

An Integrative Analysis of Product Reviews, *Siddiq* Values, and Prices on Repeat Orders of Skincare Products Among Gen Z Consumers in Indonesia

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ABSTRACT

The development of the skincare industry among Gen Z in Indonesia shows significant growth. Generation Z is known as a group of consumers who are critical and actively seek information before purchasing, especially regarding product authenticity and transparency of the value offered by manufacturers. This study aims to analyze the influence of product reviews, *siddiq* values, and prices on repeat orders of skincare products among Gen Z consumers in Indonesia, both partially and simultaneously. This research uses a quantitative approach, with a descriptive research type. Data was collected through a survey method. The population in this study is generation Z in Indonesia, because the population size in this study is not yet known. Therefore, the researcher used a nonprobability sampling technique using a purposive sampling method with the criteria, Generation Z (aged between 13 and 28 years) and using skincare products. This study took a sample of 150 sample respondents. Data analysis used multiple linear regression with SPSS 25. The results of this study stated that the product review variable had a positive and significant effect with a t-test of 3.061. The *siddiq* value has a positive and significant effect with a t-count of 6.238. Price has a positive and significant effect with a t-test of 3.987. The results of the simultaneous test of product reviews, *siddiq* values, and prices have a significant effect on repeat orders (Y).

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1. INTRODUCTION

The skincare industry in Indonesia is showing rapid growth, triggered by changes in consumption patterns and increasing public awareness of the importance of skin care, especially among Gen Z. Gen Z is the dominant population that will shape the

future of the beauty industry in Indonesia [1]. Based on a report from Goodstats (2023), Gen Z, who were born between 1997 and 2012, dominates with a number of around 74.93 million people or 27.94% of the population, where this generation is still in its early teens. As a generation born and raised in the digital era, Gen Z shows different tendencies in

shopping compared to previous generations. [2]. Gen Z, known as digital natives, tend to be critical and selective in choosing products, and are highly influenced by the information they get on social media and e-commerce before making repeat orders.[3].

Product reviews play a crucial role in shaping consumers' repeat purchasing decisions [4]. Reviews function as one way to review work to determine the quality, advantages and disadvantages of the work [5]. Gen Z's tendency to prioritize information sources from social media and e-commerce applications makes reviews one of the most influential aspects in the purchasing consideration process. Authentic reviews or real testimonials from previous users, especially if presented in the form of videos or interactive content, give the product a perception of credibility [6]. This impact is even greater when the review comes from a trusted figure, such as a beauty influencer or peer who is relevant to their lifestyle [7].

The value of *siddiq* or honesty in repeat orders of skincare products among Generation Z consumers in Indonesia is very significant and is a key factor in building customer loyalty [8]. The value of *siddiq*, which is the principle of honesty in Islam, requires business actors to provide transparent information that is in accordance with reality regarding the products being sold, both in terms of quality and price [9]. Consumers will feel satisfied and confident if the product they receive is as promised by the manufacturer, thus encouraging them to make repeat orders. In the context of the skincare business, this honesty is reflected in the manufacturer's openness in explaining product contents, possible side effects, and fair pricing policies. Generation Z Indonesia, as critical consumers, pays close attention to this aspect of honesty before building trust in a brand [10]. The honesty of producers allows for the establishment of long-term relationships that are not only based on momentary transactions, but also on the values of integrity that they adhere to [11]. In this way, Gen Z consumers will feel appreciated and tend to repurchase skincare products from the same brand.

Price is a factor that is also no less important in influencing the decision to repeat an order. In this case, price is also a determining factor, especially for consumers who are more sensitive to economic aspects than to the honesty of product information. Price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of owning or using the product or service [12]. When looking for a product, consumers always pay attention to the price, whether high or low [13]. Prices that are too high without being supported by quality and honesty in promotions can reduce consumer interest in buying the same product again.

Repeat Orders are an important indicator of a brand's success in retaining consumers. Consumers who make repeat orders indicate satisfaction with the product and trust in the brand [14] Therefore, it is important for companies to pay attention to three main aspects: honesty in product reviews, application of sharia values (*siddiq*), and the right pricing strategy.

Based on the description above, the researcher considers it important to conduct a more in-depth study regarding the integrative analysis between product reviews, *siddiq* values, and prices on repeat orders of skincare products among Gen Z consumers in Indonesia. These three variables were chosen because they are interrelated in forming consumer perceptions of a product, starting from initial image, trust, to the decision to make a repeat purchase.

2. LITERATURE REVIEW

2.1 Product Reviews

The definition of review means an overview, summary of several sources, whether books, films, news and others. Literally, this review functions as one of the things to review the work to find out the quality, advantages and disadvantages of the work [15]. Product reviews are reviews conducted by consumers to provide information about the quality of products or services they have purchased [16]. The product review indicators in this research are [17]: i)

Awareness, ii) Frequency, iii) Comparison, iv) Influence.

2.2 Siddiq Value

In ethics, integrity is considered as honesty and truthfulness which is the verb or accuracy of one's actions [17]. Integrity is the basic value of honesty [9]. *Siddiq* means honesty and truth. Truth and honesty are the keys to carrying out each person's activities and functions. The word *siddiq* in modern business ethics is often expressed through the word integrity. Integrity is an essential principle in business, integrity itself is a way of upholding values and ethics in business. Honesty, the basic values are integrity, sincerity, assurance, and emotional balance are very important attitudes in business [9]. *Siddiq* Value Indicators in this study [18]: i) Transparency, ii) Ethical consistency, iii) Commitment to facts.

2.3 Prices

Price is the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of having or using the product or service [12]. Price is the amount of money charged for a product or service, or the amount of value that customers exchange for the benefits of having or using the product or service. Price has two main roles in the consumer decision making process, namely the role of allocation and the role of information [19]. The price indicators in this study are [12]: i) price affordability, ii) price suitability with product quality, iii) price suitability with benefits, iv) price competitiveness.

2.4 Repeat Orders

Repeat orders are transactions where a customer makes a purchase for a particular product from the same seller. Most sellers prefer repeat customer behavior because it eliminates the need for them to repeatedly explain the

advantages and benefits of their products [18]. Repeat purchases are the result of market power by companies that have succeeded in making their products an alternative or choice that prevents consumers from choosing other products. The repeat order indicators in this study are: i) Transactional Interest, ii) Referential Interest, iii) Individual Preference, iv) Exploration Interest.

3. METHODS

This study uses a quantitative approach with a descriptive research type that aims to analyze the influence of product reviews, *siddiq* values, and prices on repeat orders of skincare products among Gen Z consumers in Indonesia. Data were collected through a survey with a questionnaire, using a nonprobability sampling technique, a purposive sampling method with the criteria of respondents aged 13–28 years and users of skincare products. The number of samples was determined based on Hair et al theory, namely 15 indicators x 10 so that 150 respondents were obtained. Data analysis was carried out using multiple linear regression using SPSS 25 to test the influence of variables partially and simultaneously.

4. RESULTS AND DISCUSSION

4.1 Instrument Test

a. Validity test

Validity tests are used to ensure that the instruments used in research actually measure what they are intended to measure. According to Sugiyono, valid means that the instrument can be used to measure what should be measured [20]. Validity test for each question, the calculated *r* results are compared with the *r* table where $df = n - 2$ for 5% significance $n =$ number of samples. The results of the *r* table of this study are 0.1603.

Table 1. Validity Test

Research Variables	Items	r-count	r-table	Validity
Product Reviews	X1.1.1	0,773	0,1603	Valid
	X1.1.2	0,480	0,1603	Valid

Research Variables	Items	r-count	r-table	Validity
	X1.2.1	0,625	0,1603	Valid
	X1.2.2	0,581	0,1603	Valid
	X1.3.1	0,562	0,1603	Valid
	X1.3.2	0,669	0,1603	Valid
	X1.4.1	0,704	0,1603	Valid
	X1.4.2	0,667	0,1603	Valid
Siddiq Value	X2.1.1	0,662	0,1603	Valid
	X2.1.2	0,728	0,1603	Valid
	X2.2.1	0,661	0,1603	Valid
	X2.2.2	0,657	0,1603	Valid
	X2.3.1	0,674	0,1603	Valid
	X2.3.2	0,783	0,1603	Valid
Price	X3.1.1	0,661	0,1603	Valid
	X3.1.2	0,693	0,1603	Valid
	X3.2.1	0,604	0,1603	Valid
	X3.2.2	0,625	0,1603	Valid
	X3.3.1	0,691	0,1603	Valid
	X3.3.2	0,659	0,1603	Valid
	X3.4.1	0,657	0,1603	Valid
	X3.4.2	0,679	0,1603	Valid
Repeat Orders	Y1.1.1	0,667	0,1603	Valid
	Y1.1.2	0,771	0,1603	Valid
	Y1.2.1	0,625	0,1603	Valid
	Y1.2.2	0,664	0,1603	Valid
	Y1.3.1	0,740	0,1603	Valid
	Y1.4.1	0,749	0,1603	Valid

Source: data processed by researchers (2025)

Based on table 1, it can be seen that all the product review variable items (X1), *Siddiq Value* (X2), Price (X3), and Repeat Order (Y) in this validity test have a calculated $r >$ table r.

b. Reliability test

According to Sugiyono, reliability testing is a tool to evaluate how stable and consistent a measuring instrument is against a set of facts or hypotheses [21]. If the Cronbach's Alpha value ≥ 0.60 , then the instrument is declared reliable.

Table 2. Reliability Test

Items	Cronbach's Alpha	Criteria	Information
Product Review (X1)	0,777	0,60	Reliable
<i>Siddiq Value</i> (X2)	0,783	0,60	Reliable
Price (X3)	0,813	0,60	Reliable

Source: data processed by researchers (2025)

Based on table 2, it can be seen that all variables in this study, namely product review (X1), *siddiq value* (X2), price (X3), and repeat order (Y) show a Cronbach's alpha value > 0.06 . So it can be concluded that all the variables in this research can be continued.

4.2 Classical Assumption Test

a. Normality Test

The normality test is carried out with the aim of finding out whether the standardized residuals studied are normally distributed or not [22]. In other words, the purpose of the normality test is to determine

whether the data distribution is normal or not. Normality testing can be done using the Kolmogorov-

Smirnov test method with a significance level of > 0.05.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.07957908
Most Extreme Differences	Absolute	.099
	Positive	.099
	Negative	-.060
Test Statistic		.099
Asymp. Sig. (2-tailed)		.001c
Exact Sig. (2-tailed)		.101
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
Source: data processed by researchers (2025)		

In table 3, the results of the One Sample Kolmogorov-Smirnov normality test are found with a significance level of 0.101. The significance value (0.101) is greater than 0.05. This shows that the data used in this study is normally distributed (0.140 > 0.05). It can be concluded that the opinions of 150 respondents regarding product reviews, *siddiq* value, price, and repeat orders of the Originote product are in accordance with the data.

b. Multicollinearity Test

The multicollinearity test aims to determine whether two or more independent variables in a regression model are correlated with each other [22]. The way to determine whether a model has symptoms of multicollinearity is to see the VIF (Variance Inflation Factor) value. If the Tolerance value > 0.10 or VIF < 10, then there is no indication of multicollinearity.

Table 4. Multicollinearity Test Results

Coefficients a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.068	2.387		3.800	.000		
	Review Product	.107	.035	.210	3.061	.003	.669	1.494
	<i>Siddiq</i> Value	.448	.072	.427	6.238	.000	.672	1.487
	Price	.305	.077	.262	3.987	.000	.733	1.364
a. Dependent Variable: Repeat Order								

Source: data processed by researchers (2025)

From table 4, it can be seen that the tolerance value of the product overclaim review variable is 0.669 >

0.10 and the VIF value is 1.494 < 10, so there is no multicollinearity in this variable. The tolerance value for the

sharia value integrity variable is 0.672 > 0.10 and the VIF value is 1.487 < 10, so there is no multicollinearity in this variable. Then the tolerance value for the price variable is 0.733 > 0.10 and the VIF value is 1.364, so there is no multicollinearity in this variable.

c. Heteroscedasticity Test

The heteroscedasticity test is carried out to test whether in a regression model there is inequality in residual variance between one observation and another.

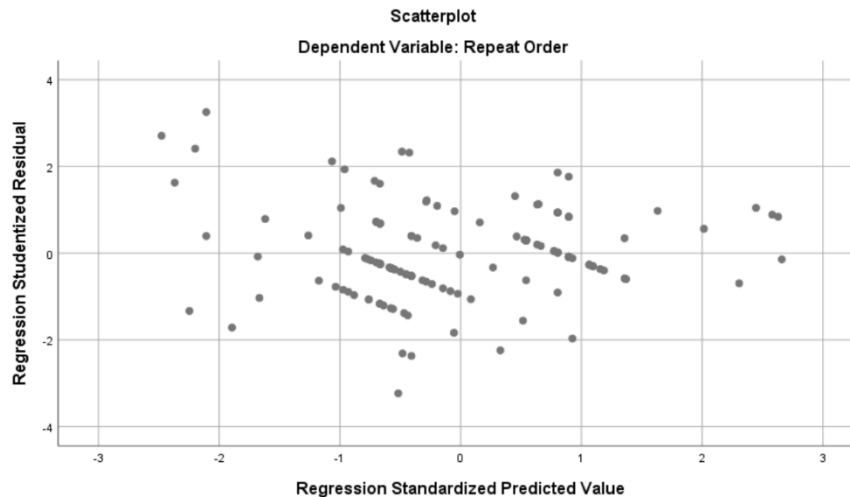


Figure 1. Heteroscedasticity Test Results

Based on Figure 1, it can be seen that the points do not have a regular pattern. This shows that there is no heteroscedasticity in the regression model. Therefore, this regression model is suitable for use.

4.3 Multiple Linear Regression Test

Multiple linear regression analysis is a linear regression model that involves more than one independent variable and one dependent variable. Multiple linear regression is used to measure the extent of influence between independent variables and dependent variables [23].

Table 5. Multiple Linear Regression Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.068	2.387		3.800	.000
	Product Reviews	.107	.035	.210	3.061	.003
	Siddiq Value	.448	.072	.427	6.238	.000
	Price	.305	.077	.262	3.987	.000

a. Dependent Variable: Repeat Order

Source: data processed by researchers (2025)

Table 5 explains that the regression equation $Y = 9.068 + 0.107 X_1 + 0.448 X_2 + 0.305 X_3$ shows that:

- a. Constant ($\alpha = 9.068$): If X_1 (Product Review), X_2 (Siddiq

Value), and X_3 (Price) are 0, then Repeat Order (Y) is predicted to be 9.068.

- b. X1 coefficient ($\beta_1 = 0.107$): Every 1 unit increase in X1 increases Y by 0.107, with X2 and X3 constant.
- c. X2 coefficient ($\beta_2 = 0.448$): Every 1 unit increase in X2 increases Y by 0.448, with X1 and X3 constant.
- d. X3 coefficient ($\beta_3 = 0.305$): Every 1 unit increase in X3 increases Y by 0.305, with X1 and X2 constant.

The positive sign of all coefficients indicates a unidirectional relationship between the independent and dependent variables.

4.4 Hypothesis testing

a. Partial test (t)

The partial test (t-test) aims to determine whether or not one independent variable has an influence on the dependent variable. This test is carried out by comparing the calculated t with the t table with a significance of $t > 5\%$ and at the degree of freedom level $df = n - k$. If $t \text{ count} > t \text{ table}$, the independent variable has a significant partial effect on the dependent variable, and vice versa. The t-table value used in this study is 1.976. Based on the data presented in Table 5, the partial test results are as follows:

- 1. For the Product Review variable (X1), the calculated t-

value is 3.061, which is greater than the t-table value ($3.061 > 1.976$), with a Sig. 0.003 ($0.003 < 0.05$).

- 2. In the Siddiq value variable (X2), there is a calculated t value of 6.238 which is greater than the t table value ($6.238 > 1.976$), with a sig value of 0.000 ($0.000 < 0.05$).
- 3. In the price variable (X3) there is a calculated t value of 3.987 which is greater than the t table value ($3.987 > 1.976$) with a Sig. value. 0.000 ($0.000 < 0.05$).

b. Simultaneous test

According to Sugiyono, the joint test (F-test) aims to test whether the dependent variables jointly influence the independent variable [21]. This test is carried out by comparing the calculated F with the F table with a significance level of $t > 5\%$ and at a degree of freedom level of $df = n - k - 1$. In this study, there are 3 independent variables and the number of respondents is 150. The result of $df = 150 - 3 - 1 = 146$, thus the F table value used in this study is 2.67.

Table 6. Simultaneous Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.015	3	67.672	56.894	.000 ^b
	Residual	173.658	146	1.189		
	Total	376.673	149			
a. Dependent Variable: Repeat Order						
b. Predictors: (Constant), Price, Siddiq Value, Product Reviews						

Source: data processed by researchers (2025)

Based on table 6, it can be seen that the F test produces a calculated F value of 56.894 with a significance level of 0.000. This explains that the calculated F is $56.894 > F_{table} 2.67$ and the significance value is $0.000 < 0.05$. Therefore, it can be concluded that product review,

siddiq value and price have a simultaneous effect on repeat orders.

4.5 Coefficient of Determination Test

According to Purwanto, the coefficient of determination (R2) test is used to determine how well the regression model created fits the current data and how much variation in the

independent variables can explain the dependent variable as a whole [24].

Table 7. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.529	1.091
a. Predictors: (Constant), Price, Siddiq Value, Product reviews				
b. Dependent Variable: Repeat Order				

Source: data processed by researchers (2025)

Based on table 7, it can be seen that the R-Square in this study is 0.539, meaning that 53.9% of the variation in repeat orders can be explained by the independent variables, namely overclaim product reviews, sharia value integrity, and price. Meanwhile, the remainder (100% - 53.9% = 46.1%) can be explained by other independent variables that were not included in this study.

5. CONCLUSION

In this study, the t-test shows that each independent variable (Product Review, Siddiq Value, and Price) has a significant effect on the dependent variable (Repeat Order). Product reviews have a positive and significant influence on Repeat Orders (Y) with a t-count of 3.061 > t-table of 1.976 with a significance value of 0.003 < 0.05. This research, in line with research conducted by [6], online reviews have a positive and significant influence on repurchase intentions. This is also in line with research conducted by [25], product reviews have a significant influence on repurchase intention. so it can be concluded that the better the quality and credibility of the product reviews received by consumers, the greater the tendency of consumers to make repeat purchases (repeat orders). The siddiq value has a positive and significant influence on Repeat Order (Y) with a t-count of 6.238 > 1.976 with a significance value of 0.000 < 0.05. This research is in line with research conducted by [26] that honest business practices can build strong and mutually beneficial relationships with consumers, the principle of honesty also has a positive impact on the growth of the business

of cocoa seed traders in Cendana Village. Therefore, the higher the level of integrity of sharia values applied by a skincare product company, the greater the level of trust and tendency of consumers to make repeat orders. Price has a positive and significant influence on Repeat Order (Y) with a t-count of 3.987 > 1.976 with a significance value of 0.000 < 0.05. This research is in line with research conducted by [27] which states that price has a significant effect on consumer repeat orders. This research is also in line with the research of [28], where price also has a positive and significant effect on repurchase interest. Because competitive prices can strengthen positive perceptions of the brand. Thus, the more appropriate the pricing strategy implemented by The Originote, the greater the possibility of consumers making repeat orders as a form of satisfaction and trust in the product.

The results of the simultaneous test (F test) show that F-count = 56.894 and sig value = 0.000, which means F-count > F-table (2.67) and sig value < 0.05. This shows that simultaneously, product reviews (X1), Siddiq Value (X2), and Price (X3) have a significant effect on Repeat Orders. The results of the coefficient of determination in this study show a value of R² = 0.539, which means that 53.9% of the variation in repeat orders can be explained by the independent variable. The remaining 46.1% of the variation in repeat orders is explained by other factors not included in this study.

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