

INFLUENCE ONLINE *CUSTOMER* REVIEW OF CONSUMER PURCHASE DECISIONS IN *MARKETPLACE* SHOP IN SHOPEE

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Abstract

The purpose of this study is to determine the effect Online Customer Review Against Consumer Purchasing Decisions on Marketplace Shopee at Tembilahan. The approach used in this research is a quantitative approach using non probability sampling as its sampling technique and method purposive sampling. The sample in this study were 90 respondents, with data collection techniques through questionnaires and data analysis using SPSS version 24. Data analysis in this study used Descriptive Statistical Tests, Validity Tests, Reliability Tests, Classical Assumptions Tests and Simple Linear Regression Analysis with Coefficients of Determination and t test The results of the data analysis show that there is an online influence Customer Review on consumer purchasing decisions. From the test results of the coefficient of determination, it can be seen that the R square is 0.347 or 34.7%. The t test proves that the Variable Online Customer Review (X) is a variable that has a positive and significant effect on consumer purchasing decisions (Y) on Marketplace Shop at Tembilahan

1. INTRODUCTION

Background problem

In accordance with the explanation of Liu and Tsai (2010), technological advances from the internet have caused changes in consumer lifestyles. The change in question is that consumers begin to shift the way they shop for a product. Consumers are now more interested in online shopping activities. The large number of internet users has caused various changes in behavior in Indonesian society. Behavior that is starting to change, namely shopping activities for a need, shifts from buying goods directly to the store to buying goods online in the marketplace.

Buying and selling activities in the marketplace are carried out by members of the marketplace such, meanwhile the marketplace has a duty as a provider of a place to bring together buyers and sellers in cyberspace. Other services offered by marketplace and being a service preferred by consumers is providing an additional layer of security for every transaction that occurs, such as the various payment systems provided. Party Marketplace will be a third party who receives payment and maintains it until the product has been sent by the seller and received by the buyer. After the delivery process is complete and the buyer declares the goods received are in accordance with the product description offered, after that the payment money is forwarded to the seller.

There is a phenomenon where the market share of online shopping applications is not only from a few circles, but almost everyone is familiar with and uses online shopping applications, especially among students who often make transactions online. Students and students like practical things and they prefer to follow trends, with a moderate online site trend. Currently, there have been many online shopping applications that are quite popular, one of which is Shopee. Online shopping and offline shopping have a striking difference. The difference in question is the ability of prospective consumers to assess a product that they want to buy. Prospective consumers who shop online cannot inspect directly the goods to be purchased. Prospective consumers rely on the seller's description of the product being sold with a description of the product and product images provided by the seller. Prospective online consumers have another way of assessing a product or service by seeking information about reviews given by other consumers who have purchased the product or service. In contrast to potential consumers who do it offline. Prospective consumers can see directly the products offered so that they can provide an assessment of these products directly and become a factor influencing consumer purchasing decisions.

Based on this phenomenon, there is a marketing strategy in the marketplace that can be a major consideration for potential customers to make transactions online, one of which is features *Online Customer Review*. Features that can help potential customers to help provide an assessment of a product, namely online customer reviews. Online Features Customer Reviews are created so that consumers who have purchased a product can share their experiences regarding service quality and product quality purchased so that potential customers who will buy the same product get Online Customer Reviews, which are reviews given by consumers related to information from evaluating a product about various aspects (Mo, Z., Li, Y. & Fan 2015). Information using this feature. Consumer purchasing decisions will depend on positive and negative reviews or comments from online shoppers.

Consumer purchasing decisions on online sites are often influenced by many factors. When potential consumers are faced with product offerings on the market, then potential consumers will think whether the product is needed or not and whether the product can provide benefits. Next, if potential consumers feel the need to buy, then potential consumers will seek information about these items from various sources, one of which is online customer reviews given to consumers who have made purchases at the same seller where the potential consumer wants to buy the product.

Competition between marketplaces in Indonesia is very tight. Currently, there are four players trying to be the best. The four marketplaces are Shopee, Tokopedia, Lazada and Bukalapak. Snap Cart is a company that provides various data for various companies conducting surveys related to competition marketplace in Indonesia.

The following are the results of an online survey involving 870 respondents in Indonesia in September 2021 via the Snapcart application:

Table 1. Marketplace Competition in Indonesia

No	Marketplace	Users (%)	Brand Awareness (%)
1	Shopee	86%	54%
2	Tokopedia	57%	25%
3	Lazada	35%	6%
4	Bukalapak	14%	1%

Source: Snapcart 2021

Based on the data above and Snap Cart's online survey research, Shopee is the first most used marketplace and has the highest level of awareness brand which is high compared to Tokopedia, Lazada, and Buka lapak. This happened because of the implementation of the strategy carried out by Shopee.

Seeing the importance of online *customer review* in influencing online purchase decision-making, the researcher considers that this topic is interesting to research on one of the marketplaces in Indonesia, namely Shopee.

Problem Formulation

Based on this background, the problem can be formulated as follows:

- 1) Is *Online Customer Review* effect on consumer purchasing decisions on the Shop marketplace in Tembilahan ?
- 2) How influence *Online Customer Review* on Consumer Purchasing decisions on the Shop Marketplace in Tembilahan ?

Research purposes

Based on the background and formulation of the problem, the goal to be achieved is to determine the effect of *Online Customer Review* on consumer purchasing decisions on the Shop Marketplace in Tembilahan.

2. LITERATURE REVIEW

Ecommerce is a transaction process of goods or services through an information system that utilizes information technology (Sidharta & Suzanto, 2015). *Ecommerce* is defined as a commercial transaction involving the exchange of value carried out using digital technology between individuals (Laudon and Traver, 2017). *Ecommerce* classified into six types of models, namely: (1) *Business to Business* (2) *Business to Consumer* (3) *Consumer to Consumer* (4) *Mobile e-commerce* (5) *Social e-commerce* (6) *Local e-commerce*.

Marketplace (market place) is a place where buyers and sellers meet to exchange goods and services for money or for other goods and services in real terms. According to Brunn et al. (2002), *e-marketplace* is an electronic business community platform that provides a marketplace where companies can take part in B2B e-commerce or other activities-business other.

Online customer review as information for buyers about products which are reviews from consumers to sellers or online stores that contain information related to the evaluation of a product after

consumers make a purchase (Iduozee, 2015). Menurut Mo, Z., Li, Y. & Fan (2015) *online customer reviews* are reviews given by consumers related to information from evaluating a product on various aspects, with reviews and experiences written by consumers who have purchased products from online sellers, potential consumers can get information about the quality of the product they are looking for from these reviews. I

Indicator of *Online Customer Review* namely: (1) perceived benefits (2) source credibility (3) argument quality (4) valence (5) number of reviews. According to Buchari Alma (2014) purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, *physical evidence*, *people* and process. So as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased. According to Kotler & Armstrong (2016) defines purchasing decisions as follows: *Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants*. Which means the purchase decision is part of behavior Consumers is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants.

Purchasing decision indicators (Kotler and Armstrong, 2012) include: (1) Recognizing Needs (2) Information Search (3) Alternative Evaluation (4) Purchase Decision (5) Behavior post purchase. Based on the description above, the research concept framework can be compiled as follows:

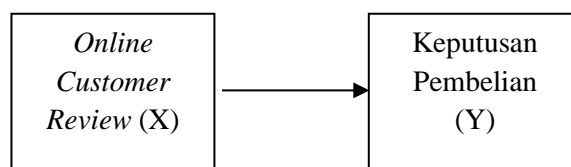


Figure 1 : Research Thinking Framework

Based on the research concept framework above, the research hypothesis is structured as follows:

H_a : There is influence *Online Customer Review* on consumer purchasing decisions on *Marketplace* Shopee at Tembilahan.

H₀ : There is no influence *Online Customer Review* on consumer purchasing decisions on *Marketplace* Shopee at Tembilahan.

3. RESEARCH METHODS

The approach used in this research is a quantitative approach. The quantitative approach is an approach whose research data is in the form of numbers and analysis using statistics (Sugiyono, 2016). The data obtained in this study are in the form of numbers using a questionnaire as a means of collecting data from respondents and conducting data analysis to obtain conclusions. This research was conducted from January to April 2023 in Tembilahan. The population in this study are all Tembilahan consumers who have shopped through marketplace Shopee. The sample in this study were 90 respondents with sampling using Bailey's Theory that for research with unknown population and sample size the minimum sample size is 30. The sampling technique in this study used non *probability sampling*, namely a sampling technique that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample. The type of method to be used is purposive *sampling* is a sample selection method based on certain criteria (Suliyanto, 2018).

The criteria set by the author as a respondent or respondents who have shopped through marketplace Shopee at least twice, the minimum age is 18 years and the respondent is from Tembilahan. Data collection used a questionnaire consisting of 26 statement items using the Google form

tool to distribute the questionnaire online with a link <https://surveyheart.com/form/63d774b2393c6153cf9a944f>. The measurement method uses a Likert scale with answer choices with a value of 5 Strongly Agree (SS), 4 Agree (S), 3 Neutral (N), 2 Disagree (TS), 1 Strongly Disagree (STS). The data analysis technique in this study was statistics using the SPSS Version 24 analysis tool using the simple linear regression analysis method, test statistics descriptive, validity test, reliability test, classic assumption test, t test, and test the coefficient of determination (R^2).

4. RESULTS AND DISCUSSION

Data analysis using SPSS showed the results that all questionnaire statement items were stated as instrument valid and reliable. In the Kolmogorov-Smirnov normality test it shows that the significance value is $0.687 > 0.05$, it can be stated that the residual value is reliability normal. The linearity test shows a sig.linearity result of $0.000 < 0.05$, so there is a linear relationship between the independent variables and the dependent variable. Data analysis by test hypothesis namely the t test and simple linear regression are explained as follows:

Table 2. T Test and Simple Linear Regression

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.814	4.248		4.429	.000
Online customer review	.486	.071	.589	6.833	.000

a. Dependent Variable: Purchase decision

Source: data processed by SPSS (Version 24), 2023

From the data above it is known that the significant value is $0.000 < 0.05$, meaning that the sig value is smaller than the probability value of 0.05, then H_0 rejected and H_a accepted, variable X has a t count of 6.833 with a t table of 1.661. So $t_{count} X 6.833 > t_{table} 1,661$. This proves that variable *Online Customer Review* is a variable that influences consumer purchasing decisions in *Marketplace* Shopee at Tembilahan. The relationship between the dependent variable and the independent variable can be formulated into the following equation:

$$\begin{aligned} \text{Formula : } Y &= \alpha + \beta X + \epsilon \\ Y &= 18,814 + 0,486 X + \epsilon \end{aligned}$$

The simple linear regression equation above, there is a value coefficient the regression of the independent variable X is positive. Coefficient positive value indicates that the direction of a positive relationship between *Online Customer Review* with Consumer Purchasing Decisions On *Marketplace* Shopee at Tembilahan. Coefficient determinants essentially measure how far the ability of the model in explaining the variation of the dependent variable, presented in the following table:

Table 3. Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.339	3.648

a. Predictors: (Constant), Online customer review

Source: SPSS processed data (Version 24), 2023

Based on the table above shows the value R Square of 0.347 or 34.7%. This means that the purchase decision variable is influenced by customer review by 34.7% and the remaining 65.3% is influenced by other variables that are not included in this research variable. It means variable online *customer review* has little effect on the purchasing decisions of prospective customers marketplace Shopee where more and more positive reviews of online *customer review* positive given by consumers who have purchased these products will influence potential consumers to make purchases, and consumer attitudes marketplace Shopee is not dominantly determined by online *customer review*.

5. CONCLUSION

Based on the results of research and discussion in this study it can be concluded based on the results hypothesis this research shows that *Online customer reviews have a significant positive effect on purchasing decisions on marketplace Shopee at Tembilahan.*

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