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## Perceived Quality Mediates Lifestyle and Product Reviews Effects on Elformula Purchase Intention

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### Abstract

**Objective** – This study aims to analyze the role of perceived quality as a mediating variable in the relationship between lifestyle and product review on purchase intention of El formula skincare products.

**Design/Methodology/Approach** – This study applied a quantitative method, and data were collected through online questionnaires distributed to consumers who are familiar with and interested in El formula. A total of 171 responses were obtained using purposive sampling. The data were analyzed using PLS-SEM with SmartPLS 3.0 to examine both direct and indirect relationships among lifestyle, product review, perceived quality, and purchase intention.

**Findings** – The results show that lifestyle and product reviews do not have a significant direct effect on purchase intention. However, both variables significantly and positively influence perceived quality. Perceived quality has a strong positive effect on purchase intention and fully mediates the relationship between lifestyle and purchase intention as well as between product reviews and purchase intention.

**Implications** – This study contributes to consumer literature by highlighting perceived quality as a key mediating construct in the skincare industry context. It extends the Theory of Planned Behavior by demonstrating that perceived quality functions as an attitudinal mechanism linking lifestyle and product reviews to purchase intention, particularly for experience-based products.

**Keywords:** Lifestyle, Product Review, Purchase Intention, Perceived Quality.



## INTRODUCTION

As public awareness of the importance of appearance and skin health increases, the beauty and personal care industry is experiencing rapid growth. Future Market Insight (2025) estimates that the global skincare market will reach USD 192.8 billion by 2025 and is projected to reach USD 432.1 billion by 2035 with a CAGR of 8.4%, driven by increased interest in natural, environmentally friendly, and self-care-oriented products. This trend is evident in Indonesia, where increasing e-commerce and social media penetration has encouraged consumers to be more active in searching for, comparing, and evaluating skincare products online (Rahmawaty et al., 2023).

Skincare products, including Elformula, have become favored by modern consumers who are increasingly concerned about the quality. However, Elformula faces fierce competition in the Indonesian market. Based on disway.id (2025), Elformula ranks second in the serum and essence category with a 6.1% market share, still behind more dominant local brands. This indicates Elformula still has limitations in building competitive advantages, requiring deeper understanding of factors influencing consumer purchasing interest.

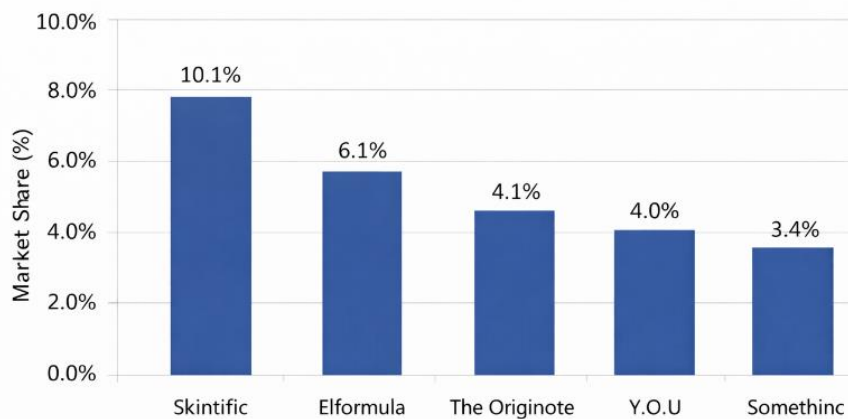


Figure 1. Online Serum & Essence Market Share in Indonesia

Source: disway.id 2025

The main problem in the modern skincare industry is that products abundance with similar claims makes it difficult for consumers to determine which truly suit their needs. Product reviews on social media and e-commerce platforms often cause doubt, as not all reviews are objective. (Andri Suwendi et al., 2025). Excessive, promotional, or fake reviews can reduce consumer confidence. Since skincare quality can only be felt after use, perceived quality becomes decisive in shaping purchase intention. Recent studies show perceived quality acts as a mediator between psychological factors and purchasing behavior (Widodo & Krisma Maylina, 2022).

Studies show lifestyle plays an important role in strengthening the relationship between quality and purchase intention. Consumers with certain lifestyles tend to value products matching their values and preferences. Individuals with healthy and appearance-oriented lifestyles are more likely to rate skincare products positively, increasing purchase interest (Suhaily et al., 2020). Product reviews have become a major factor in shaping trust and quality perception. Recent studies have found that quality perception formed through customer reviews significantly impact online purchasing interest (Kumar et al., 2025).

Generation Z, particularly ages 17-25, is highly responsive to digital content and user opinions. They evaluate products based not only on function but also symbolic value aligning with their lifestyle and self-image (Hayati & Jayadi, 2024). Perceived quality plays a strategic role bridging lifestyle and product reviews' influence on purchase intention. Previous studies have not adequately included perceived quality as the main mediating variable explaining how lifestyle and product reviews shape purchase intention for experience goods like skincare. Without strong quality perception, positive reviews and consumer lifestyles are insufficient to drive purchase interest, making perceived quality's mediating role highly relevant. According to Ajzen, (1991), theory of planned behavior is used to understand and predict human behavior based on individual intentions. These intentions are influenced by three main factors, attitude toward behavior, subjective norms, and perceived behavioral control (Meitiana, 2017). Purchase intention is a form of behavioral intention, as lifestyle reflects consumer values and preferences shaping attitudes toward product.

Kotler and Keller 2012 in Sari et al., (2023) and (Satria et al., 2025) explains that purchase intention is behavior where consumers desire to buy or choose a product based on experience in selecting, using, and consuming or wanting the product, influenced by attitude towards the product, social norms, and risk perception. Research by (Arifin et al., 2024) states purchase intention is behavior arising in response to goods indicating consumers' desire to make a purchase or increase purchases. Interest in purchasing skincare products can be influenced by brand trust, product quality, and celebrity endorsements. Purchase interest indicates how interested someone is in making a purchase, usually influenced by need, price, and product quality. Lifestyle is a person's way of life expressed in activities, interests, and opinions (Hayati & Jayadi, 2024). Lifestyle reflects individual choices in various aspects of life such as food, clothing, entertainment, and interaction with the surrounding environment. Economically, (Katubi, 2020) explains lifestyle relates to how individuals manage needs, income, time, and determine priorities in fulfilling life needs.

Maulidah (2024) states lifestyle reflects how people allocate energy and their opinions about themselves and their environment, where lifestyle suiting consumers' needs and preferences will increase their desire to purchase products. Lifestyle reflects consumers' self-image and can generate positive perceptions of product if they suit their lifestyle. Education, income, and occupation influence lifestyle, so perceived quality may differ between consumer groups (Arumsari & Alifiana, 2019). Lifestyle influences how consumers assess product quality and value, adjusting choices according to preferences and lifestyle.

H1: Lifestyle has a positive effect on purchase intention.

H2: Lifestyle has positive effect on perceived quality.

Perceived quality is the study of consumer behavior developing consumer perceptions and influencing purchasing decisions (Fauzia, 2021). Perceived quality is consumer's perception of overall product or service quality in relation to customer expectations (Marshanda et al., 2024). Britania Aliryanti & Rifqy Roosdhani, (2024) state perceived quality refers to customers' assessment of overall product excellence or superiority. This perception involves subjective aspects of customer's experience with product quality, as the main focus is how customers view and assess product quality based on their own experiences and perceptions. Perceived quality is also about how consumers assess quality based on expectations and other factors such as price, reputation, or reviews

H3: Perceived quality has a positive effect on purchase intention.

Sahabuddin et al., (2024), states product review is feedback provided by users to help other consumers understand product quality, build trust, and influence purchasing decisions based on real experiences. Customer involvement also plays an important role in companies-customers. Ali, (2023) states customer involvement is the level of active participation of customers in developing, designing, and using products or services, which can increase customer creation value, strengthen customer relationships, and encourage innovation and better marketing performance. Positive product reviews increase purchase interest because they provide an overview of quality, reliability, and previous user satisfaction (Sahabuddin et al., 2024). Firdaus et al., (2023) state product reviews influence on purchase intent is often mediated by trust in those reviews, where trusted reviews can reinforce consumers' belief that the product is of high quality. Positive reviews increase consumer trust in product claims, while negative reviews can lower perceived quality and inhibit purchase intent (Hasan & a, 2023). User-generated content such as video reviews on YouTube and TikTok has also been shown to influence attitudes and purchasing interest through information credibility (Febriane et al., 2023). Research on marketplace platforms shows positive customer reviews not only improve product quality, but also contribute to building a good brand image (Jumawan et al., 2024). Online customer reviews can reinforce consumers' perceptions that product are high quality by providing real information from previous users' experiences, strengthening potential buyers' confidence in product's quality. This is increasingly relevant as consumers often rely on other users' experiences to assess a product's effectiveness before trying themselves. Oktavia & Mariam, (2024) also confirms that social media marketing can increase perceived quality and ultimately drive intention to purchase skincare products.

H4: Product review have a positive effect on purchase intention

H5: Product review have a positive effect on perceived quality

Perceived quality plays an important role as a mediating variable in the relationship between lifestyle and product reviews on purchase intention. For experience goods such as skincare products, lifestyle and product reviews do not directly drive purchase intention, but require validation through perceived quality first. Consumers with a lifestyle oriented towards self-care and skin health will form high quality expectations, and when expectations are met through quality indicators such as brand image, prices reflecting quality, and attractive packaging, purchase intention will form (Suhaily et al., 2020). Similarly, consumers are not directly influenced by product reviews to make purchases but use reviews as material to form quality perceptions. Positive, informative, and credible reviews will increase perceived quality, which drives purchase interest, while ambiguous or inauthentic reviews will not be effective even if numerous. Kumar et al., (2025) found that quality formed through customer reviews significantly affect online purchase interest, confirming perceived quality serves as a bridge between consumer characteristics (lifestyle) and external information (reviews) in purchasing decisions.

H6: Perceived quality mediates the effect of lifestyle on purchase intention.

H7: Perceived quality mediates the effect of product reviews on purchase intention.

Based on the hypotheses formulated above, the following is the theoretical framework for this study.

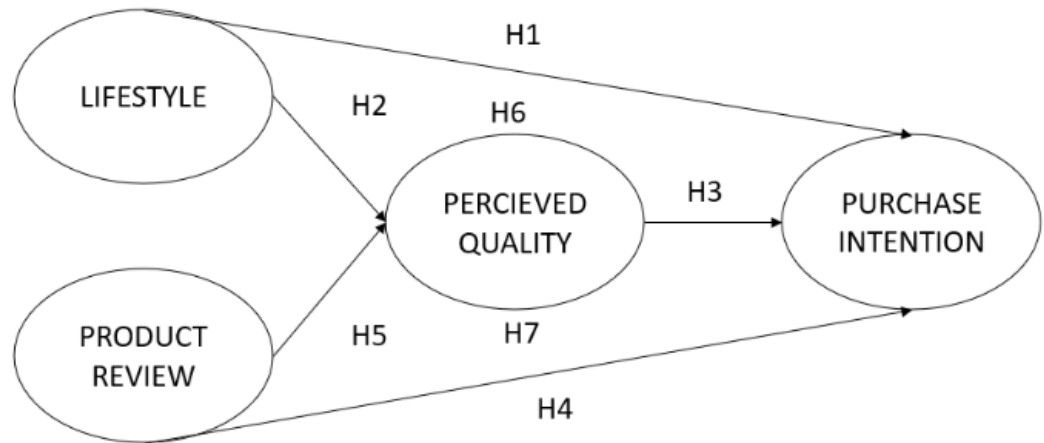


Figure 1. Conceptual Model of the Study

Source: Authors (2025).

**METHODS**

This study uses a quantitative approach to examine the direct and indirect relationships between variables. The focus of the study is to analyze the influence of lifestyle and product reviews on purchase intention, with perceived quality as an intervening variable. Data were collected through a Google Form-based questionnaire with a 1-5 Likert scale. The sampling technique used was purposive sampling by selecting respondents who were familiar with and showed interest in Elformula products. Based on the guideline of 5-10 times the number of indicators (Hair et al., 2022) the minimum sample size was 100 respondents, but this study managed to collect 171 respondents. To answer the research questions and test the hypotheses, the analysis used Structural Equation Modeling (SEM) with the help of SmartPLS (Partial Least Squares Structural Equation Modeling) version 3.0 for Windows.

Table 1. Indicator Statement

Variable	Indicator	Statement
Lifestyle (X1), (Kusuma et al., 2020)	1. Awareness of the importance of skin health	1. I will consider skin health when choosing skincare products.
	2. Focus on appearance	2. It is important for me to always look attractive in my daily life.
	3. Concern for environmentally friendly products	3. Environmentally friendly products are important in your purchasing decisions.
	4. Social or community influence	4. Recommendations from friends or communities influence your interest in purchasing products
	5. Brand awareness as part of lifestyle identity	

		5. Well-known brands are an important part of my lifestyle choices
Product Review (X2), (DoHyung et al., 2007)	<ol style="list-style-type: none"> <li>1. Level of trust</li> <li>2. How informative and complete it is</li> <li>3. Number of reviews available</li> <li>4. Quality of reviews</li> <li>5. Positive or negative reviews</li> </ol>	<ol style="list-style-type: none"> <li>1. I trust the product reviews I read online.</li> <li>2. The reviews I read provide me with sufficient information.</li> <li>3. The number of reviews available about the product is important.</li> <li>4. The reviews cover important aspects of the product that help you make a decision.</li> <li>5. Positive reviews influence your interest in purchasing this product</li> </ol>
Perceived Quality (Z), (Yazdanifard & Zhao, 2014)	<ol style="list-style-type: none"> <li>1. Brand Image</li> <li>2. Familiarity</li> <li>3. Price</li> <li>4. Package size</li> <li>5. Brand Origin</li> </ol>	<ol style="list-style-type: none"> <li>1. Elformula has a good and positive brand image</li> <li>2. I am familiar with the Elformula brand</li> <li>3. The price of this product reflects its quality</li> <li>4. The size of the product packaging influences your perception of its quality</li> <li>5. The origin of the brand influences your assessment of the quality of this product</li> </ol>
Purchase Intention (Y), (Sakti et al., 2020)	<ol style="list-style-type: none"> <li>1. Interested in product information</li> <li>2. Considering purchasing</li> <li>3. Want to try</li> <li>4. Want to know about the product</li> <li>5. Want to own the product</li> </ol>	<ol style="list-style-type: none"> <li>1. I am interested in finding out more about this product.</li> <li>2. I am considering purchasing this product in the future</li> <li>3. I am interested in trying this product.</li> <li>4. I would like to know more about this product</li> <li>5. I feel like I want to have this product after seeing it</li> </ol>

Source: Research data, 2025

Table 2. Respondent Characteristics

Age	Frequency	Percentage
17-25	165	96%
26-34	5	3%
35-38	1	1%
Total	171	100%

Source: Research data, 2025

Of the total 171 respondents who participated in this study, the majority were in the 17-25 age range, with 165 people or 96% of the total sample. The 26-34 age group consisted of 5 people or 3%, while the 35-38 age group consisted of only 1 person or 1% of the total respondents. The dominance of the 17-25 age group (96%) is in line with the characteristics of Generation Z target consumers, who are the main market segment for Elformula skincare products.

## RESULTS AND DISCUSSION

In this study, statistical analysis will be performed using SmartPLS software. The first step is to measure the outer model and inner model structure.

Table 3. Outer Loading

	Lifestyle	Purchase Intention	Perceived Quality	Product Review
X11	0,896			
X13	0,718			
X14	0,739			
X15	0,877			
X22				0,792
X23				0,753
X24				0,828
X25				0,726
Y1		0,835		
Y2		0,776		
Y3		0,897		
Y4		0,871		
Y5		0,890		
Z1			0,828	
Z2			0,861	

Z3	0,835
Z4	0,846
Z5	0,822

Source: Research data, 2025

The outer model evaluation was conducted by testing the validity and reliability of the construct. Convergent validity was measured using outer loading values, where indicators were considered valid if they had loading values  $>0.6$  (Hair et al., 2019). Based on preliminary testing, it was found that two indicators did not meet the convergent validity criteria with outer loading values below 0.6. these indicators were focus on appearance from the lifestyle variable and level of trust from the product review variable. Indicators with low outer loading were gradually eliminated to improve the validity of the measurement model.

After removing these two indicators, all remaining indicators showed outer loading values above 0.6, thus meeting the convergent validity criteria. Thus, the subsequent analysis used 18 indicators consisting of 4 indicators for lifestyle and product review, and 5 indicators for perceived quality and purchase intention.

Table 4. Validity Test Results

	Composite Reliability	Average Variance Extracted (AVE)	(rho_a)
Lifestyle	0,884	0,658	0,828
Purchase Intention	0,931	0,731	0,916
Perceived Quality	0,922	0,703	0,896
Product review	0,858	0,602	0,791

Source: Research data, 2025

The test results show that all research constructs are valid and reliable. The Composite Reliability values for all variables are above 0.85, indicating excellent internal consistency. The Average Variance Extracted (AVE) values for all variables exceed the minimum limit of 0.50, ranging from 0.602 to 0.731, indicating that more than 60% of the indicator variance can be explained by its latent construct, thus fulfilling convergent validity. Cronbach's Alpha (rho\_a) values also show good reliability with a range of 0.791–0.916.

Table 5. R-Square

	R Square	R Square Adjusted
purchase intention (y)	0.485	0.476
perceived quality (z)	0.396	0.388

Source: Research data, 2025

The R Square value for consumer purchase intention (Y) is 0.485 with an Adjusted R Square of 0.476, which means that 48.5% of the variation in consumer purchase intention can be explained by the variables in the model, while the rest is influenced by other factors outside the study. Meanwhile, perceived quality (Z) has an R Square value of 0.396 with an Adjusted R Square of 0.388, indicating that 39.6% of the variation in perceived quality can be explained by the research model. The small difference between the R Square and Adjusted R Square values indicates that the regression model is quite good and stable.

Table 6. Fornell-Lacker Criterion Values

	Lifestyle	Purchase Intention	Perceived Quality	Product Review
X1	0,811			
Y	0,237	0,855		
Z	0,399	0,695	0,839	
X2	0,192	0,401	0,554	0,776

Source: Research data, 2025

The square root AVE values for each construct are greater than the inter-construct correlation values. The cross loading of lifestyle is 0.811, product review is 0.776, perceived quality is 0.839, and purchase intention is 0.855, all of which are greater than the values of other constructs. Thus, this study has valid indicators for each research variable because it has the highest cross loading compared to other constructs.

Hypothesis testing presents the results of testing the research hypotheses using SEM analysis with SmartPLS 3.0. The hypothesis was accepted if the P Values were < 0.05 and the T Statistics values were > 1.96.

Tabel 7. Hypothesis Testing

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
lifestyle (x1) -> purchase intention (y)	-0,047	-0,041	0,071	0,662	0,508
lifestyle (x1) -> perceived quality (z)	0,304	0,311	0,066	4,597	0,000
perceived quality (z) -> purchase intention (y)	0,702	0,695	0,081	8,632	0,000
product review (x2) -> purchase intention (y)	0,022	0,029	0,098	0,224	0,823
product review (x2) -> perceived quality (z)	0,495	0,498	0,056	8,835	0,000

Source: Research data, 2025

The results of H1 testing show that the lifestyle variable does not have a positive effect on purchase intention, with a coefficient value of -0.047 and a p-value of 0.50 ( $>0.05$ ), so H1 is declared insignificant. Lifestyle has a positive effect on perceived quality with a coefficient value of 0.304 and a p-value of 0.000 ( $<0.05$ ), so H2 is accepted. Perceived quality has a positive effect on purchase intention with a coefficient of 0.702 and a p-value of 0.000, so H3 is accepted. Product review on purchase intention only has a coefficient of 0.022 with a p-value of 0.823 ( $>0.05$ ), so H4 is rejected. Significant results are shown by product review having a positive effect on perceived quality with a coefficient of 0.495 and a p-value of 0.000, so H5 is accepted.

Table 8. Specific Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Lifestyle (X1) ->					
Perceived Quality (Z) -> Purchase Intention (Y)	0,213	0,215	0,048	4,439	0,000
Product Review (X2) ->					
Perceived Quality (Z) -> Purchase Intention (Y)	0,348	0,348	0,055	6,341	0,000

Source: Research data, 2025

Lifestyle indirectly influences purchase intention through perceived quality, with a coefficient value of 0.213 and a p-value of 0.000 ( $<0.05$ ), as well as a t-statistic value of 4.439. This shows that perceived quality significantly mediates the relationship between lifestyle and purchase intention. Product reviews also have a significant indirect influence on purchase intention through perceived quality, with a coefficient of 0.348 and a p-value of 0.000, as well as a t-statistic value of 6.341.

## Discussion

Consumer lifestyles do not directly drive interest in purchasing Elformula products. These results can be explained from several perspectives. First, in the context of skincare products, which are classified as experience goods, consumers cannot directly assess product quality based solely on their lifestyle. Although consumers have a strong lifestyle orientation towards self-care and appearance, this is not enough to generate purchasing interest without confidence in product quality. Second, purchasing interest is more likely to be influenced by other, more concrete factors such as perceptions of quality, price, urgent needs, or trusted recommendations, so that lifestyle is not the main determinant in shaping purchasing interest.

Consumer lifestyle plays an important role in shaping their perception of a product's quality. These results are in line with research (Arumsari & Alifiana, 2019) which states that consumer lifestyles are closely related to product quality perceptions. Lifestyle reflects consumers' values, preferences, and self-image, so when a product fits their lifestyle, consumers tend to have a positive perception of that product. They tend to be more critical in assessing the composition, packaging, and reputation of products, thus forming a better perception of quality if the product is in line with the values of the lifestyle they adhere to.

The coefficient value of 0.702 is the highest among all paths tested, indicating that quality perception is the most dominant factor in shaping consumer purchase interest in Elformula products. This finding is very consistent with the research (Sabilla Raihanah et al., 2024) which states that a positive perception of product quality can strengthen consumer purchasing interest and become an important factor in building brand loyalty. When consumers feel that a product is of good quality, in terms of brand image, price that reflects quality, attractive packaging, and a trusted brand origin, their interest in making a purchase will increase significantly. In the skincare industry, perceived quality plays a crucial role because the effectiveness of new products can only be felt after long-term use.

Available product reviews do not directly influence consumers' desire to purchase Elformula products and the results can be explained from several perspectives. First, consumers may not fully trust existing reviews due to the phenomenon of fake reviews or overly promotional reviews on e-commerce platforms. Second, Generation Z consumers, who made up the majority of respondents (96%), may be more critical and selective in assessing the credibility of reviews. Third, consumers may rely more on personal experience, recommendations from close friends, or trying product samples first rather than relying solely on online reviews.

Product reviews can shape consumers' perceptions of the quality of Elformula products. The more positive and informative reviews there are, the more consumers will believe that the product is of good quality. These findings are in line with research (Hasan & a, 2023) which states that positive reviews increase consumer confidence in product claims and reinforce perceived quality, while negative reviews can lower perceived quality. Research by (Jumawan et al., 2024) also emphasizes that online consumer reviews not only improve the perception of product quality, but also contribute to building a good brand image on marketplace platforms. With these reviews, consumers can more

easily assess product credibility and reduce uncertainty, which ultimately shapes a stronger perception of quality.

Perceived quality becomes a cognitive mechanism that transforms consumers' lifestyle orientation into consumption interest. Consumers with specific lifestyles, such as a focus on skin health, attractive appearance, and environmentally friendly products, will have a high purchase interest only if they assess the product as meeting their expected quality standards. These findings align with research (Suhaily et al., 2020) which shows that lifestyle can strengthen the relationship between perceived quality and purchase intention across various product categories, including products with high symbolic value such as cosmetics and personal care products. Perceived quality significantly mediates the influence of product reviews on purchase intention. Consumers interpret existing reviews as information to form their perception of product quality. Positive, informative reviews that cover important aspects of the product will increase consumers' confidence that the product is of good quality, while negative or less credible reviews will lower their perception of quality. These results are in line with research (Kumar et al., 2025) which found that the perception of quality formed through customer reviews has a significant effect on online purchasing interest. In Elformula products, reviews that mention the effectiveness of the product, suitability for skin type, comfortable texture, and visible results will form the perception that the product is of high quality. It is this positive perception of quality that then encourages consumers to have an interest in purchasing the product.

These results reinforce the Theory of Planned Behavior, which states that attitude (perceived quality) mediates between individual characteristics (lifestyle) and behavioral intention (purchase intention). Lifestyle shapes consumer values and preferences, which then shape evaluative attitudes toward products (perceived quality), and ultimately lead to behavioral intention (purchase intention).

## CONCLUSION

This study aims to analyze the effect of lifestyle and product reviews on purchase intention with perceived quality as a mediating variable in Elformula skincare products. Based on the test results, this study concludes that lifestyle and product reviews do not have a direct effect on consumer purchase intention. However, both variables are proven to have a positive and significant effect on perceived quality. Furthermore, perceived quality has a positive and significant effect on purchase intention and acts as a full mediator in the relationship between lifestyle and purchase intention, as well as between product reviews and purchase intention. These findings indicate that in the context of skincare products as experience goods, consumers place more emphasis on evaluating the quality they perceive rather than simply focusing on lifestyle orientation or information from online reviews.

This study has several limitations. First, the research object only focuses on one skincare brand, so the results cannot be generalized to other brands or product categories. Third, this study only considers lifestyle variables, product reviews, and perceived quality, so further research should add other variables such as brand trust, price, or consumer attitudes to enrich the research model.

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