

Influence Online Customer Reviews and Online Customer Ratings Regarding Purchasing Decisions Product Fashion Through Shopee Marketplace

Mega Diana ^{1*}, Nungky Viana Feranita ², Andrias Dwimahendrawan ³
^{1,2,3} Sekolah Tinggi Ilmu Administrasi Pembangunan, Indonesia

* andreadvio86@gmail.com

Abstract: *Study This aim for analyze the influence of online customer reviews and online customer ratings on decision purchase fashion products on the Shopee marketplace are good in a way simultaneous nor in a way Partial. Study This is study quantitative with technique determination sample using simple random sampling. The sample was 137 respondents. Analysis method use analysis multiple linear regression with SPSS 22.0 for windows help. Study This own three hypothesis. Research result show that online customer reviews and online customer ratings are consistent simultaneous influential significant to decision purchase. Whereas in a way partial online customer reviews do not influential to decision purchase. Meanwhile, online customer ratings have an influence significant to decision purchase fashion products through the Shopee marketplace*

1. Introduction

Disruption is a innovation from all the old stuff disik become digital technology for produce something However more efficient in use time as well as can more useful, deep matter This is shift behavior most people are original shop to places traditional or modern with shaped physique now switch with utilise existing technology (Kasali, 2017:34).

Influence development increasingly modern information and technology brings _ impact change about how about insiders take decisions and behavior. One of impact that is change style life public in activity Shopping has a big impact in behavior consumer and retrieval decision purchase. So that influence shift character Indonesian society in shop first _ shop through offline stores shifted to purchase through online shop (Noviani & Siswanto, 2022:18)

According to (Daulay & Mujiatun, 2021:45) decision purchase obtained from convenience shop online. Alternative finish existing problems with follow keep going for real with choose decision purchase the right consumer. Taking attitude can determined with exists evaluation to consumer. Security in payment, fear will fraud, or quality stuff that doesn't in accordance expectation is A reasons that have an impact on offline to online behavior are based on convenience offers by online shops. Buying decision online is influenced by several factor includes: quality type goods, trust low costs, convenience _ transactions, and quality information (Rabiana & Akib, 2020:30).

Based on research (APJII, 2022) notes a number reason consumer choose shopping by online. The main reason Lots discounts and promotions. Another reason that is price Far more cheap compared to buy it straight to the store, shopping can done anywhere, more _ fast and practical, economical time, and easy compare items that will purchased. Whereas reason consumer choose offline ie more Like shopping in a way direct see the item, address No affordable by courier , no interested , no Can bid bargaining , complicated method payment , time delivery relativity long, not yet Can use the application , application often problems , lots of them fraud , stuff No in accordance pictures , fees shipping is expensive, not enough guaranteed security the goods , and no know exists online shopping .

Based on report survey Indonesia Ecommerce Trends of 1st Half 2022 by Polls of 1420 respondents spread throughout Indonesia, showing the largest number of marketplaces used For online shopping is Shopee. Changing styles in fast fashion reparation change from from time to time results become desired needs _ No Want to must fulfilled so as not to behind the trend. Especially among Gen-Z and other people millennials are the average nowadays This become a where are the students? want to Look stylish wherever and whenever especially every want to show-off on social media.

According to (Research, 2019) Shopee is the most popular e-commerce service among Indonesian pupils and students. Based on observation and survey initial work done writer to There are 207 STIA Pembangunan Jember students who shop online on the Shopee marketplace of 478 students active in STIA Pembangunan Jember in particular For fashion shopping. Nonconformity product delivered and time delivery that exceeds the deadline make a number of student give response disappointed. Where the product was purchased it turns out No in accordance with picture or videos in the application , fine from facet color , material , size even quality the product . This matter impact to part STIA Pembangunan Jember students feel disappointed so that No will do purchase repeat . Nonconformity product create ratings and reviews provided No Good . No seriously in respond response consumers and slow response creates a feeling of lack satisfied .

Consumer in evaluate items that will purchased determine decision purchase online or offline . Although moment do purchase online consumers No can inspect goods in a way direct and informed goods only in form description from shop or provider online services , consumers can look for information or reference related goods through with see review or review and see ranking or rating on something shop or provider online services . That way can increase trust , foster a sense of interest and confidence in taking decision purchase to something items that will purchased online though No can guaranteed in a way whole will realize satisfaction in purchase (Aynie et al., 2021:139). The increase in the marketplace in Indonesia makes study about online customer reviews and online customer ratings important For done . That matter For support consumers can own experience more online shopping Good rather than offline shopping . Purchasing decisions in the marketplace are not regardless from the influence of online customer reviews and online customer ratings. Shopee is a marketplace with visitors and users most in Indonesia with category the most popular fashion products moment shop online. However part students who are active at STIA Pembangunan Jember who submitted the application complain or complaint return existing items _ purchased more Lots eat time so that can become gap for competitors For can beat Shopee with do return in a way fast , as it is start implemented by Tokopedia , however in Tokopedia more specified in goods electronics , p This is also the dividing gap between one marketplace with other .

2. Methods

In research this , researcher use type study quantitative with type associative causal use observation , questionnaires and documentation as source taking data source . Research methods quantitative is A method study with based population and sample particular ones are collected use various instrument research and then analyzed uses statistical data and describes it in a way descriptive (Sugiyono , 2019:15). Associative causal is A formulation nature research _ For know connection linkages between variable independent and variable dependent . Use associative causal in study This For know level linkages variable independent Online Customer Review (X1) Online Customer Rating (X2) against variable dependent Purchase Decision (Y).

Place research taken by STIA Pembangunan Jember which is located at Jalan Lumba – Lumba No. 9, Jember. Range time implementation study This is on the moon February until May 2023. population in study This is 207 students Active STIE Development which uses the Shopee marketplace for purchase fashion products with amount samples obtained _ A total of 137 students were obtained with use probability sampling technique , with taking sample in a way random simple (simple random sampling) which aims to get reduce bias or trend side with members population certain and can know exists error standard (standard error) in study.

3. Results and Discussion

Research conducted _ is known that respondents in study This is STIA Pembangunan Jember students totaling 137 aged respondents the most aged 17-25 years where in the range age the is age from among gen Z. according to (Hidayah, et all, 2022) in his research show that aged 17-25 years often do activity online purchases .

Based on results study show that respondents most in the class of 2022. This show that student new often do activity consumption is one of them do activity online purchases via marketplace 42 Shopee. According to (Andhita Risiko Faristiana , 2022) students often do activity consumptive online shopping especially student new . obtained results that type sex respondents most research This is woman with the number of 98 people with percentage 72% meanwhile respondents type sex man

amounting to 39 people or 28%. Based on results study show that respondents who do purchase fashion products through the Shopee marketplace are women, because woman often do activity consumption is one of them do purchase via the Shopee marketplace. According to (Putri, 2020) in her research state that Woman do activity consumptive because important factor desire than needs and women tend dominated by desire pleasure just. respondents who have not marry totaling 134 people with percentage of 98% and respondents marry totaling 3 people with percentage 3%. Based on the research results above show that respondents the most Not yet marry. According to utomo (2013) status for students who have not marry own room more movement _ wider and more free than existing students _ married. Results intensity purchase respondents do purchase fashion products on Shopee as much as 1-3 times as many as 24 people or 17%, 4-6 times as many as 24 people or 17%, 7-9 times as many as 16 people or 12%, 10-12 times as many as 8 people and > than 12 times a total of 65 people or 48%. Based on results study show that intensity respondents do purchase as many fashion products on Shopee more of 12 times.

Based on the questionnaire data obtained, these data processed moreover formerly through a validity test that shows that each indicator study this is what it covers online customer reviews, online customer ratings and decisions variables purchase have it the calculated r value is valuable positive and more big of r results study that is exceeds 0.1678. So that can concluded that all statement items declared valid. And based on the reliability test, the alpha coefficient is obtained from reliability test results on all definite variable _ or fulfil criteria For is said to be reliable, namely > 0.600, so For then the items for each concept variable the worthy used as tool measure.

Based on the data obtained researchers, next next with assumption tests classic which includes the normality test, heteroscedasticity test, and multicollinearity test. Research data normality test results normally distributed. The heteroscedasticity test results also have independent research data from heteroscedasticity. And from multicollinearity test results have research data that does not happen multicollinearity.

3.1 Analysis Results Multiple Linear Regression

Analysis regression aim For know influence between variable x (independent) against variable y (dependent). On research This aim For know influence between online customer review and online customer rating variables decision purchase fashion products on Shopee, obtained equality as following : $Y: 10.326 + 0.028 X_1 + 0.319 + e$ Based on equality the multiple linear regression that is formed can be inform a number of condition ie as as follows : Constant value = 10.326 Constant value positive equal to 10,236 meaning show that mark estimation decision purchase to fashion products on Shopee. If variable independent namely online customer reviews and online customer ratings not there is, meaning willingness consumer give mark estimation amounting to 10,326. Coefficient value online customer review variable (X_1) = 0.028. Coefficient value positive online customer review variable of 0.028, shows that If happen enhancement with One unit variable online customer reviews then will increase decision purchase of 0.028. It means the more good online customer reviews fashion products, then the more Certain in do decision purchase fashion products via Shopee Coefficient value online customer rating variable (X_2) = 0.319. Coefficient results online customer rating variable is valuable positive as many as 0.319 mentions that If happen enhancement with One unit variable online customer rating then will determine decision purchase amounting to 0.319 units. So that the more good online customer rating, then the more Certain customer decide buy fashion products via Shopee.

3.2 Coefficient Test Determination (R²)

Based on testing that has been done can is known that R Square value is 17.1%. It can be assumed that variable independent in a way simultaneous own influence of 17.1% against variable dependent. Whereas the rest that is 82.9 % is influenced by other variables that are not tested in study.

3.3 Hypothesis testing Simultaneous (F Test)

Based on testing can is known that mark significance more small of 0.05 ($0.000 < 0.05$) and calculated F value amounting to more than 13,810 big of F results study of 3.06 so that H_a is accepted and H_0 is rejected, yes concluded that The online customer review and online customer rating variables have an influence to decision purchase fashion products via Shopee.

3.4 Hypothesis testing Partial (t Test)

Online customer review results are not influential in a way Partial to decision purchase fashion products on Shopee. This matter proven with t count $<$ t result research ($0.390 < 1.977$) then H_0 is accepted and H_a is rejected . This matter show that online customer reviews do not can influence to decision purchase . Online customer rating results are influential in a way Partial to decision purchase fashion products on Shopee. This is proven with t count $>$ t result research ($3.673 > 1.977$) which is significant that Hypothesis of influential online customer ratings significant to decision purchase . This matter show that online customer ratings can influence decision purchase , which means the online customer rating has impact on decisions purchase

3.5 Discussion of Research Results

Research result show that hypothesis H_1 which states The online customer review and online customer rating variables have an influence to decision purchase via the Shopee marketplace for students active STIA Jember Development is proven with mark significant in hypothesis testing in a way simultaneous (F test) shows results mark significant of 0.000 or more small from 0.05 and and calculated F value amounting to more than 13,810 big of F results study of 3.06. Buying decision obtained from the influence of online customer reviews and online customer ratings, so influential in decision online purchasing customer reviews and online customer ratings. Research result This in line with research conducted by (Cahyono & Wibawani , 2022) shows results that The online customer review and online customer rating variables have an influence to decision purchase . Other research is in line ie research conducted by (Sianipar & Yoestini , 2021). Research result show that online customer reviews and online customer ratings have an influence significant to decision purchase .

Online customer review of this can containing things of that nature positive or of a nature negative related to the product nor seller shops on the marketplace as well created by consumers via the internet, as well describe characteristics (eg advantages and disadvantages) of something product or service . Evaluation evaluation be one _ acquisition decision by the candidate consumer to existing products and services _ use product giving from consumers who have suggested by the candidate consumers on the product or service (Taif & Rossa, 2022:41) . The influence of online customer reviews on decision purchase own a number of function For can measure on some indicator like case awareness , frequency , comparison and effect . On research This show that online customer reviews do not influential to decision purchase via the Shopee marketplace for students active STIA Jember Development. Research result proven with comparison calculated t value $<$ t result research ($0.390 < 1.977$). This matter caused a number of consumer No too see in a way detailed online customer reviews currently decide something purchase fashion products through the Shopee marketplace. Online customer review is required something shop on the marketplace for alluring interest buyers and happens decision purchase . The more good online customer reviews on an shop in the marketplace then the more Lots opportunity happen decision purchases made by consumers . _ Study This in line with research conducted by (Mokodompit et al., 2022) with title " The Influence of Online Customer Ratings, Systems Cash On Delivery Payment and Online Customer Review of Purchasing Decisions at the Tiktok Shop (Study of Equil Choir FEB UNSRAT Students and Alumni)" obtained results that online customer reviews do not influential significant to decision purchase . However research conducted by (Mulyati & Gesitera , 2020) with the title " The Influence of Online Customer Reviews on Purchase Intention with Trust as an Intervening in the Bukalapak Online Store in Padang City" received results that Online Customer Reviews has influence to decision purchase .

Online customer rating against decision purchase own function ability For can measure a number of indicator like case credible , expertise , and fun . On research This online customer rating has significant influence _ to decision purchase . That matter proven with comparison calculated t value $>$ t result research ($3.673 > 1.977$). Research result This in line with research conducted by (Sianipar & Yoestini , 2021) with title " Analysis The Influence of Customer Reviews and Customer Ratings on Purchasing Decisions Products in the Online Marketplace (Study on students Tokopedia users in the city of Semarang)" which shows results that online customer ratings have an influence significant to decision purchase . Other research is in line delivered by (Mokodompit et al., 2022) with title " The Influence of Online Customer Ratings, Systems Cash On Delivery and Online Customer Review Payments on Purchasing Decisions at the Tiktok Shop (Study of Equil Choir Feb Unsrat Students and Alumni)" results study show that Online Customer Rating has an influence positive and significant to

decision purchase . Online customer rating is one method candidate consumer For get information about product or services and sellers , the existence of online customer ratings in sell buy online be something that _ logical if consumer consider that online customer rating becomes reject measuring quality . The more good online customer rating on an shop that provides product or service online increasingly _ Lots opportunity happen decision purchases made by consumers .

4. Conclusions

Online customer review and online customer rating variables have an influence to decision purchase via the Shopee marketplace for students active STIA Jember Development is proven with mark significant in the F test of 0.000 or more small from level significant namely 0.05 and and calculated F value amounting to more than 13,810 big of F results study of 3.06. So you can concluded that online customer reviews and online customer ratings have influence to decision purchase , then can concluded results study This support with study previously done _ Wibawati (2022), stated that There is influence significant between prices , online customer reviews, and online customer ratings of decision purchase online on the Shopee marketplace.

Based on results analysis carried out on the t test can be concluded that online customer reviews do not influential to decision purchase proven with comparison calculated t value $< t$ result research ($0.390 < 1.977$), then you can concluded that online customer reviews do not influence to decision purchase , then can concluded results study This support with study Previously carried out (Mokodompit et al., 2022) stated that Online customer reviews do not influential to decision purchase .

Based on results analysis carried out using hypothesis testing in a way partial (t test) can concluded that mark significance the online customer rating variable is 0.000 where results comparison calculated t value $> t$ result research ($3.673 > 1.977$), , then can concluded that online customer rating variables have influence to decision purchase , then can concluded results study This support with study Previously carried out (Riyanjaya & Andarini , 2022) stated that Online Customer Reviews and Online Customer Ratings have an influence significant in a way simultaneous and partial to interest buy.

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