

## Driving Clicks towards Ecommerce Website: The Effect of Beauty Product Review Article Content Quality on Ecommerce Blog

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### ABSTRACT

Ecommerce blogs are increasingly popular for providing product information, reviews and driving traffic to ecommerce websites. Recent study reported most of ecommerce users trust online reviews as much as recommendations from family or friends. This indicates that the content found in product reviews blog plays a crucial role in driving users to ecommerce websites. This study examines the impact of content quality in beauty product review articles on click intention towards ecommerce websites. Content quality is evaluated based on Substance, Writing and Language, Presentation of Content, References, Authorship, Audience, and Advertisements. Semi-experimental and logistic regression analyses were conducted on survey data from female respondents who evaluated beauty product review articles. Findings indicate a positive association between Substance, Presentation of Content, and Authorship with Click Intention, while Writing and Language, References, and Advertisement show no significant correlation. Furthermore, a negative relationship exists between Audience and Click Intention. This research addresses the literature gap by identifying significant factors of content quality that influence click intention, emphasizing the importance of content quality assessment and providing strategies for improvement. The study offers valuable insights for ecommerce companies to optimize marketing expenses and achieve key performance indicators.

### ARTICLE INFO

#### Article History:

Received : 15-06-2023

Revised : 05-08-2023

Accepted : 15-09-2023

Published : 24-10-2023

#### Keywords:

Blog Articles

Click Intention

Content Quality

Ecommerce

Product Reviews

JEL: M310, M370

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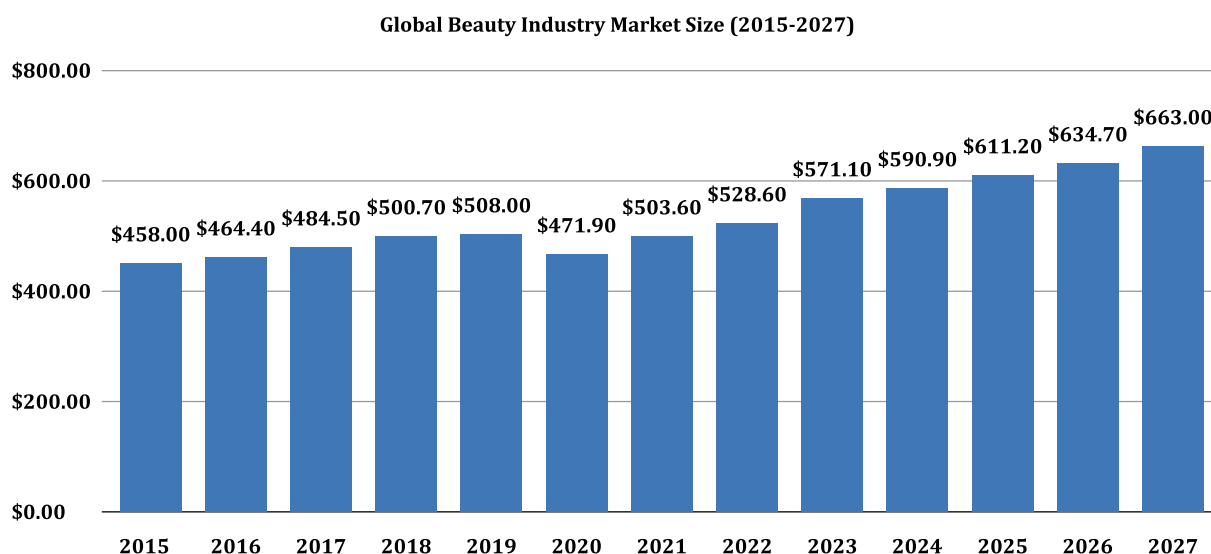
## **INTRODUCTION**

Over the past decade, the ecommerce industry has experienced significant growth, with increasing website traffic as more shoppers turn to online platforms. This growth has been fueled, in part, by the COVID-19 pandemic. According to Semrush data, year-over-year (YoY) traffic in the ecommerce industry has surged by 73% from 2019 to 2022 (Zhukova, 2022). Additionally, consumer behavior and preferences play a crucial role. Research by BrightLocal indicates that 76% of ecommerce users trust online reviews, considering them as trustworthy as recommendations from friends or family (Murphy, 2019). This highlights the importance of users searching for product reviews and information before making a purchase. Studies, such as the one conducted by Zhong-Gang et al. (2015), have shown that approximately 60% of consumers search for product reviews online on a weekly basis, with 93% believing that online reviews enhance purchase decisions, mitigate risks, and influence their buying choices. Recognizing the significance of website traffic and the impact of product reviews on consumers, ecommerce companies have begun implementing blogs that feature product reviews. Several prominent ecommerce companies in Indonesia have already embraced this blogging practice.

Bukareview is one of the first ecommerce blogs owned by Bukalapak (one of the biggest ecommerce companies in Indonesia) and to this day remains one of the fairly large blogs. The total number of pages owned by Bukareview reached 42,000 pages in June 2022 with more than 20,000 articles (Bukalapak, 2022). The topic with the most review articles is the beauty product topic, reaching 44% or 307 articles in the period of June 2019 until March 2023 (Bukalapak, 2023). The abundance of articles reviewing beauty topics aligns with the increasing value of the beauty industry. The cosmetics industry is a growing sector worldwide, with a global turnover of approximately \$550 billion and an annual growth

rate of 5.8% (Fortunati et al., 2020). According to data from Forbes, the current value of the global beauty industry is \$532 billion. The United States currently holds the largest market share in the beauty industry, accounting for about 20%, followed by China (13%) and Japan (8%). Although growth projections may vary, it is widely agreed that growth will continue at a compound annual growth rate of 5% to 7%, reaching or exceeding \$800 billion by 2025 (Danziger, 2019). According to Statista as shown in Figure 1, the size of the global beauty industry market is projected to reach \$571.1 billion in 2023. This marks an 8% increase compared to the previous year, the fastest annual growth rate in at least 13 years (Statista, 2022). Understanding consumer buying habits and trends in the beauty industry is also important for increasing sales. According to Wonderflow, an artificial intelligence (AI)-based technology company specializing in voice of customer (VoC) analysis, consumers heavily rely on product reviews when it comes to beauty or cosmetic products. Buyers of cosmetic products, especially women, often have a strong emotional connection to the products they use (Wonderflow, 2021).

By reading the articles provided on an ecommerce blog, users can increase their interest, which is the second step in the customer journey after awareness or attention (Doyle, 2011; Følstad & Kvale, 2018). Users are then expected to visit the ecommerce website and become desired in making a purchase, then do the action for purchase. This objective is aligned with the blog's goal of improving conversion rates by providing useful information to visitors and directing them to take the desired action, such as buying products from the ecommerce website (Bukalapak, 2022). Therefore, article content is considered to play a crucial role in increasing users' interest to reach the third stage of customer journey, which is desire. Users' trust in the platform and their intention to make purchases are influenced by the level of content quality (Mao et al., 2020).



**Figure 1.** Global Beauty Industry Market Growth 2015 – 2027 (bio USD)  
Source: (Statista, 2022)

The concept of information quality pertains to users' personal evaluation of whether the characteristics of the information meet their individual needs and intended usage (Jiang et al., 2021). When information effectively fulfills the requirements of users, it can be regarded as being of good quality (Sun et al., 2019). In the context of product reviews on article blogs, information is considered to be of good quality when it meets users' needs regarding information of evaluation and assessment of a specific product. It involves sharing opinions, experiences, and feedback about the product's features, performance, quality, and overall satisfaction. The multi-dimensional information provided in these reviews serves as valuable guidance for consumers in selecting suitable products (H. Wang & Wang, 2020). Hence, It is important for every article to enhance users' conversion by providing valuable information to visitors and directing them towards desired actions, such as making a purchase from the ecommerce website. Click intention can be used as a measure to assess whether article readers intend to visit the ecommerce website for a purchase or not (Urban et al., 2014).

There have been numerous studies related to product review, content quality and click

intention. For instance, Raposo Junior et al. (2022) demonstrated the influence of trust in product review blogs on users' purchase intentions, the study focused more on the variable of trust in product review blogs, rather than examining the quality of product reviews. Sun et al. (2019) identified 25 criteria and 165 indicators for evaluating the quality of online health information, the study only validated the use of indicators and criteria without utilizing them to demonstrate the relationship with click intention. Schultheiß et al. (2022) utilized indicators and criteria from Sun et al. (2019) but linked them with search engine optimization (SEO) outcomes instead of click intention. Aiolfi et al. (2021) investigated the impact of online behavior ads on click intention decisions and individual purchasing decisions, without specifically relating it to content quality.

From those studies, there is no clear result that stated the relationship between quality of product review article and click intention. This lack of clarity makes it difficult for ecommerce companies to justify investing in high-quality content to boost their traffic and purchases. Furthermore, the lack of clear definitions for content quality levels creates challenges for

conducting quality content audits. By addressing these issues, this study aims to provide insights and recommendations for improving ecommerce blog performance. This study is conducted to answer the following questions: (1) Does the quality of content in beauty product review articles on ecommerce blogs affect the click intention towards ecommerce websites? (2) What are the variables in the quality of content that affect the click intention? (3) How significant are these variables to the click intention? (4) Which variable has the most significant impact on the click intention?

### **LITERATURE REVIEW**

In the study conducted by Sun et al. (2019), criteria and indicators were utilized to assess the quality of online health information. These criteria are described as abstract and reflective of individual values and preferences, influencing decisions regarding information selection. Key criteria consist of trustworthiness, expertise, and objectivity. Indicators, on the other hand, are the specific features of information objects that trigger or support the application of these criteria. While criteria remain relatively stable, indicators can change over time due to technological advancements and evolving design preferences. Sun et al. (2019) identified three primary categories: source-related, content-related, and design-related indicators. Based on this explanation, the researchers opted to adopt the indicators employed by Sun et al. (2019) specifically for content related as the foundation for the independent variables in the study. These indicators are considered more representative and applicable for ecommerce companies to integrate into their business strategies, particularly in the content creation process for product review articles. Conversely, abstract criteria can be challenging to comprehend and translate into practical content production strategies. The researchers specifically selected content-related indicators, including Substance, Writing and language, Presentation of content,

References, Authorship, Audience, and Advertisements, from the eight indicators identified by Sun et al. (2019). There is also Date/Updating criterion from Sun et al. (2019), however it was excluded in this study, since it did not meet the requirement of having more than three relevant questions aligned with the indicators in the validity test.

### **The Effect of Objectivity in a Form of Substance, Presentation of Content and Advertisements on Click Intention**

Previous studies conducted on online product reviews and native advertising on social media have categorized content into two types: objective and subjective (de Vries et al., 2012; M. Kim et al., 2019; M. Kim & Lee, 2015; M. Kim & Song, 2018; Saenger & Song, 2019). Objective content consists of factual information and numerical data about product attributes, while subjective content encompasses evaluative opinions and emotional impressions about the product (Holbrook, 1978). It has been established in previous research that objective content is more verifiable compared to subjective content (Jain & Posavac, 2001; M. Kim & Lee, 2015). Promotional messages may also incorporate objective information regarding potential financial benefits that consumers can obtain, such as sweepstakes or discount offers (Gavilanes et al., 2018; M. Kim & Song, 2018). Consumers share and post these promotional messages to fulfill their own desires (Fu et al., 2017). Objective content is generally perceived as more credible and useful for evaluating product performance due to its verifiability. For instance, Kim et al. (2019) discovered that informative (objective) native advertising content on Facebook resulted in more positive brand evaluations compared to entertaining (subjective) content. According to Sun et al. (2019), substance and advertisement are content quality indicators that are determined by objectivity as the main evaluation criteria. Based on the aforementioned discussion, the researchers posit that objective content in product

review articles is influenced by the substance of the content itself. Which information or main ideas that the writer wants to convey to the readers. This includes facts, data, arguments, or perspectives discussed in the article. Then, the presence of objective advertisements, displayed or inserted within the article, includes images or text related to products or services offered by third parties. All of which impact the effectiveness of reader clicks. Consequently, the researchers propose the following hypotheses:

- H1: Substance in beauty product review articles on ecommerce blogs has a significant positive effect on click intention towards ecommerce websites.
- H2: Advertisements in beauty product review articles on ecommerce blogs have a significant positive effect on click intention towards ecommerce websites.

### **The Effect of Trustworthy and Expertise in a Form of References and Authorship on Click Intention**

Perceived advertising credibility pertains to how consumers perceive the believability and truthfulness of the content in advertisements (MacKenzie & Lutz, 1989). Aslam et al. (2016) and Lee & Hong (2016) state that effective emotional appeal has a positive impact on consumers' attitudes towards advertising. Gao & Zang (2016) as well as Y. Wang & Genç (2019), found in their research on mobile advertising that credible advertisements make consumers feel secure and have a positive impact on attitudes towards advertising. According to the source credibility model, the effectiveness of the message conveyed by the writer relies on consumers' perception of the content and the author expertise, trustworthiness, and attractiveness (Amos et al., 2008; Ohanian, 1991). As one of the factors that closely linked to credibility, expertise of a source is a primary factor in alleviating uncertainty when utilizing user reviews (Casaló et al., 2008; González-Rodríguez et al., 2016; Kucukusta et al., 2015). Prior research has examined the

connections between source expertise and the usefulness of electronic word-of-mouth (eWOM) (González-Rodríguez et al., 2016). Additionally, studies have investigated the impact of source expertise on consumers' intention to purchase (Zainal et al., 2017). Perceived trustworthiness of the sender is another factor that influences source credibility (Hovland et al., 1953). When the source is perceived as trustworthy, the credibility of the information is less likely to be doubted by the receiver (Sparkman Jr. & Locander, 1980). The trustworthiness of an information source and recommendation is determined by its validity, honesty, and relevance (Hovland & Weiss, 1951). Previous studies on electronic word-of-mouth (eWOM) have explored the impact of source trustworthiness on information usefulness (González-Rodríguez et al., 2016), intention to purchase (Zainal et al., 2017). According to Sun et al. (2019), presentation of content, references and authorship are content quality indicators that are determined by expertise and trustworthy as the main evaluation criteria. The researchers interpret that the presentation of the content, the structure of an article includes how paragraphs are organized, the use of titles and subtitles, headings, the use of lists or bullet points to highlight important information reflecting content expertise. Then, references or citations in the article, sources of information or reference materials used to support or validate the information presented in the article indicates the trustworthiness and expertise of source. Also, the author of the product review article, including their provided information credibility, includes the author's name, institutional affiliation, and author information interpreting both trustworthiness and expertise source. Those variables will influence the effectiveness of reader clicks. Therefore, the researchers proposes the following hypotheses:

- H3: Presentation of content in beauty product review articles on ecommerce blogs have a significant positive effect on click intention towards ecommerce websites.

H4: References in beauty product review articles on ecommerce blogs have a significant positive effect on click intention towards ecommerce websites.

H5: Authorship in beauty product review articles on ecommerce blogs has a significant positive effect on click intention towards ecommerce websites.

#### **The Effect of Understandability in a Form of Writing and Language on Click Intention**

The clarity of representational information, which signifies the extent to which information is presented in a clear manner, is also influenced by ease of understanding (Ghasemaghaei & Hassanein, 2019). Previous research has examined the effects of difficult-to-understand information on consumer behavior, such as their satisfaction. Tandon et al. (2017) found that the ease and usefulness of the information provided were related to user satisfaction. Kostyra et al. (2016) also found that users' understanding of products is based on the information provided in online reviews. On the other hand, advertisements that are congruent with the media content are processed more easily than irrelevant advertisements (Anderson, 1988). Empirical evidence has revealed that easily understood advertisements with relevant language reduce ad avoidance (Jung, 2017) and also result in more click-throughs (Li et al., 2012). According to Sun et al. (2019), writing and language is a content quality indicator that is determined by understandability as the main evaluation criteria. The researchers interpret that when an article's content is communicated in a language that readers can easily comprehend, the approach in delivering the content of the article to the readers. This includes the structure and writing style, the use of proper grammar, and the selection of appropriate words. It all can impact the effectiveness of reader clicks. Therefore, the researchers propose the following hypothesis:

H6: Writing and language in beauty product review articles on ecommerce blogs have a

significant positive effect on click intention towards ecommerce websites.

#### **The Effect of Relevancy in a Form of Audience on Click Intention**

Numerous studies concur that ad relevance is a key factor in the superiority of Online Behavioral Advertising (OBA) over non-personalized advertising (Aiolfi et al., 2021). According to Bellman et al. (2013), changes in ad relevance influence attention and exposure to the ad. This aligns with the likelihood elaboration model, which posits that the more personal and relevant an ad message is, the more likely it is to be noticed and, therefore, more effective (Petty et al., 1983). Thematic alignment between media content and advertising, referred to as relevance, can be conceptually defined as content directly linked to the identification and meaning of similar themes (Heckler & Childers, 1992). Drawing from schema theory, relevance aids in processing and ease of understanding as we encode and store our knowledge in associative networks (i.e., schemas). When consumers engage with media, the content activates relevant schemas and influences consumer thoughts in a specific thought pattern (Janssens et al., 2012). According to Sun et al. (2019), audience is a content quality indicator that is determined by relevancy as the main evaluation criteria. The researchers interpret that the relevance of the content in the beauty product review article will impact the effectiveness of reader clicks, translated to when the article mentions target readers relevant to the article's subject matter or the target audience intended by the author to read the article and can impact the effectiveness of reader clicks. Therefore, the researchers propose the following hypothesis:

H7: Audience in beauty product review articles on ecommerce blogs has a significant positive effect on click intention towards ecommerce websites.

Then, researchers adopted the method from

a study conducted by Aiolfi et al. (2021), that demonstrated acceptance and avoidance of online behavioral advertisement influence click intention and intention behavior, which are determinants of the success of data-driven digital advertising. Acceptance of online behavioral advertisement is derived from relevance, credibility, and perceived usefulness, which aligns with the quality criteria proposed by Sun et al. (2019) discussed earlier. Therefore, the variables related to content quality will be linked to click intention as depended variable.

### RESEARCH METHOD

Researchers used a survey with purposive sampling by conducting a semi experiment process, refer to Schultheiß et al. (2022) that used Sun et al. (2019) quality evaluation criteria to evaluate article content quality. Respondents will be provided with beauty product review articles in the form of links to Bukareview. The articles will be randomly shuffled from a sample of 126 Bukareview articles. Respondents are required to read the entire article, and once done, they are required to return to the survey form page to continue answering the questions. There is a manipulation check question to validate that each respondent has actually read the given article. Respondents will answer 41 questions related to the research variables of Substance, Writing and language, Presentation of content, References, Authorship, Audience, and Advertisements. The researcher uses a Likert scale ranging from 1 to 5. The researcher provides a stimulus by providing question instructions along with visual stimuli as aids then provided

by single indicators to capture click intention response, referenced from the study by (Aiolfi et al., 2021). The researchers employed the options of "yes" and "no" to measure the respondents' click intention response. This approach is based on a study by H. Kim & Huh (2017), where behavioral responses to advertisements were assessed using a single yes or no question.

The participants of respondents included in the sample are females who have experience in using makeup or beauty products. Additionally, they should have a history of searching for makeup or product reviews online, which can include various sources such as articles, news, blogs, forums, and other relevant platforms. These criteria ensure that the selected participants have relevant knowledge and experience in the subject matter, making them suitable for the research study and collecting 225 sample data. The researcher used logistic regression analysis by examining click intention as an event, since researchers using binary value for click intention. Referred to H. Kim & Huh (2017) study, on exploring how consumers react to online behavioral advertising (OBA), using logistic regression analysis. The researchers performed composite score processing for the existing independent variables by averaging all the indicator values for each independent variable. This way, researchers can have a single composite score that is more reliable compared to a single indicator in measurement (Graham et al., 2011). Table 1 shows the variables with indicators used and relative measures of reliability and validity.

**Table 1.** Variable and Indicator Summary

Variable	Indicator	Load Factor	Cronbach's $\alpha$
Substance (S)	1 Clinically proven (+)	0.790	0.937
	2 Statistics and numbers (+)	0.771	
	3 Objective facts (+)	0.689	
	4 Unproven and uncertain scientific information (+)*	0.794	
	5 Potential side effects (+)	0.605	
	6 At the right level of complexity and depth (+)	0.702	
	7 In-depth information (+)	0.666	
	8 The right amount (+)	0.623	
	9 Too much text (+)*	0.632	
	10 Specific and detailed (+)	0.702	

	11 Verified by general practitioners or other health professionals (+)	0.797	
	12 Endorsed by celebrities (+)	0.696	
	13 Amount of investment on an intervention (+)	0.778	
	14 Copyright information (+)	0.776	
	15 Local support and contact information (+)	0.781	
	16 Biased or misleading (+)*	0.727	
Writing and language (WL)	17 Spelling and grammar errors (+)*	0.792	0.800
	18 Professional writing (+)	0.748	
	19 Use simple, plain, straightforward, and clear language (+)	0.818	
	20 Familiar sounding and inclusive language (+)	0.730	
Presentation of content (PC)	21 Prioritizing content (+)	0.696	0.823
	22 Structure of scientific papers: general approaches and research design (+)	0.786	
	23 Structure of scientific papers: presence of variables or factors (+)	0.835	
	24 Structure of scientific papers: research purposes (+)	0.818	
	25 Presence of an informative title (+)	0.684	
References (R)	26 Links to original documents (+)	0.800	0.882
	27 Number of references included (+)	0.866	
	28 Reference to scientific publications (+)	0.923	
	29 Reference to a credible person (+)	0.864	
	30 Reference to a specific project or institution (+)	0.664	
Authorship (AT)	31 Reference to previous work or curriculum vitae (+)	0.834	0.859
	32 Health professionals (+)	0.919	
	33 Journalists (+)	0.796	
Audience (AU)	34 Targeted to geographical location (+)	0.796	0.873
	35 Translated information (+)	0.825	
	36 Targeted to professions (+)	0.865	
	37 Targeted to age group (+)	0.771	
	38 Written for the most educated audience (+)	0.771	
Advertisements (AD)	39 Presence of ads (-)	0.839	0.723
	40 Pushing to sell something (-)	0.858	
	41 The appearance of commercial links (-)	0.727	
Click intention (CI)	42 Intention to visit ecommerce website (+)	-	-

(-) = Indicates a negative contribution to the variable.

(+) = Indicates a positive contribution to the variable.

(+)\* = Indicates a change from a negative contribution to a positive contribution, as the question was modified by the researcher to be a positive question and facilitates the respondent's answer.

## RESULT AND DISCUSSION

The result of logistic regression analysis divided into several part. First is related to the overall model fit analysis. Second, showing the result of model goodness-of-fit. Third, the result of partial hypothesis test. The overall model fit analysis is based on the -2Log likelihood values by comparing step 0 with step 1. It is observed that there is a decrease in the -2Log likelihood value in step 1 compared to step 0. In step 0, the -2Log likelihood value is 297.324 in the first iteration and remains constant in subsequent iterations. However, in step 1, a significant decrease in the -2Log likelihood value is observed, from 243.089 in the first iteration to 238.099 in the final iteration, indicating a better fit. The coefficients of the variables in step 1 also show stability after a few iterations. This suggests that adding these variables significantly improves the logistic regression model. To assess the overall model fit, we compare the -2Log likelihood value with

the Chi-Square Table. With a sample size of 225 and 7 independent variables, the degrees of freedom (DF) is 218. Comparing the -2Log likelihood values of step 0 and step 1 with the Chi-Square Table value, we find that step 0 is not a good fit while step 1 is a good fit. In simpler terms, the model with step 1 variables provides a better fit for predicting logistic regression outcomes compared to step 0 variables. The stability of the coefficients and the comparison with the Chi-Square Table confirm the model's reliability and goodness of fit.

Table 1. Overall Model Fit Test

	Iteration	-2 Log likelihood
Step 0	1	297.324
	2	297.318
	3	297.318
Step 1	1	243.089
	2	238.283
	3	238.1
	4	238.099
	5	238.099

Source: Processed data by researchers



Next, there are measures of model goodness-of-fit, namely Cox & Snell R Square and Nagelkerke R Square. Cox & Snell R Square is a measure that indicates how well the independent variables can explain the variation in the dependent variable in the logistic regression model. In this output, Cox & Snell R Square has a value of 0.231, indicating that the independent variables in the model can explain about 23.1% of the variation in the dependent variable. Nagelkerke R Square is also a similar measure of model goodness-of-fit. The Nagelkerke R Square value in this output is 0.316, indicating that the logistic regression model can explain about 31.6% of the variation in the dependent variable. The analysis results can be seen in Table 3.

**Table 3.** Nagelkerke R Square Test

	<b>-2 Log likelihood</b>	<b>Cox &amp; Snell R Square</b>	<b>Nagelkerke R Square</b>
Step 1	238.099	0.231	0.316

Source: Processed data by researchers

In the partial hypothesis testing analysis, the Wald Test of the logistic regression analysis was used to determine the significance of the relationships between the independent variables (Substance, Writing And Language, Presentation of Content, References, Authorship, Audience, Advertisement) and the dependent variable (Click Intention).

The Substance variable has a coefficient (B) of 1.203 with a standard error (S.E.) of 0.424. The Wald test shows a Wald statistic value of 8.039 with 1 degree of freedom (df) and a p-value (Sig.) of 0.005. Since the p-value is less than 0.05, there is sufficient evidence to accept the hypothesis. This indicates that Substance has a significant positive relationship with Click Intention. The Exp(B) value of 3.329 indicates that for every 1 unit increase in Substance, the odds of Click Intention increase by 3.329. The 95% confidence interval for Exp(B) is between 1.450 and 7.645. The Advertisement variable has a coefficient (B) of 0.092 with a standard error (S.E.) of 0.200.

The Wald test shows a Wald statistic value of 0.214 with 1 degree of freedom (df) and a p-value (Sig.) of 0.644. Since the p-value is greater than 0.05, there is not enough evidence to accept the hypothesis. Therefore, there is no significant relationship between Advertisement and Click Intention. The Presentation of Content variable has a coefficient (B) of 0.712 with a standard error (S.E.) of 0.350. The Wald test shows a Wald statistic value of 4.145 with 1 degree of freedom (df) and a p-value (Sig.) of 0.042. Since the p-value is less than 0.05, there is sufficient evidence to accept the hypothesis. This indicates that Presentation of Content has a significant positive relationship with Click Intention. The Exp(B) value of 2.038 indicates that for every 1 unit increase in Presentation of Content, the odds of Click Intention increase by 2.038. The 95% confidence interval for Exp(B) is between 1.027 and 4.043. The References variable has a coefficient (B) of -0.209 with a standard error (S.E.) of 0.299. The Wald test shows a Wald statistic value of 0.490 with 1 degree of freedom (df) and a p-value (Sig.) of 0.484. Since the p-value is greater than 0.05, there is not enough evidence to accept the hypothesis. Therefore, there is no significant relationship between References and Click Intention.

The Authorship variable has a coefficient (B) of 0.515 with a standard error (S.E.) of 0.260. The Wald test shows a Wald statistic value of 3.930 with 1 degree of freedom (df) and a p-value (Sig.) of 0.047. Since the p-value is less than 0.05, there is sufficient evidence to accept the hypothesis. This indicates that Authorship has a significant positive relationship with Click Intention. The Exp(B) value of 1.674 indicates that for every 1 unit increase in Authorship, the odds of Click Intention increase by 1.674. The 95% confidence interval for Exp(B) is between 1.006 and 2.785. The Writing and Language variable has a coefficient (B) of 0.437 with a standard error (S.E.) of 0.330. The Wald test shows a Wald statistic value of 1.752 with 1

degree of freedom (df) and a p-value (Sig.) of 0.186. Since the p-value is greater than 0.05, there is not enough evidence to accept the hypothesis. Therefore, there is no significant relationship between Writing and Language and Click Intention. The Audience variable has a coefficient (B) of -0.697 with a standard error (S.E.) of 0.282. The Wald test shows a Wald statistic value of 6.102 with 1 degree of freedom (df) and a p-value (Sig.) of 0.014. Since the p-value is less than 0.05, there is sufficient evidence to reject the hypothesis. This indicates that Audience has a significant negative relationship with Click Intention. The Exp(B) value of 0.498 indicates that an increase in Audience will decrease the odds of Click Intention by 0.498. The 95% confidence interval for Exp(B) is between 0.287 and 0.866. Therefore, based on the results of the partial hypothesis testing analysis, Substance, Presentation of Content, and Authorship have a significant positive relationship with Click Intention, while Writing And Language, References, Audience, and Advertisement do not have a significant relationship with Click Intention. The detailed results of the Wald test can be seen in Table 4.

From the hypothesis testing results, it has been presented that hypotheses H1, H3, and H5, specifically the variables Substance, Presentation of content, and Authorship, have a significant influence on click intention. This finding is consistent with the study by (Sun et al., 2019),

which also identified three main criteria in determining content quality: trustworthiness, expertise, and objectivity. These three criteria are closely related to the aforementioned variables. The indicators of the Substance variable primarily reflect trustworthiness and objectivity. Meanwhile, Presentation of content and Authorship reflect expertise and trustworthiness.

For H1, the Substance variable, the researchers argue that the main information or ideas conveyed in the article have a significant influence on click intention. When a product review article presents strong substance, such as accurate facts, relevant data, persuasive arguments, or interesting perspectives, readers are more likely to be interested and motivated to click further towards the ecommerce website. For H3, the Presentation of content variable, the researchers argue that the way content is presented in the article, including paragraph structure, use of titles and subtitles, labels, and the use of lists or key points, also has a significant influence on click intention. If the article is organized with proper grammar, appealing titles, and the use of key points to highlight relevant information, including factors, variables, review methods, and the purpose of the review, readers will be more interested and inclined to click further towards the ecommerce website. For H5, the Authorship variable, the researchers argue that the identity of the author, including the author's

**Table 4.** Hypothesis Test (Wald Test)

Hypothesis	B	Wald	S.E.	df	Sig.	Exp(B)	95% C.I.for EXP(B)		Result
							Lower	Upper	
S → CI	1.203	8.039	0.424	1	0.005	3.329	1.45	7.645	Accepted
AD → CI	0.092	0.214	0.2	1	0.644	1.097	0.741	1.623	Rejected
PC → CI	0.712	4.145	0.35	1	0.042	2.038	1.027	4.043	Accepted
R → CI	-0.209	0.49	0.299	1	0.484	0.811	0.451	1.458	Rejected
AT → CI	0.515	3.93	0.26	1	0.047	1.674	1.006	2.785	Accepted
WL → CI	0.437	1.752	0.33	1	0.186	1.547	0.811	2.954	Rejected
AU → CI	-0.697	6.102	0.282	1	0.014	0.498	0.287	0.866	Rejected

Source: Processed data by researchers

name, institutional affiliation, and other author information, also significantly influences click intention. When readers feel confident and trust the author or writing team responsible for the article, they are more likely to click further towards the ecommerce website. This can be related to the author's reputation, expertise, or experience, which can influence reader trust. This also includes objective content and the presentation of content that reflects the author as a credible person with expertise in writing product reviews, especially for beauty products.

As for the other hypotheses, H2, H4, H6, and H7, namely the variables References, Advertisements, Writing and language, and Audience, they do not have a significant influence on click intention. There are several general opinions from researchers regarding the non-acceptance of these hypotheses. First, this may be due to differences in reader habits between product review articles, particularly for beauty products, and other informational content such as digital ads or health articles. Readers may disregard the existence of advertisements, writing style, or reference sources as determining factors for click intention. For example, readers have different expectations for articles that are explicitly created for promotion and hard selling compared to product reviews. Second, other factors such as subject knowledge, product relevance, and brand relevance in relation to the reviewed beauty products play a role. If there is a mismatch between the reader's profile or unfamiliarity with the advertised products, it can impact click intention. According to Aiolfi et al. (2021), this is a consequence of the fact that perceived usefulness of ads can be influenced by the user's familiarity level with the context in which personalized ads are inserted. According to H. Kim & Huh (2017), the views and opinions of individuals regarding the safety of the online environment and practices related to online advertising may differ from those held by the general population, which can influence the

generalizability of the findings. For example, respondents are presented with beauty products under the brand SKINTIFIC, but they are not familiar with the brand or have no intention to purchase the products. Third, this is consistent with the Nagelkerke R-Square value in this research model, which is 0.316, indicating that the logistic regression model can explain about 31.6% of the variation in the dependent variable. Therefore, there is 68.4% of other factors outside the model that influence click intention.

For H2, the Advertisements variable, the researchers argue that whether there is a push or stimulus towards readers to buy the reviewed products or not, it will not significantly influence click intention. The most important aspect is the content of the article itself, which will make readers have an organic click intention towards the ecommerce website to purchase the products. The relevance of the call to action and its placement within the article content is also important. If the ad is not directly related to the products discussed in the article or placed in an unstrategic or unappealing position, readers are likely to ignore the call to action. Thus, the impact of Advertisements on click intention becomes less significant. For H4, the References variable, the researchers argue that beauty product review articles generally differ from general health information articles, which heavily rely on reference sources as a point of reference. Beauty product review articles are more based on the personal experience of the writer in using the reviewed products, although there may be some product data that the writer can include as reference sources, it is not the main focus. Therefore, readers of beauty product review articles do not consider complete reference sources as a significant criterion for click intention. Other factors such as the credibility of the reference sources, information relevance, or reader trust in the products may have a more dominant influence on click intention. Hence, the direct influence of using References on click

intention may not be particularly noticeable or significant. For H6, Writing and language, there are many criteria related to understandability, which are ranked 6th in evaluating the quality of article content (Sun et al., 2019) and not considered as primary criteria. Therefore, readers of beauty product review articles do not consider language or writing style as a significant criterion for click intention. The researchers also argue that respondent characteristics in the study can influence the non-significant results. If respondents have specific preferences or habits related to language or writing style in the articles they read, it will affect the non-significant results of the study. For H7, the Audience variable, the hypothesis testing results show a significant negative relationship with click intention. This can be interpreted that explicitly mentioning the target audience in the article content will have a negative impact on click intention. The researchers argue that mentioning the targeted readers such as geographic location, profession, and age within the article content will reduce the stimulus for readers to make a purchase, in other words, decreasing click intention. Especially if the reader's profile does not align with the target audience mentioned in the article. This becomes another factor that influences the click intention variable.

## **CONCLUSION**

This research aimed to examine the relationship between the quality of beauty product review articles and click intention on ecommerce websites. A study was conducted with 225 Indonesian females to assess how the quality of beauty product review content on an ecommerce blog influences users' intention to click on the ecommerce website. Logistic regression analysis revealed that several variables, including Substance, Writing and Language, Presentation of Content, References, Authorship, Audience, and Advertisement, had a significant impact on click intention. These variables were derived from mapping indicators based on the evaluation

criteria for online health information quality. This research fills the gap in understanding the quality of product article review content and its impact on click intention. The findings suggest that substance, presentation of content, and authorship are key variables that positively influence click intention, emphasizing the importance of high-quality content. The study confirms that content quality, characterized by trustworthiness, expertise, and objectivity, is crucial in motivating readers to click on links. However, the study also reveals that certain factors like writing and language, references, and advertisement do not significantly impact click intention. Surprisingly, clearly mentioning the target audience within beauty product review articles on ecommerce blogs may lower click intention. These implications enhance our understanding of content quality's role in achieving click intention goals and offer guidance for ecommerce companies to optimize their content strategies.

researchers conducted direct interviews with the respondents. This allowed the researchers to ensure that each respondent read the given articles and directly observe their responses to the evaluation of content quality. Further exploration was conducted regarding the criteria for evaluating the quality of content, specifically for product review articles, which could potentially yield more accurate results than the current study. Product review articles were selected for products that were familiar to specific respondents to provide better accuracy when assessing click intention. A variety of product review articles from various ecommerce blog sources were utilized to ensure that the sample articles used were diverse in terms of content quality.

## **MANAGERIAL IMPLICATION**

Ecommerce companies can focus on improving the quality of product review article content, namely Substance, Presentation of content, and

Authorship. Ecommerce companies need to ensure that product review article content has strong substance. This can be achieved by presenting evidence-based information supported by objective clinical and statistical data. Avoiding unproven or uncertain scientific information is also important to maintain content accuracy and objectivity. In-depth content that provides relevant information and is well-structured will enhance consumer understanding and trust. Ecommerce companies should pay attention to the structure and layout of product review article content. Paying attention to paragraph organization, the use of titles, subheadings, and key points will help improve consumer understanding. Providing informative and clear

titles, as well as avoiding the use of unclear or non-transparent personal experiences, is also crucial in enhancing consumer understanding and trust. Authors or author teams responsible for product review articles need to consider factors that enhance consumer trust. This can be done by explicitly listing the author's name and credentials, as well as referencing previous works or curriculum vitae as references. Including the author's photo can also enhance trust and transparency. Maintaining author expertise by involving healthcare or cosmetic professionals and avoiding authors solely focused on economic gain or with questionable affiliations is also important in building consumer trust.

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