

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

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ABSTRACT

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

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

INTRODUCTION

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

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

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