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# The Influence Of Online Customer Reviews And Price Perception On Consumer Purchase Decisions For Otc Products Of Pt. Kalbe Farma Tbk In Lampung Province

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**Abstract**

*Digital transformation has significantly reshaped consumer behavior in obtaining information prior to making purchasing decisions, including for Over-the-Counter (OTC) healthcare products. Information derived from online customer reviews and consumers' perceptions of price fairness has become increasingly influential in the purchasing decision-making process. This study aims to examine the partial and simultaneous effects of online customer reviews and price perception on consumers' purchasing decisions for OTC products of PT Kalbe Farma Tbk in Lampung Province. This study employed a quantitative research approach using a survey method. The respondents consisted of 100 consumers selected through purposive sampling, namely individuals who had previously purchased or used OTC products of PT Kalbe Farma Tbk. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics version 26. The findings indicate that online customer reviews have a positive and statistically significant effect on consumers' purchasing decisions. Likewise, price perception exerts a positive and significant influence on purchasing decisions. Furthermore, both independent variables simultaneously have a positive and significant effect on consumers' purchasing decisions for PT Kalbe Farma Tbk's OTC products in Lampung Province. The coefficient of determination ($R^2$) of 0.504 indicates that online customer reviews and price perception collectively explain 50.4% of the variation in purchasing decisions, while the remaining 49.6% is attributable to other factors outside the scope of this research model. These findings suggest that effective management of online customer reviews, combined with pricing strategies that align with consumers' perceived value, plays an important role in enhancing purchasing decisions for OTC products.*



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**Keywords: Online Customer Review, Price Perception, Purchasing Decision, Over-the-Counter (OTC) Products.**

## INTRODUCTION

Digital transformation has fundamentally reshaped the interaction between companies and consumers in the marketing process (Shpak et al., 2020). The rapid development of the internet, social media, and electronic commerce (e-commerce) platforms has not only expanded access to information but also changed the way consumers search for, evaluate, and decide to purchase products. Modern consumers no longer rely solely on information provided by companies; instead, they actively seek digital information from various sources, such as online customer reviews, product ratings, discussion forums, and social media before making purchasing decisions (Elwalda & Lü, 2016). This phenomenon indicates that advances in information technology have created more critical, selective, and information-driven consumer behavior, requiring companies to understand the factors that influence consumers' purchasing decisions (Zielke et al., 2023).

This phenomenon is consistent with Consumer Behavior Theory, as proposed by (Ekasari et al., 2024) which explains that purchasing decisions are the result of a series of psychological and behavioral processes beginning with need recognition, followed by information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. From this theoretical perspective, consumer behavior is influenced by both internal factors, such as motivation, perception, experience, and attitudes, and external factors, including social and cultural environments, marketing communications, pricing, and information obtained through digital media. Consequently, the information available on digital platforms has become an important determinant in shaping consumers' perceptions and preferences toward a product.

In addition to Consumer Behavior Theory, this study is supported by the Theory of Planned Behavior (TPB) developed Wiernik & Ones, (2018) This theory explains that an individual's intention to perform a particular behavior is determined by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of purchasing healthcare products, online customer reviews can shape consumers' positive attitudes toward a product through the experiences shared by previous users, while price perception influences consumers' rational evaluation of the benefits they expect to receive relative to the costs they incur. The combination of these two factors is expected to strengthen purchase intention, which ultimately leads to purchasing decisions (Ekasari et al., 2024).



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The transformation of consumer behavior resulting from digitalization is also evident in the pharmaceutical industry, particularly in the marketing of Over-the-Counter (OTC) products. OTC products are medicines that can be purchased without a doctor's prescription; therefore, purchasing decisions are primarily made by consumers themselves rather than healthcare professionals (Wei et al., 2023). Unlike prescription medicines, purchasing OTC products involves a more intensive information-search process because consumers need to evaluate the product's effectiveness, safety, quality, and price before making a purchase. Today, OTC products are distributed not only through pharmacies but also through convenience stores, supermarkets, and various e-commerce platforms, creating increasingly intense competition among pharmaceutical companies.

As one of Indonesia's largest pharmaceutical companies, PT Kalbe Farma Tbk markets a wide range of OTC products, including Promag, Mixagrip, Woods, Fatigon, and other healthcare products through both conventional and digital distribution channels. The company's marketing strategy focuses not only on expanding its distribution network but also on utilizing digital platforms to strengthen communication with consumers. Within this digital marketing environment, *online customer reviews* have become a form of electronic word-of-mouth (e-WOM) that significantly influences consumers' perceptions of product quality, safety, and effectiveness.

Conceptually, online customer reviews refer to electronic communications containing consumers' experiences, opinions, and evaluations of products that are shared through digital platforms. According to Filieri and McLeay (2021), *online customer reviews* serve as highly credible sources of information because they are based on actual user experiences. Such information helps potential consumers reduce perceived risk before making purchasing decisions. From a digital marketing perspective, the more positive the reviews a product receives, the greater the level of consumer trust and, consequently, the higher the likelihood of purchase decisions. Conversely, negative reviews may reduce consumer confidence and increase perceived risk regarding the product.

Besides customer reviews, price perception is another strategic factor influencing purchasing decisions. According to Kotler and Armstrong (2021), price perception is not merely related to the monetary value of a product but rather reflects consumers' assessment of whether the price is appropriate relative to the product's quality, benefits, and overall value. Based on the concept of customer value, consumers tend to choose products that provide the greatest benefits relative to the costs incurred. Therefore, prices perceived as fair, competitive, and consistent with product quality enhance consumers' *perceived value*, thereby increasing the likelihood of


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purchasing decisions. Conversely, if prices are perceived as too high relative to the benefits received, consumers are more likely to switch to alternative products that offer superior value.

The increasing use of the internet in Indonesia has further strengthened the importance of these two variables in consumers' decision-making processes. According to Statistics Indonesia (BPS, 2025), the majority of Indonesians now utilize the internet in their daily activities, including searching for product information before making purchases. Similar trends are evident in Lampung Province, where the rapid growth of online marketplaces and social media has encouraged consumers to actively compare products, read customer reviews, and evaluate prices before selecting products. These developments indicate that purchasing decisions are no longer determined solely by product characteristics but are also strongly influenced by the quality of digital information available to consumers.

Although numerous previous studies have examined the effects of *online customer reviews* and price perception on purchasing decisions, their findings remain inconsistent. Several studies have reported that *online customer reviews* have a positive and significant effect on purchasing decisions, whereas others have found no significant relationship. These inconsistent findings suggest that the effectiveness of *online customer reviews* may depend on differences in research contexts, product characteristics, and consumer behavior. Moreover, most previous studies have focused on general e-commerce products, fashion, cosmetics, and food and beverages, while research specifically investigating OTC pharmaceutical products remains relatively limited.

These limitations indicate the existence of a research gap, namely the limited number of studies that simultaneously examine the effects of online customer reviews and price perception on purchasing decisions for healthcare products, particularly OTC products manufactured by PT Kalbe Farma Tbk in Lampung Province. Healthcare products are generally classified as high-involvement products, as consumers tend to exercise greater caution due to concerns regarding health, safety, and product effectiveness. Consequently, consumer purchasing behavior for OTC products is likely to differ from purchasing behavior for general consumer goods.

Based on the empirical phenomenon, theoretical foundations, and inconsistencies identified in previous studies, this research aims to analyze the effects of online customer reviews and price perception on consumers' purchasing decisions regarding OTC products of PT Kalbe Farma Tbk in Lampung Province. The findings are expected to contribute to the development of consumer behavior and digital marketing literature while providing practical insights for pharmaceutical companies in formulating more effective digital marketing strategies through the



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optimization of online customer review management and pricing strategies that align with consumers' perceived value.

## LITERATUR REVIEW

### Online Customer Review

Online Customer Review (OCR) is a form of electronic word of mouth (e-WOM), referring to information shared by consumers through digital media regarding their experiences after using a product or service. Such information may include evaluations, comments, recommendations, or criticisms published on marketplaces, social media platforms, and e-commerce websites, making it accessible to potential consumers. According to (Amro et al., 2025) online customer reviews represent a highly credible source of information because they are based on actual user experiences, enabling them to influence consumers' perceptions of product quality, trust, and purchasing decisions. Similarly, Kotler and Keller (2021) argue that in the era of digital marketing, customer reviews have become an essential component of marketing communication by providing *social proof* that helps consumers evaluate products before making purchasing decisions.

The rapid development of information technology has transformed consumers' information-search behavior from relying primarily on company-generated promotions to depending increasingly on the experiences of other consumers. Before purchasing a product, consumers tend to read reviews, examine product ratings, and compare both positive and negative comments to reduce perceived purchase risk. According Thakur, (2018) the effectiveness of online customer reviews depends on several factors, including reviewer credibility, information quality, review volume, consistency of review content, and the relevance of the information to consumers' needs. When reviews are perceived as honest, objective, and informative, consumer trust in the product increases, thereby enhancing the likelihood of a purchase decision.

Within the context of marketing health products, particularly Over-the-Counter (OTC) medicines, online customer reviews play an even more significant role than in general consumer goods because they are closely associated with product safety, effectiveness, and health benefits. Consumers evaluate not only the price but also the experiences of previous users regarding product efficacy and potential side effects before making a purchase (Kostyra et al., 2015). Consequently, the more positive and informative the online reviews, the greater the consumers' confidence in purchasing the product (Elwalda & Lu, 2016). In this study, the Online Customer Review variable is measured using the indicators proposed by Sharma & Das, (2017) namely


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awareness, frequency, comparison, and effect, which represent consumers' attention to online reviews and the extent to which these reviews influence their purchasing decisions.

**Price Perception**

Price perception refers to consumers' subjective evaluation of the fairness or appropriateness of a product's price based on the benefits, quality, and value they receive. This perception is influenced not only by the nominal price but also by consumers' previous experiences, purchasing power, perceived product quality, and comparisons with competing products. Selasdini et al., (2021) define price as the amount of value consumers sacrifice to obtain the benefits of a product or service, while Barusman, (2019) explains that price perception is formed through consumers' interpretation of price information based on their experiences and evaluation of whether the benefits received justify the costs incurred.

From the perspective of consumer behavior, price serves as an important *price cue* that consumers use to evaluate product quality. Consumers often associate higher prices with superior quality while simultaneously seeking products that offer competitive prices and good value for money. Habiburrahman et al., (2022) state that consumers' price perceptions are influenced by income level, previous purchasing experiences, perceived product quality, promotional strategies, and comparisons with competitors' prices. Therefore, price perception is inherently subjective and may vary among individuals even when the same product is offered at the same price.

In the pharmaceutical industry, particularly for OTC products, price perception plays a crucial role because consumers are presented with numerous alternative products offering similar functions (Margareta Evy da Silva, 2021). Consumers typically compare prices across brands before selecting the product they perceive as providing the greatest value. Pricing strategies such as discounts, cashback offers, bundled packages, and promotional campaigns on digital marketplaces can also create favorable price perceptions. In this study, Price Perception is measured using the indicators proposed by Zielke et al., (2023) including price affordability, price-quality congruence, price competitiveness, and price-benefit congruence.

**Purchase Decision**

A purchase decision represents the final stage of the consumer decision-making process after consumers recognize a need, search for information, evaluate available alternatives, and ultimately select the product that best satisfies their requirements. Ekasari et al., (2024) define a purchase decision as the consumer's actual action of buying a product after considering various


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alternatives, whereas (Cui et al., 2019) describe it as the selection of the most preferred alternative based on consumers' preferences, perceptions, experiences, and available information.

The purchase decision process does not occur spontaneously but rather follows several interrelated stages. Ansari et al., (2019) identify five stages of consumer decision-making: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the digital era, the information search stage has become increasingly important because consumers have broad access to information from various sources, including online customer reviews, social media, and e-commerce platforms. Consumers also evaluate product prices, quality, benefits, and brand reputation before deciding to make a purchase.

In the context of OTC products marketed by PT Kalbe Farma Tbk, purchase decisions are influenced by consumers' trust in the information they obtain and their perceptions of the value offered by the product. Consumers are more likely to choose products with positive online reviews, strong brand reputations, and prices that are perceived as fair relative to the quality and benefits provided. Therefore, companies need to strengthen consumer trust by effectively managing online customer reviews while implementing pricing strategies that enhance perceived value. In this study, Purchase Decision is measured using the indicators proposed Hermiyenti & Wardi, (2019) namely confidence in the product, habit of purchasing the product, willingness to recommend the product to others, and repurchase intention.



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**Framework**

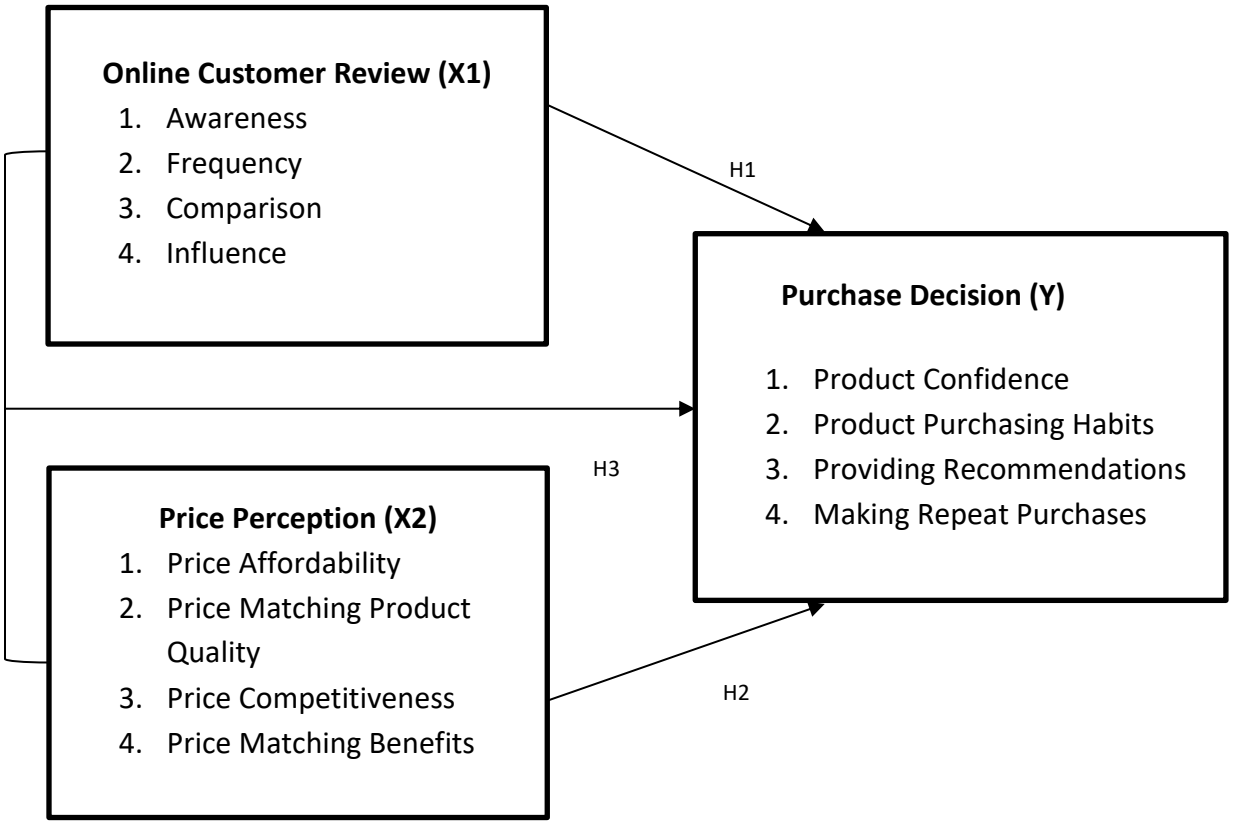



**Figure 1. Framework**

## RESEARCH METHODS

This study employed a quantitative approach with an associative research design to examine and analyze the causal relationships among online customer reviews, price perception, and consumer purchase decisions regarding *Over-the-Counter* (OTC) products of PT Kalbe Farma Tbk in Lampung Province (Dhall, 2019). A quantitative approach was selected because it enables objective measurement of the relationships among variables through statistical analysis, while the associative design was used to determine the magnitude of the influence of the independent variables on the dependent variable based on the proposed research hypotheses. The study was conducted in Lampung Province from April to June 2026, considering the widespread accessibility of PT Kalbe Farma Tbk's OTC products through various distribution channels, including


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pharmacies, minimarkets, supermarkets, and e-commerce platforms, as well as the increasing use of digital media by consumers to obtain product information before making purchasing decisions.

The population of this study comprised all consumers who had purchased or used PT Kalbe Farma Tbk's OTC products in Lampung Province, totaling 17,796 consumers. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a final sample of 100 respondents. A non-probability sampling technique with a purposive sampling method was employed to select respondents who met specific criteria relevant to the research objectives. The inclusion criteria required respondents to: (1) reside in Lampung Province, (2) be at least 17 years old, (3) have purchased or used PT Kalbe Farma Tbk's OTC products, and (4) have read or viewed online customer reviews before making a purchase decision. Purposive sampling was chosen to ensure that all participants possessed relevant purchasing experience and were capable of providing reliable information regarding the variables under investigation.

The study utilized both primary and secondary data. Primary data were collected directly from respondents through a structured questionnaire, whereas secondary data were obtained from books, scientific journals, scholarly articles, previous studies, company documents, and other relevant sources related to online customer reviews, price perception, and purchase decisions. Data collection was carried out using questionnaires, documentation, and literature review. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure respondents' perceptions of each research indicator. The online customer review variable was measured using indicators of review awareness, review reading frequency, review comparison, and the influence of reviews on purchase decisions. The price perception variable was assessed through price affordability, price-quality congruence, price competitiveness, and price-benefit congruence. Meanwhile, the purchase decision variable was measured using indicators of confidence in product selection, purchasing habits, willingness to recommend the product to others, and repurchase intention.

**Table 1. Operational Definition and Measurement of Variables**

| Variable | Operational Definition | Indicator | Scale |
|---|---|---|---|
| Online Customer Review (X1) | Online customer reviews are consumer reviews or comments about PT Kalbe Farma Tbk's OTC products published through online media and used as a | 1. Awareness (awareness of reviews) 2. Frequency (frequency of reading reviews) 3. Comparison (comparing product reviews) 4. Effect (influence of reviews on purchasing decisions) | Likert |



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| | | | |
|---|---|---|---|
| | source of information before making a purchase. | | |
| Price Perception (X2) | Price perception is a consumer assessment of the suitability of the price of PT Kalbe Farma Tbk's OTC products with the benefits and quality obtained. | 1. Price affordability 2. Price suitability with product quality 3. Price competitiveness 4. Price suitability with benefits | Likert |
| Purchase Decision (Y) | Purchasing decisions are consumer actions in determining and purchasing PT Kalbe Farma Tbk's OTC products after going through a process of considering information and evaluating products. | 1. Product confidence 2. Product purchasing habits 3. Giving recommendations to others 4. Making repeat purchases | Likert |

*Source: Processed data, 2026*

Before hypothesis testing, the research instrument was evaluated for validity and reliability using IBM SPSS Statistics version 26 to ensure that all questionnaire items accurately and consistently measured the intended constructs. Subsequently, descriptive statistical analysis was performed to describe respondent characteristics and summarize responses to each research variable. Prior to multiple linear regression analysis, the regression model was examined using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to verify the suitability of the model for statistical analysis. Hypothesis testing was conducted using multiple linear regression analysis through the t-test to evaluate the partial effect of each independent variable on the dependent variable, the F-test to assess the simultaneous effects of the independent variables on purchase decisions, and the coefficient of determination ($R^2$) to determine the explanatory power of the regression model. All statistical analyses were performed at a significance level of 5% ($\alpha = 0.05$).


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## RESULT AND DISCUCCION

### Validity Test

**Table 2. Validity Test Result**

| Variable | Indicator | r Value | Description |
|---|---|---|---|
| **Online Customer Review ($X_1$)** | $X_{1.1}$ | 0,238 | Valid |
| | $X_{1.2}$ | 0,712 | Valid |
| | $X_{1.3}$ | 0,702 | Valid |
| | $X_{1.4}$ | 0,601 | Valid |
| | $X_{1.5}$ | 0,635 | Valid |
| | $X_{1.6}$ | 0,600 | Valid |
| | $X_{1.7}$ | 0,682 | Valid |
| | $X_{1.8}$ | 0,482 | Valid |
| | $X_{1.9}$ | 0,544 | Valid |
| | $X_{1.10}$ | 0,405 | Valid |
| **Price Perception ($X_2$)** | $X_{2.1}$ | 0,686 | Valid |
| | $X_{2.2}$ | 0,667 | Valid |
| | $X_{2.3}$ | 0,628 | Valid |
| | $X_{2.4}$ | 0,659 | Valid |
| | $X_{2.5}$ | 0,607 | Valid |
| | $X_{2.6}$ | 0,713 | Valid |
| | $X_{2.7}$ | 0,550 | Valid |
| | $X_{2.8}$ | 0,677 | Valid |
| | $X_{2.9}$ | 0,699 | Valid |
| | $X_{2.10}$ | 0,550 | Valid |
| **Buying Decision (Y)** | $Y_{1.1}$ | 0,549 | Valid |
| | $Y_{1.2}$ | 0,615 | Valid |
| | $Y_{1.3}$ | 0,632 | Valid |
| | $Y_{1.4}$ | 0,612 | Valid |
| | $Y_{1.5}$ | 0,663 | Valid |
| | $Y_{1.6}$ | 0,469 | Valid |
| | $Y_{1.7}$ | 0,415 | Valid |
| | $Y_{1.8}$ | 0,550 | Valid |



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| Variable | Indicator | r Value | Description |
|---|---|---|---|
| | $Y_{1.9}$ | 0,474 | Valid |
| | $Y_{1.10}$ | 0,601 | Valid |

*Source: Processed data, 2026*

Based on the instrument validity test presented in Table, all questionnaire items used to measure the research variables satisfied the validity requirements. The Online Customer Review ($X_1$) variable produced corrected item-total correlation coefficients ranging from 0.238 to 0.712, the Price Perception ($X_2$) variable ranged from 0.550 to 0.713, while the Purchase Decision (Y) variable showed correlation coefficients between 0.415 and 0.632. All calculated correlation coefficients exceeded the critical *r*-table value of 0.197, and each item demonstrated a significance value below 0.05, indicating that every statement item was statistically valid. These findings confirm that the indicators were capable of accurately representing their respective constructs and were therefore appropriate for use in measuring the variables examined in this study. Since all measurement items fulfilled the validity criteria, the research instrument was considered suitable for subsequent reliability testing to evaluate the consistency and stability of the measurement scale (Ghozali, 2021).

**Reliability Test**

**Table 3. Reliability Test Result**

| Variable | Total of Items | Cronbach's Alpha | Reliability Standards | Description |
|---|---|---|---|---|
| Online Customer Review ($X_1$) | 10 | 0,766 | 0,70 | Reliable |
| Price Perception ($X_2$) | 10 | 0,839 | 0,70 | Reliable |
| Buying Decision (Y) | 10 | 0,745 | 0,70 | Reliable |

*Source: Processed data, 2026*

Based on Table, the reliability test results indicate that the Online Customer Review ($X_1$) variable achieved a Cronbach's Alpha value of 0.766, Price Perception ($X_2$) obtained a value of 0.839, and Purchase Decision (Y) recorded a value of 0.745. Since all Cronbach's Alpha coefficients exceed the recommended threshold of 0.70, the measurement items demonstrate satisfactory internal consistency in representing their respective constructs. These findings confirm that the


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research instrument possesses a high level of reliability. Furthermore, considering that both the validity and reliability tests have met the established measurement criteria, the questionnaire can be regarded as an appropriate instrument for data collection. Consequently, the collected data are suitable for subsequent statistical analyses, including classical assumption testing, multiple linear regression analysis, hypothesis testing, and the coefficient of determination ($R^2$) analysis.

**Normality Test**

**Table 4. Kolmogorov–Smirnov Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

| | | | Unstandardized Residual |
|---|---|---|---|
| N | | | 100 |
| Normal Parameters[a,b] | Mean | | .0000000 |
| | Std. Deviation | | 3.08567669 |
| Most Extreme Differences | Absolute | | .081 |
| | Positive | | .068 |
| | Negative | | -.081 |
| Test Statistic | | | .081 |
| Asymp. Sig. (2-tailed)[c] | | | .105 |
| Monte Carlo Sig. (2-tailed)[d] | Sig. | | .107 |
| | 99% Confidence Interval | Lower Bound | .099 |
| | | Upper Bound | .115 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

**Source: Primary data processed using SPSS version 26, 2026.**

The normality test results presented in Table, indicate that the One-Sample Kolmogorov–Smirnov Test produced an Asymp. Sig. (2-tailed) value of 0.105. Since this significance value exceeds the predetermined threshold of 0.05 (0.105 > 0.05), the null hypothesis of normal distribution cannot be rejected. Accordingly, the regression residuals are considered to be normally distributed, indicating that the normality assumption required for multiple linear regression analysis has been satisfied and that the regression model is appropriate for subsequent statistical testing.



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**Multicollinearity Test**

**Table 5. Multicollinearity Test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 13.887 | 3.028 | | 4.587 | <.001 | | |
| | Online Custemer Riviwe | .294 | .068 | .353 | 4.295 | <.001 | .759 | 1.317 |
| | Presepsi Harga | .404 | .071 | .467 | 5.687 | <.001 | .759 | 1.317 |

a. Dependent Variable: Keputusan Pembelian

*Source: Primary data processed using SPSS version 26, 2026.*

The multicollinearity test results indicate that both Online Customer Review ($X_1$) and Price Perception ($X_2$) have a Tolerance value of 0.759 (> 0.10) and a Variance Inflation Factor (VIF) value of 1.317 (< 10.00). These results satisfy the multicollinearity criteria, indicating that there is no high linear correlation between the independent variables in the regression model. Therefore, it can be concluded that the regression model is free from multicollinearity and is appropriate for use in multiple linear regression analysis to examine the effects of online customer reviews and price perception on consumers' purchase decisions.

**Heteroscedasticity Test**

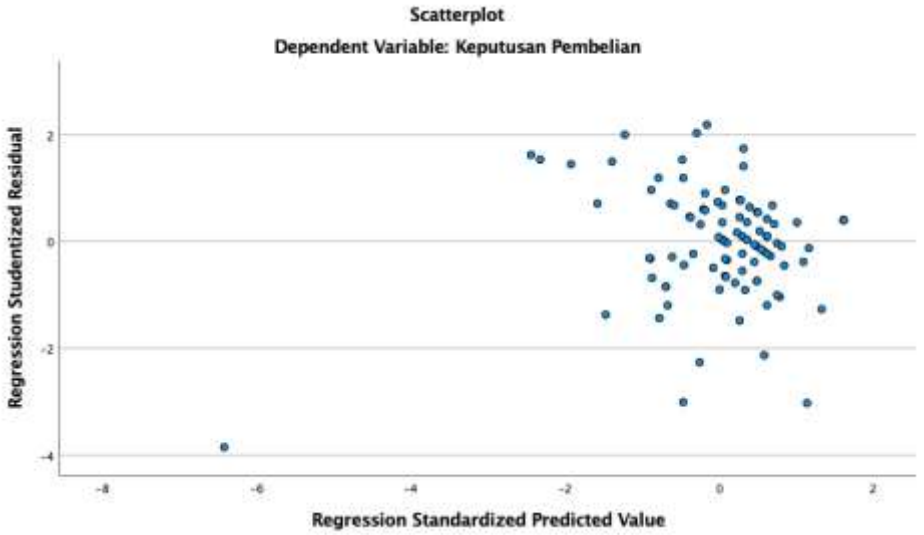



**Figure 2. Heteroscedasticity Test Results Using Scatterplot**



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Based on the Scatterplot, it can be observed that the residual points are randomly distributed around the zero value on the Y-axis, both above and below the zero line, and do not form any specific pattern, such as a wave-like, narrowing, or widening pattern. This condition indicates that the residual distribution has a relatively constant variance across different predicted values, suggesting that there is no indication of unequal residual variance. Although several points are located relatively far from the main data cluster, the overall distribution pattern remains random and does not demonstrate any systematic pattern that could indicate the presence of heteroscedasticity. Therefore, the regression model used in this study is considered to have fulfilled the classical assumption of heteroscedasticity, making the model appropriate for multiple linear regression analysis and hypothesis testing in the subsequent stages of the research.

**Coefficient of Determination ($R^2$)**

**Table 6. Results of the Coefficient of Determination ($R^2$)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .710[a] | .504 | .494 | 3.11733 |

*Source: Primary data processed using SPSS version 26, 2026.*

Based on the coefficient of determination analysis, the R Square ($R^2$) value is 0.504, indicating that Online Customer Review ($X_1$) and Price Perception ($X_2$) are able to explain 50.4% of the variation in Purchase Decision (Y), while the remaining 49.6% is influenced by other factors outside the research model, such as product quality, brand image, promotion, consumer trust, service quality, and other relevant variables. The Adjusted R Square value of 0.494 indicates that after considering the number of independent variables in the model, the regression model's ability to explain Purchase Decision reaches 49.4%. Furthermore, the R value of 0.710 indicates a strong relationship between Online Customer Review and Price Perception with Purchase Decision. Therefore, the regression model used has a good capability in explaining the factors influencing consumer purchase decisions for Over The Counter (OTC) products of PT Kalbe Farma Tbk, with Online Customer Review and Price Perception serving as important determinants


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**Multiple Linear Regression Analysis**

**Table 7. Results of Multiple Linear Regression Analysis**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 13.887 | 3.028 | | 4.587 | <.001 | | |
| | Online Custemer Riviwe | .294 | .068 | .353 | 4.295 | <.001 | .759 | 1.317 |
| | Presepsi Harga | .404 | .071 | .467 | 5.687 | <.001 | .759 | 1.317 |

a. Dependent Variable: Keputusan Pembelian

*Source: Primary data processed using SPSS version 26, 2026.*

$$Y = 13{,}887 + 0{,}294X_1 + 0{,}404X_2$$

**Interpretation:**

a. The constant value (α) of 13.887 indicates that when the Online Customer Review and Price Perception variables are not considered, the basic value of Purchase Decision is 13.887.
b. The regression coefficient of Online Customer Review ($X_1$) is 0.294, indicating that every one-unit increase in Online Customer Review will increase Purchase Decision by 0.294 or 29.4%, assuming that Price Perception remains constant. The positive coefficient indicates that better online customer reviews lead to higher purchase decisions for Over The Counter (OTC) products of PT Kalbe Farma Tbk.
c. The regression coefficient of Price Perception ($X_2$) is 0.404, indicating that every one-unit increase in Price Perception will increase Purchase Decision by 0.404 or 40.4%, assuming that Online Customer Review remains constant. The positive coefficient indicates that a better consumer perception of product prices can increase purchase decisions for Over The Counter (OTC) products of PT Kalbe Farma Tbk.
d. Based on the regression coefficients, Price Perception ($X_2$) has a greater influence on Purchase Decision compared to Online Customer Review ($X_1$), with coefficients of 0.404 and 0.294, respectively.



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**Partial Test (t-Test)**

**Table 8. Partial Test (t-Test)**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 13.887 | 3.028 | | 4.587 | <.001 | | |
| | Online Custemer Riviwe | .294 | .068 | .353 | 4.295 | <.001 | .759 | 1.317 |
| | Presepsi Harga | .404 | .071 | .467 | 5.687 | <.001 | .759 | 1.317 |

a. Dependent Variable: Keputusan Pembelian

*Source: Primary data processed using SPSS version 26, 2026.*

1. The partial test results indicate that Online Customer Review ($X_1$) has a t-value of 4.295 > t-table value of 1.985, with a significance value of <0.001 <0.05. Therefore, $H_1$ is accepted, indicating that Online Customer Review has a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk. The better the online customer reviews, the greater the likelihood of consumers making a purchase.
2. The Price Perception variable ($X_2$) obtains a t-value of 5.687 > t-table value of 1.985, with a significance value of <0.001 <0.05. These results indicate that $H_2$ is accepted, meaning that Price Perception has a positive and significant effect on Purchase Decision. The more positive consumers' perceptions of product prices, the higher the likelihood of purchase decisions being made.

**Simultaneous Test (F Test)**

**Table 9. Simultaneous Test Results (F Test)**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 957.091 | 2 | 478.546 | 49.245 | <.001[b] |
| | Residual | 942.619 | 97 | 9.718 | | |
| | Total | 1899.710 | 99 | | | |

*Source: Primary data processed using SPSS version 26, 2026.*

Based on the simultaneous test results, the calculated F-value is 49.245, which is greater



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than the F-table value of 3.09, with a significance value of <0.001 <0.05. These results indicate that the third hypothesis ($H_3$) is accepted, meaning that Online Customer Review ($X_1$) and Price Perception ($X_2$) simultaneously have a positive and significant effect on Purchase Decision (Y). Therefore, the regression model used in this study is considered appropriate for explaining the relationship between variables, and it demonstrates that improvements in online customer review quality and more positive price perceptions simultaneously contribute to increasing consumer purchase decisions for Over The Counter (OTC) products of PT Kalbe Farma Tbk.

## DISCUSSION

### The Effect of Online Customer Review on Purchase Decision

Based on the results of hypothesis testing, Online Customer Review ($X_1$) was proven to have a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk in Lampung Province. This finding is supported by the partial test results, which showed that the t-value of 4.295 was greater than the t-table value of 1.985, with a significance value of <0.001 <0.05, and a regression coefficient of 0.294, indicating that an increase in Online Customer Review will improve Purchase Decision. These results indicate that online customer reviews serve as an important source of information for consumers in evaluating product quality, benefits, and usage experiences before making a purchase. Positive, relevant, and credible information from other consumers can reduce uncertainty and increase consumer trust, in accordance with the purchase decision concept proposed by Kotler and Keller, which explains that information search and alternative evaluation are important stages before consumers make purchasing decisions. This study is supported by previous research stating that Online Customer Review has a positive and significant influence on purchase intention and purchase decisions because it is able to build consumer confidence in the digital marketing environment (Elwalda & Lü, 2016). Therefore, the better the quality of customer reviews, the higher the consumer confidence in purchasing OTC products from PT Kalbe Farma Tbk. Thus, the company needs to encourage the creation of authentic, informative, and positive customer reviews as part of its digital marketing strategy to improve consumer purchase decisions.

### The Effect of Price Perception on Purchase Decision

The results of hypothesis testing indicate that Price Perception ($X_2$) has a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk in Lampung Province. This is evidenced by the partial test results, which showed that the t-


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value of 5.687 was greater than the t-table value of 1.985, with a significance value of <0.001 <0.05, and a regression coefficient of 0.404, indicating that an increase in Price Perception will increase Purchase Decision. This coefficient value is higher than the Online Customer Review coefficient, indicating that Price Perception is the more dominant factor influencing consumer purchase decisions in this study. The findings demonstrate that consumers not only consider the price level but also evaluate whether the price is appropriate with the product quality, benefits, safety, and value obtained. These results are consistent with Kotler and Armstrong's theory, which states that price is an important element in forming consumer perceived value that influences purchasing decisions. This study is also supported by previous research showing that positive, competitive, and appropriate price perceptions in relation to product quality can increase consumer confidence in making purchases (Amro et al., 2025). Although some studies have produced different findings, these differences may be influenced by product characteristics, market conditions, and variations in consumer behavior. In the context of OTC products, consumers tend to pay greater attention to the balance between price and product benefits, making an appropriate pricing strategy an important factor for PT Kalbe Farma Tbk in improving sustainable purchase decisions.

**The Effect of Online Customer Review and Price Perception on Purchase Decision**

Based on the results of simultaneous hypothesis testing, Online Customer Review ($X_1$) and Price Perception ($X_2$) simultaneously have a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk in Lampung Province. This is demonstrated by the F-test results, which showed an F-value of 49.245 > F-table value of 3.09 with a significance value of <0.001, and the coefficient of determination ($R^2$) value of 0.504, indicating that both variables are able to explain 50.4% of the variation in Purchase Decision, while the remaining percentage is influenced by other factors outside the research model. These results indicate that consumer purchase decisions are formed through a combination of information obtained from online customer reviews and consumer perceptions regarding the suitability of product prices with the benefits provided. Online Customer Review contributes to building consumer trust through other users' experiences, while Price Perception shapes consumer evaluations regarding the value received compared to the costs incurred. These findings are consistent with previous studies stating that digital factors, such as customer reviews, and economic factors, such as price perception, simultaneously influence purchase decisions. Therefore, both variables are complementary factors in shaping consumer confidence before


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making a purchase (Ekasari et al., 2024). Consequently, PT Kalbe Farma Tbk needs to optimize the management of digital customer reviews while maintaining competitive pricing strategies that align with product value in order to increase consumer trust and encourage sustainable improvement in purchase decisions.

## CONCLUSION

1. Online Customer Review has a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk in Lampung Province. The better the quality of customer reviews in terms of credibility, information, and user experiences, the higher the consumer trust in making purchase decisions.
2. Price Perception has a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk in Lampung Province. A more positive consumer perception of product prices, particularly regarding their suitability with product quality and benefits, leads to higher purchase decisions.
3. Online Customer Review and Price Perception simultaneously have a positive and significant effect on Purchase Decision for Over The Counter (OTC) products of PT Kalbe Farma Tbk in Lampung Province. The combination of information from customer reviews and perceived price value can increase consumer trust and strengthen purchase decisions.

## SUGGESTION

1. Practical Suggestions

PT Kalbe Farma Tbk is advised to improve the management of Online Customer Reviews through digital platforms by encouraging credible and informative customer reviews and actively responding to consumers to build trust. The company should also maintain a competitive pricing strategy that aligns with product quality and benefits. The integration of digital marketing, transparent pricing, and clear communication of product value is expected to improve consumer purchase decisions sustainably.

2. Academic Suggestions

Future research is recommended to include other variables that may influence purchase decisions, such as product quality, brand image, consumer trust, and digital marketing. Future studies may also apply more diverse methods, expand research objects, areas, and sample sizes to achieve better generalizability of research findings.


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