

THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASING DECISIONS AT THE SHOPEE MARKETPLACE

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Abstract

This study aims to analyze the effect of online customer reviews and online customer ratings on purchase decisions on the Shopee marketplace, case study of active students of management program year 2019-2022, University of Dharmas Indonesia. The research method used is quantitative research by collecting data through questionnaires distributed to respondents. Data analysis techniques in this study are validity test, reliability test, normality test, multiple linear regression test, coefficient of determination test (R^2), simultaneous significance test (f -test), and partial hypothesis test (t -test). The results of this study show that online customer reviews and online customer ratings have significant effect on purchase decisions. The result shows that the online customer reviews and online customer ratings simultaneously have significant effect on purchase decisions by f -test $>$ f -table ($85.757 > 3,07$). The result also shows that the online customer reviews and online customer ratings partial have significant effect on purchase decisions at marketplace shopee

INTRODUCTION

The rapid development of technology in today's modern era has caused a

shift in human behavior, one of which is in terms of shopping. With internet technology, whether consciously or unconsciously, it has changed the lifestyle of people who were used to making purchases through offline shops to purchasing through online shops.

Currently, consumers or prospective buyers can shop easily through various marketplace applications on smartphones or tablets. According to (Sofiani & Nurhidayat, 2019), a marketplace is a virtual market where sellers and buyers meet and conduct various types of transactions. One of the most widely used marketplaces is Shopee. According to data compiled by iPrice, in the second quarter of 2022 Shopee had an average of 131.3 million website visitors per month (databoks.kata data.co.id).

The difference between offline and online shopping is the ability of customers to assess a product. In an offline shop, prospective buyers can see or touch the product directly. Whereas in online shops, prospective buyers cannot see the products they will buy directly and are usually only assisted by pictures or descriptions provided by the seller (Farki et al., 2016).

Based on this phenomenon, there are marketing strategies in the marketplace that can be the main consideration for potential customers to make online purchases. The strategy is to provide features that can help potential customers to help rate a product, namely online customer reviews and online customer ratings (Dzulqarnain, 2019).

According to (Auliya et al., 2017) online customer reviews are reviews provided by consumers related to information from evaluating a product about various aspects, with this information, consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have purchased products from online sellers.

Rating can be interpreted as an assessment of the user's preference for a product against their experience referring to the psychological and emotional state they live in when interacting with virtual products in a dimensional environment (Farki et al., 2016).

Customer purchasing decisions in a marketplace are often influenced by many factors. When potential customers are faced with product offers on the market, they will think about whether the product is needed or can provide benefits. Next, if potential customers feel the need to buy, then potential customers will look for information about the product from various sources, one of which is through online customer reviews and online customer ratings given by previous consumers.

Several researchers have conducted studies on the relationship between online customer reviews and online customer ratings and consumer purchasing decisions. The results of research found by (Peres, 2021) with the title "The influence of online customer reviews, online customer ratings and online trust on purchasing decisions through the shopee marketplace (study on teenage online shop shopee customers)" explain that online customer reviews and online customer ratings have a positive and significant effect on purchasing decisions for Shopee marketplace users.

This is inversely proportional to the results of research conducted by (Anna Irma rahmawati, 2021) with the title "The influence of online customer reviews, online customer ratings and trust on online purchasing decisions through the shopee marketplace, a case study of FEB students at PGRI Semarang University)" explaining that online customer reviews and online customer ratings have no effect on online purchasing decisions through the shopee marketplace.

Based on the above description, there are different research results from the variables of online customer review and online customer rating on purchasing decisions. This is interesting to be researched again.

RESEARCH METHOD

This study uses a type of Quantitative research. Because in this study it describes a variable, symptom or situation under study as it is and uses numerical data obtained from a questionnaire. The population in this study were active students of management program year 2019-2022 University of Dharmas Indonesia with a total of 182 people. Sampling was carried out in

this study using purposive sampling method. In determining the sample in this study, researchers used the Slovin formula with an error rate of 5%, so the sample obtained was 125 people.

RESULT AND DISCUSSION

1. Validity Test

Table 1. Online Customer Review Validity Test Results(X1)

| Variables | question items | r-count | r-table | Description |
|---|----------------|---------|---------|-------------|
| <i>online customer review</i> X1 | X1. 1 | 0,715 | 0,175 | Valid |
| | X1. 2 | 0,809 | 0,175 | Valid |
| | X1. 3 | 0,558 | 0,175 | Valid |
| | X1. 4 | 0,771 | 0,175 | Valid |
| | X1. 5 | 0,589 | 0,175 | Valid |
| | X1. 6 | 0,726 | 0,175 | Valid |
| | X1. 7 | 0,716 | 0,175 | Valid |
| | X1. 8 | 0,712 | 0,175 | Valid |
| | X1. 9 | 0,675 | 0,175 | Valid |
| | X1.10 | 0,721 | 0,175 | Valid |

(Source : Data processed with SPSS .2023).

Based on the table above, it can be seen that all statement items for the online customer review variable (X1) with $r\text{-count} > r\text{-table}$ (0.175). It can be concluded that the question items for the online customer review variable (X1) are valid.

Table 2. Online Customer Rating Validity Test Results (X2)

| Variables | question items | r-count | r-table | Description |
|--|----------------|---------|---------|-------------|
| <i>online customer ratings</i> X2 | X2. 1 | 0,725 | 0,175 | Valid |
| | X2. 2 | 0,789 | 0,175 | Valid |
| | X2. 3 | 0,696 | 0,175 | Valid |
| | X2. 4 | 0,737 | 0,175 | Valid |
| | X2. 5 | 0,612 | 0,175 | Valid |
| | X2. 6 | 0,775 | 0,175 | Valid |
| | X2. 7 | 0,653 | 0,175 | Valid |
| | X2. 8 | 0,747 | 0,175 | Valid |

| | | | | | |
|--|--------|-------|-------|-------|--|
| | X12. 9 | 0,762 | 0,175 | Valid | |
| | X2. 10 | 0,561 | 0,175 | Valid | |

(Source : Data processed with SPSS .2023).

Based on the table above, it can be seen that all statement items for the online customer rating variable (X2) with $r\text{-count} > r\text{-table}$ (0.175). It can be concluded that the question items for the online customer rating variable (X2) are valid.

Table 3. Purchasing Decision Validity Test Results (Y)

| Variable | question items | r-count | r-table | Description |
|------------------------------|----------------|---------|---------|-------------|
| Purchasing Decision Y | Y1 | 0,672 | 0,175 | Valid |
| | Y2 | 0,540 | 0,175 | Valid |
| | Y3 | 0,682 | 0,175 | Valid |
| | Y4 | 0,692 | 0,175 | Valid |
| | Y5 | 0,744 | 0,175 | Valid |
| | Y6 | 0,700 | 0,175 | Valid |
| | Y7 | 0,767 | 0,175 | Valid |
| | Y8 | 0,719 | 0,175 | Valid |
| | Y9 | 0,667 | 0,175 | Valid |
| | Y10 | 0,715 | 0,175 | Valid |

(Source : Data processed with SPSS .2023).

Based on the table above, it can be seen that $r\text{-count} > r\text{-table}$ (0.175). It can be concluded that the question items for the purchasing decision variable (Y) are valid.

2. Reliability Test

Tabel 4. Reliability Test

| No. | Variable | Reliable terms | Cronbach's Alpha | Results | conclusion |
|-----|-----------------------------|----------------|------------------|----------|----------------------|
| 1 | online customer review (X1) | 0,60 | 0,882 | Reliable | all data is reliable |
| 2 | online customer rating (X2) | 0,60 | 0,885 | Reliable | |
| 3 | purchase decision (Y) | 0,60 | 0,876 | Reliable | |

(Source : Data processed with SPSS .2023).

Based on the table above, it can be concluded that the instruments used in measuring the variables in this study are reliable, because each variable Cronbach alpha is $(\alpha) > 0.60$.

3. Multiple Linear Regression Analysis

Tabel 5. Multiple Linear Regression Analysis

| Coefficients ^a | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | B | Std. Error | Beta | | |
| (Constant) | 9,061 | 2,432 | | 3,725 | ,000 |
| 1 Online Customer Review | ,360 | ,098 | ,383 | 3,672 | ,000 |
| Online Customer Rating | ,408 | ,102 | ,417 | 4,000 | ,000 |

a. Dependent Variable: Purchasing Decision
 (Source : Data processed with SPSS .2023).

Based on the table above, it can be concluded that the regression equation is:

$$Y = 0,383X1 + 0,417X2 + e.$$

Based on this equation, it can be interpreted as below :

1. The equation in this study is included in the multiple linear regression equation of the explanation function.
2. The independent variable (X1) Online customer review has a significant effect on the dependent variable (Y), namely purchasing decisions. Where the significant value of X1 $(0.000) < 0.05$.
3. The independent variable (X2) Online customer rating has a significant effect on the dependent variable (Y), namely the purchase decision. Where the significant value of X2 $(0.000) < 0.05$.
4. Online customer rating has a greater influence, which is 0.417 compared to online customer review, which is 0.383. Even so, the difference in influence is not too large, which is 0.034.

4. Partial Test

Table 6. Partial Test Results

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 9,061 | 2,432 | | 3,725 | ,000 |
| 1 Online Customer Review | ,360 | ,098 | ,383 | 3,672 | ,000 |
| Online Customer Rating | ,408 | ,102 | ,417 | 4,000 | ,000 |

a. Dependent Variable: Purchasing Decision
 (Source : Data processed with SPSS .2023).

From the table above, it can be seen that the value of t-count > t-table (3.67 > 1.657). This shows that the independent variable, namely online customer review, has a positive and significant effect on the dependent variable, namely purchasing decisions, so H₀ is rejected and H_a is accepted. Furthermore, it can be seen that t-count > t-table (4,000 > 1,657). This shows that the independent variable online customer rating has a positive and significant effect on purchasing decisions, so H₀ is rejected and H_a is accepted.

5. Significance Test

Tabel 7. Significant Test Results

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 2024,805 | 2 | 1012,403 | 85,757 | ,000 ^b |
| Residual | 1440,267 | 122 | 11,805 | | |
| Total | 3465,072 | 124 | | | |

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Online Customer Rating, Online Customer Review
 (Source : Data processed with SPSS .2023).

Based on the table above, it can be seen that the f-count value is 85.757 and f-table 3.07, where f-count (85.757) > f-table (3.07) and the significance value (0.000) < (0.005). So it is obtained that H₀ is rejected and H₃ is accepted, this indicates that online customer reviews and online customer ratings have a significant effect on purchasing decisions.

6. Determination Coefficient Test (R²)

Tabel 8. Hasil Uji Koefisien Determinasi

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .764 ^a | .584 | .578 | 3,436 |

a. Predictors: (Constant), Online Customer Rating, Online Customer Review
(Source : Data processed with SPSS .2023).

Based on the analysis results in the table above, it shows that the Adjusted R square value is 0.578. This means that all X variables (online customer reviews and online customer ratings) have a joint contribution of 57.8% to the dependent variable (Y), namely purchasing decisions, while 42.2% is influenced by other factors outside this study.

1. Analyze the relationship between online customer review variables (X1) on purchasing decisions in the shopee marketplace.

The results of the research that has been conducted show that there is a positive and significant influence of the online customer review variable (X1) on online purchasing decisions on the shopee marketplace for students of the Faculty of Law and Business Economics, University of Dharmas Indonesia who use the shopee marketplace.

This can be seen from the sig value. The online customer review variable (X1) of 0.000 is smaller than 0.05 ($0.000 < 0.05$). As well as the t-count value ($3.672 > t\text{-table } (1.657)$). So the first hypothesis in this study has been proven that online customer review has a positive and significant effect on purchasing decisions in the shopee marketplace.

2. Analyze the relationship between the online customer rating variable (X2) and purchasing decisions in the shopee marketplace.

Based on research that has been conducted on 125 respondents of active students of the management study program at University of Dharmas Indonesia who have shopped at the shopee marketplace. The results of the research that have been carried out show that there is a positive and significant effect of the online customer rating variable on purchasing decisions in the shopee marketplace, indicated by the sig. value of $0.000 < 0.05$ and tcount ($4.000 > t\text{table } (1.657)$).

So the second hypothesis in this study has been proven that online customer rating has a positive and significant effect on purchasing decisions in the shopee marketplace.

3. Analyze the relationship between online customer reviews and online customer ratings on purchasing decisions.

Based on research that has been conducted on 125 respondents of active students of the management study program at University of Dharmas Indonesia who have shopped at the shopee marketplace, as well as hypothesis testing that has been carried out, the results show that the f-count value is 85.757 and f-table 3.07, where f-count (85.757) > f-table (3.07) and the significance value (0.000) < (0.005).

Then H0 is rejected and H3 is accepted, this indicates that online customer reviews and online customer ratings simultaneously have a significant effect on purchasing decisions through the shopee marketplace. Meanwhile, the effect given by online customer reviews and online customer ratings on purchasing decisions is 57.8%, while 42.2% is influenced by other factors not explained in this study.

CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

1. The online customer review variable has a positive and significant influence on purchasing decisions in the shopee marketplace. It can be seen from the calculation of Sig. (0.000 < 0.05), as well as the value of t-count (3.672) > t-table (1.657).
2. The online customer rating variable has a positive and significant influence on purchasing decisions in the shopee marketplace. It can be seen from the calculation of Sig. (0.000 < 0.05), as well as the t-count value (4,000) > t-table (1.657).
3. The variable online customer review and online customer rating together have a positive and significant effect on purchasing decisions in the shopee marketplace. It can be seen from the calculation of Sig. (0.0000 < 0.05), as well as the value of F-count (85.757) > f-table

(3.07).

SUGGESTIONS

1. For Shopee Marketplace

Marketplace shopee should better maintain positive reviews and ratings given by consumers, so that potential consumers who buy products in the shopee marketplace are sure after seeing online customer reviews and online customer ratings given by other consumers. As evidenced by the number of respondents' answers to see product reviews and ratings first before buying, even though they don't really want to spend a lot of time looking at ratings, Shopee can help potential consumers with filter sites or rating ratings sorted from the highest rating. The advantage gained by requiring consumers to provide reviews and ratings, namely that almost all products have reviews and ratings, which can help consumers to assess products and determine the choices they will buy so that purchasing decisions can occur. Then what the shopee marketplace should do as a form of appreciation to consumers who have provided reviews or ratings about the products they have purchased in the shopee marketplace, as a form of feedback given to consumers is that it can be in the form of rewards to consumers in the form of free shipping subsidies, discounts on subsequent transactions or shopping vouchers.

2. For Further Researchers

Future researchers who will examine purchasing decisions, should include other variables outside of online customer reviews and online customer ratings. This is because online customer reviews and online customer ratings are only able to explain 57.8% of the influence on purchasing decisions. This means that 42.2% of purchasing decisions are influenced by other variables that have not been included in this study. Future research is expected to replace different companies as

research objects in order to be able to produce more varied research data.

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