dissemination of information but also the manner in which it is received, processed, and affects consumer behavior in making purchasing decisions.

Moreover, research conducted by [Arafiona \(2022\)](#) demonstrates that E-WOM exerts a substantial influence on purchasing decisions for halal cosmetics on the Shopee platform. This assertion is further substantiated by extant studies that have identified the pivotal role of electronic reviews in shaping purchasing decisions, particularly in the context of local skincare products. In the domain of cosmetics, particularly those adhering to halal principles, consumer trust in brands is profoundly influenced by reviews and recommendations provided by other users. Consequently, brands such as Hanasui can leverage E-WOM strategies by optimizing interactions on digital platforms, collaborating with credible influencers, and incentivizing consumers to provide positive reviews. Consequently, E-WOM-based marketing strategies have the potential to enhance brand awareness and contribute to the development of sustainable consumer loyalty.

Product Diversity

According to [Geret et al. \(2023\)](#), product diversity is defined as the number of products that refer to the variations in terms of completeness, including various types, brands, materials, sizes, qualities, and product availability in stores at any given time. [Tumbuan et al. \(2021\)](#) posit that product diversity is of significant importance for companies because choosing a variety of products can increase

consumer purchasing intentions. Product diversity encompasses the range of options and characteristics available to consumers, including diverse products and ancillary elements that cater to consumers' varied needs and preferences (Hasibuan, 2023).

The concept of product diversity encompasses multiple dimensions, ranging from the types of products offered to additional elements such as size, color, and other features. This enables consumers to select the product that aligns with their needs, thereby enhancing convenience and satisfaction throughout the purchasing process. Moreover, product diversity can enhance the attractiveness and availability of products, thereby facilitating consumer access to their desired items (Hasibuan, 2023).

Prior studies have demonstrated that product diversity exerts a substantial positive influence on purchasing decisions. For instance, research by Faradila et al. (2022) demonstrates that product diversity has a significant positive effect on consumer purchase intentions. Consequently, companies aiming to enhance consumer satisfaction and loyalty must prioritize product diversity strategies in their marketing initiatives. In practice, companies can augment product diversity through various means, such as offering a diverse range of products, expanding product availability, and providing supplementary features that align with consumer needs. This approach can effectively boost consumer purchase intentions and significantly increase sales volume.

Purchase Decision

Purchasing decisions are defined as the process by which consumers select the products to be purchased (Rachmawati & Patrikha, 2021). These decisions are influenced by various factors, including brand image, product quality, product diversity, and the influence of digital marketing. According to Ningrum et al. (2023), the indicators of purchasing decisions encompass item selection, brand selection, distribution channels, transaction time, number of transactions, and payment methods. These various aspects play a pivotal role in determining whether a consumer will continue a transaction or not. In the context of the digital era, the role of Electronic Word of Mouth (E-WOM) has seen a marked increase in its influence on consumer perceptions, particularly within the domains of cosmetics and personal care products.

The effectiveness of a purchasing process is contingent upon the ability of the product to satisfy consumers' fundamental needs. Consequently, the employment of an effective marketing strategy by business entities is essential for capturing the attention of potential buyers. As posited by Geret et al. (2023), product diversity emerges as a pivotal factor influencing purchasing decisions, given that an increased array of choices leads to heightened opportunities for consumers to identify products aligned with their needs. Furthermore, price and service quality factors have been shown to exert a substantial influence on purchasing decisions, with consumers demonstrating a propensity to select products that offer added value, characterized by both superior quality and competitive pricing.

Product diversification has been shown to enhance a company's competitiveness in the market and foster consumer loyalty (Hasibuan, 2023). Digital marketing and product diversity have been demonstrated to exert a substantial influence on purchasing interest and purchasing decisions across various sectors, including the cosmetics industry. The presence of numerous local brands in the cosmetics industry, offering a diverse range of products at affordable prices, has significantly influenced consumer preferences. Local cosmetic products, such as Hanasui, have garnered market attention through robust digital marketing strategies and product diversification that cater to diverse consumer needs. In the context of intensifying competition in the cosmetics industry, companies must persist in innovating products that are not only of high quality but also aligned with market demands.

Insani et al. (2023) identified brand image, lifestyle, and product diversity as the primary factors influencing cosmetic purchasing decisions. Consequently, in the face of intensifying market competition, companies must optimize their digital marketing strategies and leverage the potential of E-WOM to fortify their brand image. This approach will enable them to enhance the appeal of their products and cultivate long-term customer loyalty.

Hypothesis

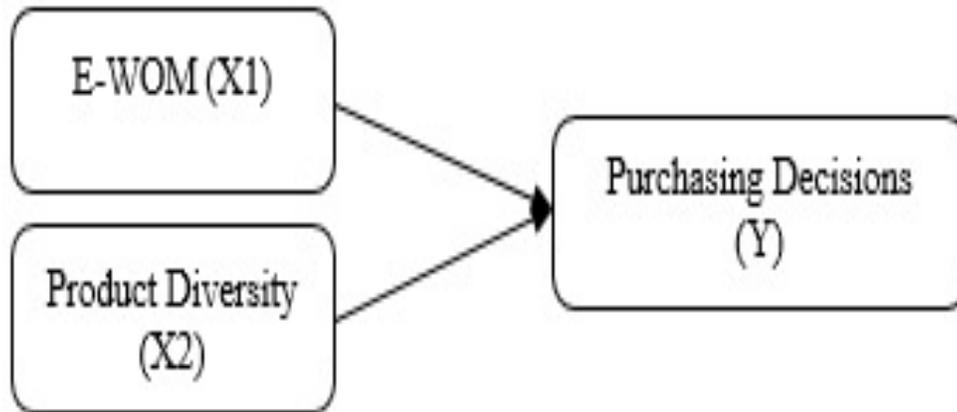


Figure 2. Hypothesized framework

This study analyzes the factors that influence consumer purchasing decisions, with a focus on Electronic Word of Mouth (E-WOM) and product diversity. E-WOM is defined as a form of communication between consumers through online platforms that plays an important role in shaping perceptions and trust in a product. Consumers tend to trust reviews from other users more than official advertisements from manufacturers. Therefore, positive reviews can encourage purchasing decisions, while negative reviews can hinder them. In the context of Hanasui cosmetics, the present study tests the hypothesis that E-WOM exerts a significant positive influence on consumer purchasing decisions (H1).

In addition to E-WOM, product diversity is also an important factor that can influence purchasing decisions. Product diversity includes variations in types and categories, such as lipstick, foundation, and skincare products, which can meet the diverse preferences of consumers. The increased availability of choices leads to a higher probability of consumers identifying products that align with their needs and preferences. Consequently, the broader the range of products available, the more likely consumers are to make purchases.

Product diversity has been shown to provide consumers with alternatives, thereby increasing the competitiveness of a brand in the market. Consumers who have access to a variety of choices tend to be more satisfied because they can adjust their purchases to their specific needs, such as skin color, skin type, or preferences for certain cosmetic textures. Furthermore, product diversity can also reflect the company's innovation and commitment to meeting market demand. The present study aims to empirically assess the hypothesis that product diversity exerts a significant positive influence on purchasing decisions for Hanasui products in Klaten (H2).

In essence, both E-WOM and product diversity emerge as pivotal factors in determining the success of a brand in attracting and retaining consumers. Companies adept at managing a positive image through customer reviews and offering a diverse array of products that align with consumer needs possess the potential to significantly boost their sales. Consequently, a comprehensive understanding of the interplay between these two factors is imperative for the development of a marketing strategy that is oriented towards customer satisfaction.

C. RESEARCH METHODS

This study employs a quantitative research method with a survey-based approach, utilizing numerical and statistical analysis to test the influence of Electronic Word of Mouth (E-WOM) and product diversity on purchasing decisions for Hanasui cosmetics. The target population consists of consumers of Hanasui cosmetics in Klaten, Indonesia. Primary data were collected through structured questionnaires distributed to respondents and measured using a Likert scale. Data processing was carried out using IBM SPSS Statistics v23 x64.

The sampling technique employed in this study was non-probability sampling, specifically purposive sampling, wherein samples were selected based on predetermined criteria. The sample criteria

encompass consumers who have purchased and utilized Hanasui cosmetics and are domiciled in Klaten, Central Java. Given the unavailability of precise population data, the sample size was determined using the Rao Purba formula, which resulted in a total of 100 respondents. This sample size is considered adequate as it exceeds the minimum required sample size.

**D. RESULTS AND DISCUSSION
RESULT**

Tabel 1. Responden Profile

Keterangan	Frekuensi	Persentase
Occupation		
Student	62	62
PNS	13	13
Housewife	25	25
Total	100	100
Product Knowledge		
Social Media	70	70
Family	3	3
Friends	24	24
Siblings	3	3
Total	100	100
E-Commerce		
Shopee	36	36
Tiktok Shop	64	64
Total	100	100

Tabel 2. Uji t (Uji Parsial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.871	2.609		1.101	.274
E-WOM	.400	.135	.253	2.968	.004
Product Diversity	.647	.103	.535	6.270	.000

Source: Data processed by SPSS 2025

As indicated by the t values listed in the above table, the variables X1 and X2 have been determined to be 2.968 and 6.270, respectively. These values exceed the critical t value of 1.660, as indicated in the t table. The results of this study support the acceptance of the alternative hypothesis (H1 and H2), indicating a significant influence of the independent variables on the dependent variable. In summary, the findings of this study demonstrate that Electronic Word of Mouth (E-WOM) exerts a substantial influence on consumer purchasing decisions, and that product diversity also plays a significant role in influencing purchasing decisions. This finding confirms that information obtained by

consumers through online reviews and recommendations from other users can influence their perceptions of a product, which ultimately drives the decision to make a purchase.

The findings of this study demonstrate a positive correlation between the receipt of E-WOM and the propensity of consumers to make a purchase. In an era of rapidly evolving digital technologies, consumers increasingly seek information about the experiences of other users prior to making purchasing decisions. Positive reviews, whether found on e-commerce platforms, social media, or discussion forums, have been shown to enhance consumer trust in a product or brand. Conversely, negative reviews have the potential to impede purchasing decisions and diminish the appeal of products in the market. Consequently, companies must meticulously manage their digital reputation by ensuring consistent product quality, proactively addressing consumer reviews, and fostering positive interactions with customers to enhance brand image.

In addition, product diversity has been shown to have a significant impact on consumer purchasing decisions. The more product choices available, the greater the opportunity for consumers to find products that fit their needs, preferences, and lifestyles. This diversity can include variations in formulation, size, price, packaging, and additional features tailored to different market segments. Consumers with specific needs, such as certain skin types or preferences for natural ingredients, tend to be more attracted to brands that offer a variety of product choices. Therefore, a product diversification strategy not only increases the brand's appeal to consumers, but can also expand market share and strengthen a company's competitive position in a dynamic industry.

DISCUSSION

E-WOM and Purchasing Decisions

The findings of this study suggest a positive and significant relationship between Electronic Word of Mouth (E-WOM) and purchasing decisions for Hanasui cosmetic products. Regression analysis revealed that the t value for the E-WOM variable (2.968) exceeded the t table (1.660). This finding suggests a positive and significant relationship between the degree of interaction and positive recommendations from other users on digital media and consumer propensity to purchase the product. In the contemporary digital era, the dissemination of information across various online platforms, including e-commerce sites, social media networks, discussion forums, and blogs, has emerged as a predominant factor in shaping consumer perceptions of specific products or brands. Consumers have been shown to feel more confident in their purchasing decisions when they find positive reviews from previous users, especially in product categories such as cosmetics, which are closely related to safety, quality, and effectiveness.

This finding aligns with research conducted by [Swastika et al. \(2024\)](#), which revealed that E-WOM has a significant influence on purchasing decisions for cosmetic products among IAIN Kendari students. The study indicates that consumers exhibit a propensity to place trust in reviews provided by previous buyers on e-commerce platforms, encompassing both positive and negative testimonials. The quantity and credibility of these reviews are found to exert a substantial influence on consumer perceptions and the level of trust placed in a product. For instance, when a cosmetic product garners numerous positive reviews highlighting its advantages, prospective buyers tend to feel more assured in their decision to utilize it. Conversely, a significant number of negative reviews can lead to consumers exercising caution or even abandoning their intention to make a purchase. Therefore, E-WOM can be a determining factor in purchasing decisions, particularly in the cosmetics industry, where consumers place significant value on the experiences of other users.

According to [Kotler \(2000\)](#), Electronic Word-of-Mouth (E-WOM) is a critical component of the consumer decision-making process, serving as the primary source of information at each stage of the purchase decision-making process. Consumers undergo a series of stages in their decision-making process, including the initial information search, evaluation of alternatives, the decision to purchase, and the post-purchase phase. Following the acquisition of initial information about a product, consumers assess various alternatives based on data obtained from diverse sources, including E-WOM. In this stage, reviews from other users play a pivotal role in shaping the consumer's final decision. Products with a higher number of positive reviews are more likely to be chosen, as they are perceived to have higher quality and reduce the risk of post-purchase dissatisfaction.

This underscores the notion that E-WOM not only influences purchasing interest but also fosters consumer trust in a brand or product. Research by [Arafiona \(2022\)](#) further substantiates this finding,

demonstrating that E-WOM exerts a substantial influence on purchasing decisions for halal cosmetics on the Shopee platform. The study underscores that the more positive experiences shared by other users, the greater the propensity of potential buyers to follow recommendations. In the context of halal cosmetics, Muslim consumers place significant emphasis on the halal and safety aspects of the product. Therefore, reviews from previous users regarding halalness, ingredient content, and product effectiveness are the primary factors considered in the decision-making process regarding purchases. As the number of consumers relying on E-WOM as their primary source of information continues to increase, companies must assume greater responsibility in managing their brand reputation on digital platforms.

In order to maximize the benefits of E-WOM, companies can implement various marketing strategies based on customer reviews. One effective strategy is to encourage consumers to provide reviews after purchase, either in the form of written testimonials, ratings, or reviews in the form of photos or videos. In addition, companies can increase interaction with customers through social media by building a community of active users who regularly share their experiences with the product. Providing incentives for consumers who provide quality reviews, such as discounts for their next purchase or the opportunity to get free product samples, is another effort that can be made. In this way, companies can increase the trust of potential buyers while strengthening the loyalty of existing customers.

In addition to customer-based strategies, the use of influencers and micro-influencers in digital marketing can also be an effective step to strengthen the impact of E-WOM on purchasing decisions. Influencers with a substantial following and credibility in the beauty sector can provide more compelling reviews for potential consumers, as consumers tend to trust recommendations from individuals who are regarded as knowledgeable or experienced in the field. This is further reinforced by the increasingly prevalent endorsement phenomenon on social media, where many cosmetic brands collaborate with influencers to promote their products through reviews that appear more authentic and personal. This strategic approach enables companies to broaden their marketing reach and enhance the appeal of their products to potential consumers.

In the increasingly developing digital era, companies must be more adaptive in managing their marketing strategies to remain relevant to changing consumer behavior. Purchasing decisions are no longer based solely on traditional advertising or promotions from manufacturers, but are also greatly influenced by what other users say in cyberspace. Therefore, companies that want to increase their competitiveness must be more proactive in managing customer reviews, maintaining brand reputation, and building communities that are active in sharing experiences about their products. By optimally utilizing E-WOM, companies can not only increase consumer trust levels but also strengthen customer loyalty in the long term, which will ultimately have an impact on increasing sales and business sustainability.

The Influence of Product Diversity and Purchasing Decisions

The present study sought to investigate the influence of product diversity on consumer purchasing decisions for Hanasui cosmetic products. The t-test results indicated that the t value for the product diversity variable was 6.270, which is considerably greater than the t table value of 1.660. This finding suggests that an increase in product variations offered by Hanasui corresponds with an increase in consumer purchases. This increased flexibility allows consumers to select products that align with their unique needs and preferences, thereby fostering heightened purchasing behavior.

The result study are consistent with those of a previous study conducted by [Dewanata et al. \(2023\)](#), which also confirmed that product diversity exerts a positive influence on consumer purchasing decisions. In the cosmetics industry, the factor of product diversity is among the primary elements that determine the attractiveness of a brand from the perspective of consumers. This phenomenon can be attributed to the presence of diverse individual preferences, which are influenced by personal characteristics such as skin type, skin color, specific care requirements, and preferences for natural ingredients or those free from potentially harmful substances. The expansion of product diversity offers consumers a wider range of options to identify products that align with their needs and preferences, thereby enhancing the probability of a purchase transaction. Moreover, in the rapidly evolving digital era, many consumers seek product recommendations through online reviews and social media. The

diversification of products to align with the diverse needs of various consumer segments can fortify a positive brand image and enhance consumer trust, thereby contributing to an augmentation in the company's market share.

In addition to influencing purchasing decisions, product diversity has been shown to play a significant role in enhancing customer satisfaction and fortifying brand loyalty ([Irawan, 2022](#)). Companies that offer a wider range of product options have been observed to experience higher levels of customer satisfaction, as consumers feel more valued when presented with a broader array of choices that align with their individual preferences. The availability of a diverse selection allows consumers to make adjustments based on factors such as price, functionality, packaging, and market availability. Furthermore, the presence of diverse products has the potential to generate a positive word-of-mouth effect, whereby satisfied customers are more inclined to recommend the product to others, either through direct interactions or via digital platforms such as product reviews on marketplaces and social media. This, in turn, can indirectly augment brand visibility and expand market reach, thereby further strengthening the company's position in the competitive cosmetics industry.

For companies operating within the competitive cosmetics industry, a diversified product line development strategy can be instrumental in enhancing competitiveness and attracting a broader consumer base. This strategy entails the continuous innovation process, which involves the creation of new product variants that offer distinctive formulations, adapt to the evolving beauty trends, and present more appealing and practical packaging for diverse market segments. Furthermore, a diversified product line can encompass more flexible packaging size variations, ensuring the product's reach extends to consumers with varying purchasing power, ranging from economy to premium segments. In the context of the cosmetics industry, which is characterized by its intensely competitive nature, the ability to adapt to the evolving market demands and maintain brand relevance is of paramount importance. This adaptation is particularly crucial in response to shifting consumer preferences. The implementation of an effective product diversity strategy by Hanasui has the potential to yield several benefits, including a substantial increase in sales volume, the cultivation of sustainable customer loyalty, the reinforcement of brand image, and the expansion of market share.

E. CONCLUSION

Summary

This study demonstrates that Electronic Word of Mouth (E-WOM) and product diversity exert a significant influence on the purchasing decisions of Hanasui cosmetics in Klaten. The analysis reveals that consumers in Klaten are more inclined to purchase Hanasui products if they encounter positive reviews online and if Hanasui offers a diverse product line. The study underscores the imperative for Hanasui to invest in online reputation management and develop a comprehensive product line, shifting from a mere strategic option to a strategic necessity for sustaining its dominant market position. In essence, the synergy between positive online reviews and a diverse product line is pivotal in enhancing brand awareness, fostering customer loyalty, and consequently, maximizing Hanasui's financial gains.

Suggestion

This study is subject to several limitations. First, the number of respondents is small, and the study's location is limited to Klaten. This restricts the generalizability of the results to other respondents and areas. Second, the study utilizes only three variables: E-WOM, product diversity, and purchasing decisions. This approach makes it difficult to comprehensively understand the factors that cause purchasing decisions. To enhance the comprehensiveness of the study, it is recommended that future research expand the study by adding mediating variables such as brand trust or perceived value, as well as moderating variables such as consumer involvement or digital literacy. The utilization of mixed methods (quantitative and qualitative) would facilitate a more profound comprehension of the underlying factors that influence purchasing decisions. Additionally, it would be beneficial to examine the impact of negative E-WOM on purchasing decisions and to explore effective strategies for companies to manage or respond to negative reviews.

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