



## The Influence Of Online Customer Reviews, Promotions, Trust And Product Quality On Purchase Decisions For Shopee Consumers

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### Abstract

*The purpose of this study is to analyze and determine the effect of online customer review, promotion, trust and product quality influences purchasing decisions for Shopee consumers and to find out the most dominant variable for purchasing decisions for Shopee consumers. The sampling method in this study was non probability sampling with a purposive sampling technique and the number of samples in this study amounted to 130 respondents. The primary data in this study were analyzed using multiple linear regression analysis. The results of the study indicate that the variables of promotion and product quality have an effect on purchasing decisions, while online customer review and trust have no effect on purchasing decisions. As well as the variable that is most dominant or has the greatest contribution to purchasing decisions for Shopee consumers is the promotion variable.*

**Keywords:** *trust, product quality, online customer review, promotion, purchasing decisions*

### INTRODUCTION

In the current era of digitalization, developments in technology and information are running very rapidly, resulting in increasingly tight business competition. This makes producers think more critically, creatively and innovatively about changes that occur, both in the social, cultural, political and economic fields. The most important thing that companies should do to be successful in business competition is to try to build a company strategy to achieve the goal of increasing and retaining consumers. In order for this goal to be achieved, every company must strive to produce goods and services that suit the needs and desires of consumers.

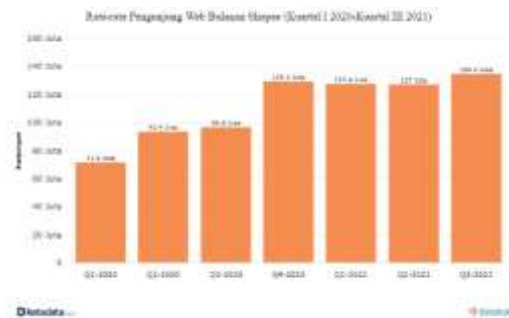
Existing technological developments offer various benefits, including buying and selling activities. Buying and selling activities have become easier with technological developments, where buyers and sellers communicate indirectly, anytime and anywhere. Evidence of technological developments in buying and selling activities is e-commerce (electronic commerce). Buying and selling activities in e-commerce make it easier for consumers to find a product.

E-commerce is a process of buying and selling online or electronically using the internet as a means of buying and selling. E-commerce or more popularly known as online

buying and selling is currently very popular with many Indonesian people. The many benefits that can be obtained from shopping online make this online-based business attract many consumers. One of the advantages of buying and selling online is that it makes it easier for sellers and buyers to carry out transactions so that consumers do not need to come to the shop in person to buy products or necessities.

The e-commerce or electronic commerce application that is currently mostly used for buying and selling transactions via the internet is Shopee. Shopee is an online application that makes it easier for buyers and sellers to carry out buying and selling agreements safely, quickly and practically via smartphone. Shopee offers various products such as household appliances, food, fashion, automotive and various other products.

A person's purchasing behavior towards a product has different preferences. In this case, various information and references about a product are really needed to reach the purchasing decision stage. Schiffman and Kanuk (2009) state that a purchasing decision is determining one of several choices or preferences for a purchase, which means a person must have two or more alternative choices if they want to make a decision. Purchasing decisions can show what stage of decision making was taken.



**Figure 1.1 Average Shopee E-Commerce Web Visits**

Sumber: <https://databoks.katadata.co.id/>

Shopee dominates the e-commerce market based on the number of monthly visits in the first quarter of 2020 - third quarter of 2021. Shopee's average monthly e-commerce web visits were 134.4 million in the third quarter of 2021. This figure increased 5.8% from the previous quarter. This increase is the first time since experiencing a decline for two consecutive quarters. The number of Shopee e-commerce web visits was recorded at 129.3 million in the fourth quarter of 2020, up 34% from the previous quarter which was 96.5 million visits.



**Figure 1.2. Map of E-Commerce in Indonesia**

Sumber: <https://iprice.co.id/>

Shopee even ranks first in the AppStore and Playstore. Shopee is known to be the most popular e-commerce among application users in Indonesia in the third quarter of 2021. This e-commerce was able to reach 129,320,800 visits from Indonesian people per month in the fourth quarter of 2020.

Online Customer Review or can also be called electronic word of mouth (eWOM) which refers to user-generated content posted on online sites or third party websites (Mudambi & Schuff, 2010). Electronic word of mouth (eWOM) is a feature that has attracted a lot of attention from academics and the public as one of the factors that most influences consumer purchasing decisions.

According to Hermawan (2012) Sales promotion is a stimulus that can attract consumers' attention to make more purchases. The stimuli from the company in question are product, price, place and promotion. Sales promotions are important to carry out so that consumers make repeat purchases because the products are sold at good prices and product quality. One way to carry out online promotions is to join an existing online shop or online market.

According to Kotler and Keller (2009) trust is a company's ability to depend on business partners. Company competence, integrity, honesty and kindness are inter-organizational and interpersonal factors that are influenced by trust. One of the problems in the online situation is building trust, the conditions that companies apply to online business partners are stricter than other partners. One of consumers' concerns is that they will not get good quality products or product delivery to the right place at the right time.

A consumer buys a product one way or another in terms of the quality of the product offered. Product quality is one of the keys to success in competition among business actors. According to Kotler and Keller (2016), product quality is the ability of an item to provide results or performance that are appropriate or even exceed what consumers want.

Based on the analysis and background description explained above, the topic of this research is **"The Influence of Online Customer Reviews, Promotions, Trust and Product Quality on Purchase Decisions of Shopee Consumers"**.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Malau (2017) consumer behavior is the behavior of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas for satisfaction. According to Setiadi (2015) consumer behavior is actions that are directly involved in obtaining, consuming and spending. product or service, including the decision processes that precede and follow these actions. Consumer behavior is greatly influenced by the circumstances and situations of the layers of society in which they are born and develop.

E-commerce is where a website provides or can carry out transactions online or is also a way of shopping or trading online or direct selling that utilizes internet facilities where there is a website that can provide "get and deliver" services. According to Laudon and Traver (2017) e-commerce is defined as a commercial transaction involving the exchange of value carried out through or using digital technology between individuals.

Online customer reviews are a feature to make it easier for potential buyers and buyers to make decisions about purchasing a product. This review variable is contained in the discussion on electronic word of mouth, which explains the input or review given by someone and this opinion is purely based on the wishes of the reviewer and is not part of an advertisement. In reality, electronic word of mouth has many kinds, such as the consumer's experience while using the product, ranking between various similar products, images, text, videos and so on.

According to Filieri (2014) online customer reviews are a form of word of mouth communication in online sales where potential buyers get information about products from consumers who have benefited from the product. Where electronic word of mouth reviews (e-WOM) are defined as statements both positive and criteria made by people who are going to buy a product, people who have bought a product, or anyone who wants to comment regarding a product. Reviews are one of several factors that determine a person's purchasing decision, indicating that people can take the number of reviews as an indicator of product popularity or the value of a product which will influence the willingness to buy a product.

Promotion is the most important activity that plays an active role in introducing, informing and reminding the benefits of a product in order to encourage consumers to buy the product being promoted. To hold a promotion, each company must be able to determine exactly which promotional tools to use in order to achieve success in sales.

According to Kotler and Keller (2016) promotion is influencing and persuading target customers to want to buy or switch purchases to products produced by the company. Promotion can be defined as a form of marketing communication, marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company in question.

Malau (2017) explains that promotion is essentially a form of marketing communication, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market or company and its products to be willing to accept, buy and be loyal to the products offered by the company the. According to Lupiyoadi (2013) sales promotions are all activities intended to increase the flow of goods or services from producers to final sales.

According to Kotler (2012) trust is a company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors, such as competence, integrity, honesty and kindness. Building trust can be difficult in online situations, companies apply stricter rules to their online business partners than other partners. Business buyers worry that they will not get the right quality products or services at the right time, and vice versa.

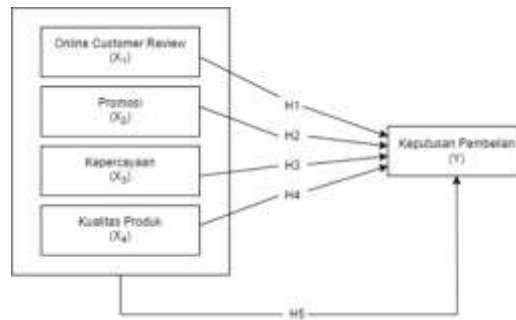
According to Kotler and Keller (2016) product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy the product again.

Purchasing decisions are one of the concepts of consumer behavior, whether individuals, groups or organizations, in assessing and selecting from various existing alternatives and determining an option that is considered the most profitable. According to Tjiptono (2016) purchasing decisions are one part of consumer behavior, where this behavior is an action directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows this action.

Kotler and Keller (2012) added that purchasing decisions are a five-stage process that consumers go through, starting from problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior, which begins long before the actual purchase is made by consumers and has long lasting impact after that.

## MODEL DAN HYPOTHESIS

The research model to describe the relationship between online customer review (OCR), promotion (PRM), trust and product quality (KP) variables is as follows:



**Figure 1.3. Research Model**

The research hypothesis that will be proven by the author is:

H1 : Online customer reviews influence purchasing decisions on Shopee e-commerce.

H2 : Promotions influence purchasing decisions on Shopee ecommerce.

H3 : Trust influences purchasing decisions on Shopee e-commerce.

H4 : Product quality influences purchasing decisions on Shopee e-commerce.

H5 : Online customer reviews, promotions, trust and product quality influence purchasing decisions on Shopee e-commerce.

## METHODS

The subjects in this research are people who use Shopee e-commerce. The population needed in this research is respondents who have the criteria for using Shopee e-commerce and live in Tangerang.

The data source for this research is to collect data using a questionnaire in the form of a Google form, in this research the population size is infinite, so the sample size used is the Rao Purba formula (Sujarweni, 2015). The minimum sample that can be used in this research is 96, however this research uses a sample size of 130 respondents which is considered representative and larger than the minimum sample limit. The distribution of questionnaires was carried out in June 2022. The analysis method in this research uses quantitative primary data, the test stages carried out are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression, t test, f test, and coefficient determination.

## RESULT AND DISCUSSION

Researchers conducted trials on 30 respondents to find out whether the statements in the questionnaire were valid or not, then if the results from the 30 respondents were valid, then the questionnaire would be distributed to 130 respondents and the validity test would be carried out again. The R table for 30 respondents is 0.361 with a significance level of 0.05. It is known that each statement in the questionnaire has  $r_{count} > r_{table}$  (0.361). It can be concluded that each statement on each variable is declared valid.

Reliability testing is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. For reliability test decision making, you can use a limit of 0.6. If the Cronbach's Alpha value is  $> 0.6$ , then the data is reliable on online customer reviews,

promotions, trust and product quality on purchasing decisions with Cronbach's Alpha results > 0.6, which means all variables are reliable.

The results of the normality test using the Kolmogorov-Smirnov method show that overall the variables used in the research are normally distributed. Asymp Results. Sig. (2tailed) is greater than the level of significance, namely  $0.193 > 0.05$ . Apart from that, to test whether the data is normally distributed or not, you can use a normal probability plot graph.

The cut off value that is commonly used is a tolerance value > 0.10 or a VIF value < 10, meaning that there is no multicollinearity between lifestyle variables, halal labels, social factors and product innovation in the regression model. The results of the tolerance value for the independent variable are > 0.10 for the Online Customer Review variable (X1), which is 0.580, then the Promotion variable (X2) which is 0.619, then the trust variable (X3) which is 0.520 and the product quality variable (X4) which is 0.448. The results of the VIF value of the independent variable < 10 in the online customer review variable (X1) are 1.725, then the promotion variable (X2) is 1.617, then the trust variable (X3) is 1.922 and the product quality variable (X4) is 2.235. The conclusion from these results is that the regression model used in the research is free of multicollinearity.

The regression model is said to be good if heteroscedasticity does not occur. To detect whether there is heteroscedasticity, in this study a test was carried out by looking at the scatterplot graph between the predicted Y axis (ZPRED) and the standardized residual X axis (SRESID), which was produced from the SPSS program output. The results of data processing on the scatterplot graph meet the requirements, it can be seen that the points are spread randomly without a clear pattern, and the points are spread above and below zero on the Y axis so that heteroscedasticity does not occur.

## Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to find out how big the influence of the independent variables is. (online customer reviews, promotions, trust and product quality) on dependents (purchasing decisions).

$$Y = 4,714 + 0,141X1 + 0,236X2 - 0,059X3 + 0,282X4 + e$$

Information:

- Y : Buying Decison  
X1 : Online Customer Reviews  
X2 : Promotion  
X3 : Trust  
X4 : Product Quality

The regression model can be explained as follows:

- A constant value of 4.714 states that if Online Customer Reviews (X1), Promotions (X2), Trust (X3) and Product Quality (X4) are considered constant, then it can be estimated that Purchase Decisions for Shopee consumers will be 4.714.
- The online customer review regression coefficient value (X1) is 0.141 with a positive coefficient value. A positive coefficient indicates that if responses to online customer reviews increase, purchasing decisions for Shopee consumers will increase.
- The promotion regression coefficient value (X2) is 0.236 with a positive coefficient value. A positive coefficient indicates that if responses to promotions increase, purchasing decisions for Shopee consumers will increase.
- The trust regression coefficient value (X3) is -0.059 with a negative coefficient value. A negative coefficient indicates that if the response to trust decreases, purchasing decisions for Shopee consumers will decrease.



- e) The product quality regression coefficient value (X4) is 0.282 with a positive coefficient value. A positive coefficient indicates that if the response to product quality increases, purchasing decisions for Shopee consumers will increase.

f) **T Test**

- a) **The influence of Online Customer Review factors on purchase decisions on Shopee consumers**

Based on the significant value of the T test of  $0.110 > 0.05$  with a calculated value of  $1.610 < t_{table} 1.979$ . If the value of  $t_{hitung} < t_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, so it can be concluded that online customer reviews have no effect on purchasing decisions on Shopee consumers.

- b) **The Influence Of Promotional Factors On Purchase Decisions On Shopee Consumers**

Based on the significant value of the T test of  $0.000 < 0.05$  with a calculated value of  $3.736 > t_{table} 1.979$ . If the value of  $t_{hitung} > t_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the promotion affects the purchase decision on Shopee consumers.

- c) **The Influence Of Trust Factor On Purchasing Decisions On Shopee Consumers**

Based on the significant value of the T test of  $0.456 > 0.05$  with a calculated value of  $0.747 < t_{table} 1.979$ . If the value of  $t_{hitung} < t_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, so it can be concluded that trust does not affect the purchase decision on Shopee consumers.

- d) **The Influence Of Product Quality Factors On Purchasing Decisions On Shopee Consumers**

Based on the significant value of the T test of  $0.001 < 0.05$  with a calculated value of  $3.325 > t_{table} 1.979$ . If the value of  $t_{hitung} > t_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the quality of the product affects the purchase decision on Shopee consumers.

## F Test

Simultaneous test is qualified if  $(df) = n - k - 1$  or  $(df) = 130 - 5 - 1 = 124$  (N is the number of respondents and k is the number of research variables) then the F-table is known to be 2.44 and if the value is significant  $< 0.05$  then it affects simultaneously.

## Coefficient of Determination Test ( $R^2$ )

Coefficient of determination ( $R^2$ ) aims to measure how far the ability of the model in explaining the dependent variables. If the value of  $R^2$  is close to 0, it can be interpreted that the ability to explain the independent variables in explaining the variation of the dependent variable is very limited, on the contrary, if  $R^2$  is close to 1, it means that the relationship between the independent variable and the dependent variable is very strong or positive. These results show that online customer reviews, promotions, trust and product quality can influence purchasing decisions by 38.7%. While the rest of 0.613 or 61.3% is influenced by other variables that are not included in this study such as price, security, advertising, convenience and other variables.

- a) **The influence of Online Customer Review factors on purchase decisions on Shopee consumers**

Based on the significant value of the T test of  $0.110 > 0.05$  with a calculated value of  $1.610 < t_{table} 1.979$ . If the value of  $t_{hitung} < t_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, so it can be concluded that online customer reviews have no effect on purchasing decisions on Shopee consumers.

The results of this study indicate that consumer reviews are not a consideration for consumers to make product purchase decisions on Shopee. This means that this study shows that online customer review variables will not have an impact if the respondent is a royal user or repeatedly uses in e-commerce as a destination for shopping decisions, but consumer review variables can have a contribution if the respondent is a person who is the first time shopping using e-commerce.

**b) The Influence Of Promotional Factors On Purchase Decisions On Shopee Consumers**

Based on the significant value of the T test of  $0.000 < 0.05$  with a calculated value of  $3.736 > t_{table} 1.979$ . If the value of  $T > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the promotion affects the purchase decision on Shopee consumers.

The results of this study show that promotion is a consideration for consumers to make product purchase decisions on Shopee. Providing promotions such as cashback, voucher bonuses and special surprises for Shopee users is able to attract purchase decisions in using e-commerce.

**c) The influence of trust factors on purchasing decisions on Shopee consumers**

Based on the significant value of the T test of  $0.456 > 0.05$  with a calculated value of  $-0.747 < t_{table} 1.979$ . If the value of  $t_{hitung} < t_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, so it can be concluded that trust does not affect the purchase decision on Shopee consumers.

The results of this study indicate that trust is not a consideration for consumers to make product purchase decisions on Shopee. This means that each product sold in e-commerce is usually unique and not sold in offline stores. This causes that in some categories of products, especially unique and rare, trust is often overlooked, since the main purpose of searching for such items is collectibles.

**d) The Influence Of Product Quality Factors On Purchasing Decisions On Shopee Consumers**

Based on the significant value of the T test of  $0.001 < 0.05$  with a calculated value of  $3.325 > t_{table} 1.979$ . If the value of  $t_{hitung} > t_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the quality of the product affects the purchase decision on Shopee consumers.

The results of this study indicate that product quality is a consideration for consumers to make product purchase decisions on Shopee. A wide range of products needed by consumers, the quality of products sold, product descriptions to make it easier for consumers, products sold have long durability. Consumer experience in using the product will result in consumer assessment of the product.

## CONCLUSION

This study aims to analyze and determine whether there is a partial and simultaneous influence on the variables of online customer review, promotion, trust and product quality on purchase decisions on Shopee consumers. Based on the results and discussion conducted in this study, the following conclusions can be drawn:

1. Online Customer reviews have no effect on the purchase decision of Shopee consumers.
2. Promotions affect the purchase decision of Shopee consumers.
3. Trust has no effect on the purchase decision on Shopee consumers.
4. Product quality affects the purchase decision on Shopee consumers.
5. Online Customer reviews, promotions, trust and product quality together influence the purchase decision of Shopee consumers.
6. The most dominant variable or the one that has the greatest contribution in explaining purchasing decisions on Shopee is the promotion variable.



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