

Perception of Purchase Decisions at Indonesia Marketplace

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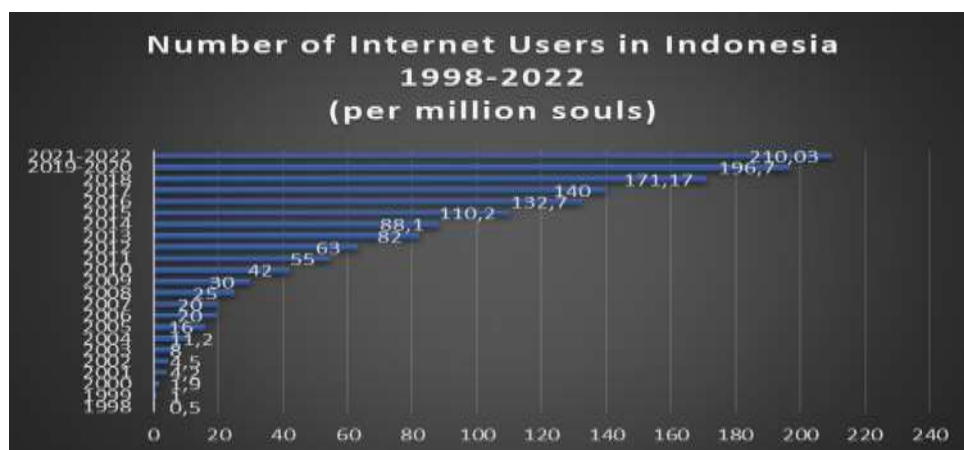
ABSTRACT

The results of this study indicate that simultaneously online customer review (X1) and online customer rating (X2) have a significant effect on purchasing decisions (Y) at Tokopedia. Partially, online customer review (X1) has no effect on purchasing decisions (Y), while online customer rating (X2) has a partial effect on purchasing decisions (Y). The results of this study indicate that simultaneously online customer review (X1) and online customer rating (X2) have a significant effect on purchasing decisions (Y) at Tokopedia. Partially, online customer review (X1) has no effect on purchasing decisions (Y), while online customer rating (X2) has a partial effect on purchasing decisions (Y).

Keywords: [Online Customer Review, Online Customer Rating and Purchase Decision]

INTRODUCTION

Buying and selling activities that use the internet or online media are currently experiencing a lot of innovations. And one of the options for companies and business actors in marketing the products they will offer to consumers. One of the media for buying and selling online due to the influence of current technological advances is e-commerce (Hulisi et al., n.d. 2012). Based on the results of a survey by the Association of Indonesian Internet Service Providers (APJII), there are 210.03 million internet users in the country in the 2021-2022 period.



From the data it can be seen that the number of internet users in Indonesia continues to increase every year. The results of a survey by the Indonesian Internet Service Providers

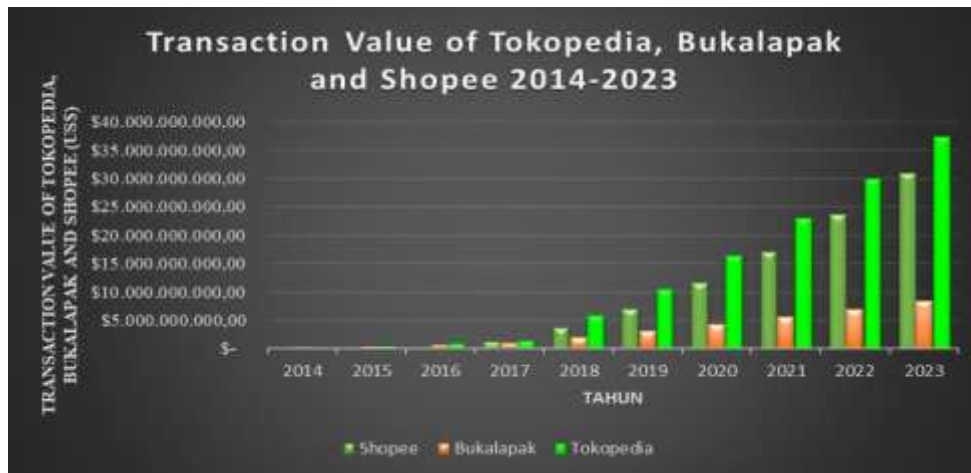
Association (APJII), there are 210.03 million internet users in the country in the 2021-2022 period. That number increased by 6.78% compared to the previous period

which amounted to 196.7 million people. This also makes the internet penetration rate in Indonesia to 77.02%.

Looking at their age, the internet penetration rate is highest in the 13-18 year age group, namely 99.16%. The second position is taken by the 19-34 year age group with a penetration rate of 98.64%. The internet penetration rate in the age range of 35-54 years is 87.30%. Meanwhile, the internet penetration rate in the age group 5-12 years and 55 years and over was 62.43% and 51.73%, respectively. Based on their income level, most people with incomes above IDR 5 million to IDR 15 million access the internet. The penetration rate was recorded at 96.83%. The internet penetration rate in the income group of more than IDR 15 million is 88.53%. Then, the percentage in the group with income of more than IDR 1 million to IDR 5 million is 88.07%. Meanwhile, the group whose income is less than IDR 1 million has the least exposure to

the internet. The penetration rate was recorded at only 67.46%.

Among the many available E-commerce sites, Tokopedia is at the forefront of the number of visits in 2021 (CNN Indonesia, 2021b). Tokopedia won the top position previously occupied by Shopee in the first quarter of 2021 (Jayani, 2021). Previously, Shopee always held the top position from the fourth quarter of 2019 to the fourth quarter of 2020 (Jayani, 2021). Based on the E-Warungs: Indonesia's New Digital Battleground report released by CLSA in September 2019, it was stated that e-commerce with the largest transaction value in Indonesia was obtained by Tokopedia. Tokopedia leads the highest transaction value starting in 2014 and is expected to continue to lead until 2023. Based on CLSA projections in 2023, Tokopedia's transaction value will reach US\$ 37.45 billion with the Consumer to Consumer (C2C) platform as Tokopedia's main income (Jayani, 2019) .



Source: Katadata.com

The high transaction value occurs due to the large number of transaction flows that occur, the many product categories supported also by the large number of choices and the intense price competition for each product. This is proven by the tight price difference between merchants. Even though the e-commerce sector continues to experience development and convenience in shopping for its users, this does not mean that there are no obstacles to be faced. There are still many prospective consumers and

novice consumers who are not fully convinced with e-commerce (Ardyanto et al, 2015). The lack of confidence that users have, especially users who have a role as buyers, in merchants or other users who participate as sellers in the C2C e-commerce platform has caused several efforts to be made by the developer. One of the efforts made by platform developers from C2C e-commerce is to provide a reputation system for sellers with the aim of increasing the confidence of users participating in the

platform, or this can be referred to as a feedback mechanism (Agustina and Kurniawan, 2018). The reputation in question is based on online reviews and online ratings (Agustina and Kurniawan, 2018). Shoppers make purchases in e-commerce, generally looking at products that appear at the top of the category. Products that appear first are generally products that have online customer reviews (reviews) and a good online customer rating from the large number of sales of items sold by merchants. Online customer reviews are the opinions and/or experiences of consumers about products, services or businesses (Valant, 2015). Rating is feedback that uses the star symbol in expressing opinions from customers. Rating can be interpreted as an assessment from users of a product towards their experience referring to the state of psychological and emotional satisfaction that users get (Farki et al., 2016). The existence of reviews and ratings can help consumers choose products based on the experiences of other users who have previously purchased the product under consideration.

In online marketplaces, a seller's reputation is built from a rating system or feedback system that is on the platform. Online reviews and online ratings are part of forming a reputation in the online marketplace platform. Online reviews can be trusted and used as a buyer's recommendation in purchasing decisions (Huifeng et al., 2020); Prophet & Hendriks, 2003; Zhu & Zhang, 2010), but online reviews also have a negative impact on product sales (Clemons & Gao, 2008 ; Sorensen & Rasmussen, 2004; Chevalier & Mayzlin, 2006 ; Davis & Khazanchi, 2008 ; Gauri & Rao, 2008 ; Ye, Law & Gu, 2009).

The cause of the doubts and weaknesses of this is the possibility of manipulation of reviews and ratings (Valant, 2015). In addition, according to Chuang (2010) in Agustina and Kurniawan (2018) it is explained that e-commerce parties in the reputation system allow judgments or reviews to use anonymous identities or

become pseudo identities. The phenomenon of using pseudo-identities is also applied in Tokopedia. Users who have purchased goods or services through Tokopedia can provide reviews with pseudonym identity. This can raise doubts whether the information contained in reputation systems such as online reviews and online ratings can be trusted and used as a basis for decision making by prospective buyers. Apart from these problems, other users can predict that reviews with pseudo identities are fake reviews or deliberately manipulated by the seller, or those related.

LITERATURE REVIEW

The term electronic commerce is often used to denote different meanings, depending on an individual's job function, professional and background, product or service, and the type of information technology used (Wigand, 1997). Information can be considered as a factor of production. Another perspective is when information becomes a commodity and information can be bought and sold as a commodity. Information will take on a more complex role because information has distinctive characteristics, namely easy to carry, and can be expanded, spread, can be compressed, sometimes it is difficult to assign property rights, and sometimes it is a public good. (Wigand, 1997 ; Ciborra, 1993).

E-commerce is an electronic process in which individuals or organizations carry out transactions, such as buying, selling, transferring or exchanging products, services and/or information (Turban, McLean and Weatherbe 2004). (Alyoubi, 2015) concluded that e-commerce can effectively remove physical infrastructure spending to develop global investment, which has caused a worldwide revolution in business activities.

Internet marketing and e-marketing are synonymous, since the word E-marketing effectively started to emerge and become popular since the Internet was commercialized in the mid-1990s. E-

marketing is defined as marketing carried out or facilitated through electronic technology (Shaltoni, 2016). Wikipedia defines E-marketing as known as digital marketing, web marketing, online marketing, search marketing. Those all defined are known as “Marketing of products or services via the Internet” (Shaltoni, 2016). (Beilock and Shell, 1992), defines E-marketing as: A marketing system that uses computer technology in several ways. Because E-marketing is part of E-business.

Some researchers reveal two main observations: first, consider the internet as a technology that allows E-marketing to develop. Second, most researchers do not limit E-marketing to the internet, but incorporate other technologies. (Shaltoni, 2016 ; Strauss & Frost, 2014 ; Roberts & Zahay, 2013).

In marketing, online customer reviews are a popular topic today and as a source for customers to find credible information (Huifeng et al., 2020) and assist customers in decision making (Bailey, 2005; Piller, 1999; McEleny, 2008). Customers also play a role in providing information about products and services (Zhang, 2015; Gretzel & Yoo, 2008; Park et al., 2007;), as well as recommendations for credible reviews (Marketing, 2019; Calheiros et al., 2017; Smith et al. al., 2005). Several studies have consistently demonstrated the strong influence of online customer reviews and found that online customer reviews can positively increase sales of products and services (Senecal & Nantel, 2004; Sorensen & Rasmussen, 2004; Jebarajakirthy & Shankar, 2021), as well as reflecting more detailed opinions (Hulisi et al., n.d. 2012; Bhatnager & Ghose, 2004; Duan, Gu & Whinston, 2008). However, there are also several studies that find a negative impact of online customer reviews on product sales (Clemons & Gao, 2008 ; Sorensen & Rasmussen, 2004; Chevalier & Mayzlin,.2006 ; Davis & Khazanchi, 2008 ; Gauri & Rao, 2008 ; Ye, Law & Gu, 2009).

MATERIALS & METHODS

The type of research in this thesis is associative research. Research to determine the relationship or influence between two or more variables (Abdullah, 2015). The data analysis technique used is quantitative analysis, because the research data is in the form of numbers and the analysis uses statistics.

The population in this study is the people of the Medan Johor sub-district who use Tokopedia e-commerce with an unknown number, but based on (Central Bureau of Statistics for Medan City, 2020) the population of the Medan Johor sub-district is 137,367 people so that the total population of Tokopedia users in the Medan Johor sub-district is not more than that amount.

Sampling in this study used the Non Probability Sampling technique, namely Purposive Sampling. The people of the Medan Johor sub-district with the criteria of having used Tokopedia e-commerce and making purchases and giving reviews and ratings. The total population of the mentioned criteria is still unknown (infinite population). Based on this, in determining the research sample, the researcher used the Wibisono sample formula (2003) in (Riduwan and Kuncoro, 2012) with the following formula and calculations:

$$\text{Formula: } n = \left\{ \frac{(Z_{\alpha}) \cdot \sigma^2}{E} \right\}$$

Information:

n : number of sample

Z_{α} = Values from the normal distribution table over the confidence level 95% = 1,96

σ = Population standard deviation e = error (5%)

sample obtained = $n = 96,04$

RESULT

Respondent Identity

Table 1 Identity of Respondents by Gender

No	Gender	Frequency	Percentage
1.	Male	72	75%
2.	Female	24	25%
	Total	96	100%

Source: SPSS 25 (2022)

Of the 96 samples, 72 samples were male and 24 samples were female. 75% Male and 25% female. The results of the data show that the use of the Tokopedia application is more in demand by men, this is in accordance with Comscore data reported by liputan6.com that the majority of Tokopedia visitors are men and this is confirmed by a survey conducted by tempo.co that e-commerce is the most popular among men is Tokopedia.

Table 2. Online Customer Review Validity Test (X1)

Statement	r	Count	Information
Statement 1	0,684		Valid
Statement 2	0,788		Valid
Statement 3	0,766		Valid
Statement 4	0,840		Valid
Statement 5	0,735		Valid

Source: SPSS 25 (2022)

Of the 5 questionnaire statements for the online customer review variable indicator (X1), whose validity was tested, it was found that the r value for all questionnaire statement items was greater than 0.3. Thus it can be stated that all statements in the online customer review indicator are said to be valid.

Table 3. Online Customer Rating Validity Test (X2)

Statement	r	Count	Information
Statement 1	0,711		Valid
Statement 2	0,776		Valid
Statement 3	0,720		Valid
Statement 4	0,816		Valid

Source: SPSS 25 (2022)

Questionnaire statements for online customer rating variable indicators (X2) whose validity was tested found that the value of r calculated for all questionnaire statement items was greater than 0.3. Thus it can be stated that all statements in the online customer rating indicator are said to be valid.

Table 4. Online Customer Review Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.817	5

Source: SPSS 25 (2022)

Cronbach's alpha online customer review variable is 0.817, this means $0.817 > 0.7$. Thus, the results of the reliability test on online customer review variables can be trusted or reliable.

Table 5. Online Customer Rating Reliability Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.749	4

Source: SPSS 25 (2022)

Cronbach's alpha value for the online customer rating variable is 0.749, which means $0.749 > 0.7$. Thus, the results of the reliability test on online customer rating variables can be trusted or reliable.

Table 6. Purchase Decision Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.741	5

Source: SPSS 25 (2022)

Cronbach's alpha value of purchasing decision variable is 0.741, this means $0.741 > 0.7$. Thus, the results of the reliability test on the purchasing decision variable can be trusted or reliable.

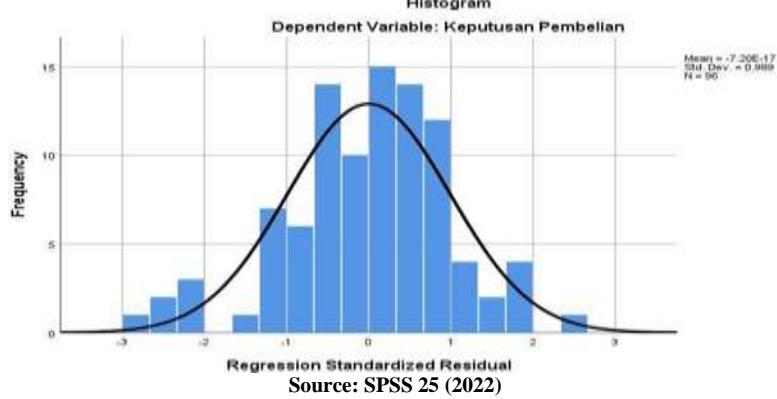
Table 7. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.48731164
	Most Extreme Differences	Absolute
	Positive	.071
	Negative	-.064
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS 25 (2022)

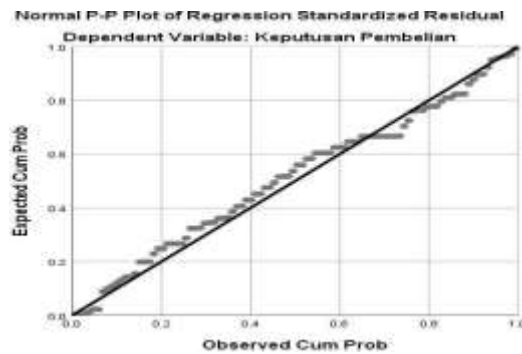
The asymp sig value in the Kolmogorov – Smirnov test is 0.200. This value meets the conditions for declaring the normality of the data, namely the asymp.sig value must be greater than 0.05 so that it can be concluded that the data used is normally distributed.

Table 8. Normality Test Histogram



The histogram chart forms a bell-like pattern and does not lean too much to the right or to the left. These results can be concluded that the data is normally distributed.

Table 9. Graph of P-Plot Normality Test



The figure shows the data spread around the diagonal line following the direction of the diagonal line, which shows that the data is normally distributed.

Table 10. Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.258	1.784		4.069	.000		
Online Customer Review	.086	.080	.097	1.078	.284	.710	1.409
Online Customer Rating	.747	.108	.623	6.901	.000	.710	1.409

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 (2022)

The tolerance value for online customer review and online customer rating variables is 0.710, which means that the value is greater than 0.1 and the VIF value is 1.409 which means less than 10. From these results it can be seen that this study did not have multicollinearity.

Table 11. Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	7.258	1.784		4.069	.000	
Online Customer Review	.086	.080	.097	1.078	.284	
Online Customer Rating	.747	.108	.623	6.901	.000	

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 (2022)

$$Y = 7,258 + 0,086X1 + 0,747X2 + e$$

1. A positive constant value of 7.258, this indicates a constant level where if the online customer review (X1) and online customer rating (X2) variables are zero (0), then the purchase decision value (Y) will remain at 7.258.
2. The online customer review regression coefficient (X1) is 0.086, which means that for every increase in the X1 variable by one unit, the purchase decision (Y) increased by 0.086. The value of the online customer review variable (X1) on the purchase decision variable (Y) is

positive, meaning that the higher the value of the X1 variable, the higher the value of the Y variable.

3. The regression coefficient for the online customer rating variable (X2) is 0.747, which means that for every increase in the X2 variable for one unit, the purchasing decision variable (Y) increases by 0.747. The value of variable X2 on variable Y is positive, meaning that the higher the value of variable X2, the higher the value of variable Y.

Table 12. Results of Partial Significance Test (T Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	7.258	1.784		4.069	.000
Online CustomerReview	.086	.080	.097	1.078	.284
Online CustomerRating	.747	.108	.623	6.901	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS 25 (2022)

1. The online customer review variable (X1) has a value of $t_{hitung} = 1.078 < t_{tabel} = 1.986$, with a significance level of $0.284 > \alpha = 0.05$, it can be concluded that online customer review (X1) has no significant effect on purchasing decisions (Y) as a whole Partial. It means H1, rejected.
2. The online customer rating variable (X2) has a value of $t_{hitung} = 6.901 > t_{tabel} = 1.986$, with a significance level of $0.000 < \alpha = 0.05$, it can be concluded that online customer rating (X2) has a significant effect on purchasing decisions (Y) partially. It means H2, accepted.

Table 13. Simultaneous Regression Test (Test F)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	180.809	2	90.405	40.008	.000 ^b
Residual	210.149	93	2.260		
Total	390.958	95			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Online Customer Rating, Online Customer Review

Source: SPSS 25 (2022)

$F_{hitung} = 40.008 > F_{tabel} = 3.09$ and the significance level is $0.000 < \alpha = 0.05$. From these results, it can be concluded that the influence of online customer reviews and

online customer ratings on purchasing decisions has a significant effect simultaneously. It means H3, accepted.

Table 14. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.451	1.503

a. Predictors: (Constant), Online Customer Rating, Online CustomerReview

Source: SPSS 25 (2022)

R Square is obtained by 0.462 or 46.2%, this indicates that the variation of the independent variable online customer review and online customer rating in explaining the dependent variable is 46.2%, while the remaining 53.8% is explained by variations in other variables that are not explained such as price, free shipping, length of estimated time of arrival, COD (Cash On Delivery) support, and so on.

RESULT

1. Analysis of the Influence of Online Customer Reviews on Purchase Decisions at Tokopedia for Tokopedia Users in Medan Johor District

The total number of respondents in this study was 96 respondents, of which 75% were male and 25% female. The results of data instruments that have been answered by respondents to measure independent variables, namely online customer reviews and online customer ratings for the dependent variable, namely purchasing decisions, are valid and reliable, so that the indicators and question items in this research can be used in the future. The results that have been obtained are then analyzed.

This study uses 5 indicators for online customer review as stated (Putri and Wandebori, 2016), namely perceived usefulness, source credibility, argument quality, valence and volume of review.

Online customer review has no significant effect on purchasing decisions. Based on the acquisition of $t_{hitung} = 1.078 < t_{tabel} = 1.986$, with a significance level of $0.284 > \alpha = 0.05$ and a positive regression coefficient of only 0.086 so it can be concluded that the online customer review variable partially has no significant effect on the purchase decision variable.

In connection with the results of this study, according to (Maslowska et al., 2017) even though online product reviews (online customer reviews) can influence purchasing decisions, when consumers face excess information,

there is an opportunity for consumers to apply simple evaluations. This is because, the valence of online reviews has been summarized by the awarding of average stars (rating values) which are rated based on a scale of one to five stars (Maslowska et al., 2017). This is also supported in a study (Lackermair et al., 2013) that there is a gap between the number of user ratings and user reviews (reviews) in making buying decisions. In his research, user decision making is more dominant using ratings, this is because only reading lots of reviews for several products is considered by users to be inefficient. The same thing was conveyed by (Zhang et al., 2010) that online customer reviews are an unbiased indicator of the quality of a product. However, it is difficult for users to read all the reviews and do a fair comparison.

2. Analysis of the Influence of Online Customer Rating on Purchase Decisions at Tokopedia for Tokopedia Users in Medan Johor District

Online customer rating is feedback from consumers who have bought products to sellers which can be a track record of historical records of transaction services carried out by sellers in the form of a certain rating scale from buyers which is usually represented by the symbol number of stars (Moe and Schweidel, 2011).

This study uses 2 indicators for online customer ratings based on research (Auliya et al., 2017) which consist of the number of ratings, as well as product and service quality assessments.

Online customer rating has a significant effect on purchasing decisions. Based on the acquisition of $t_{hitung} = 6.901 > t_{tabel} = 1.986$, with a significance level of $0.000 < \alpha = 0.05$ and a positive regression coefficient of 0.747, it can be concluded that the online customer rating variable partially has a significant effect on the purchase decision variable. In connection with the results of this study, according to Dellarocas in

(Auliya et al., 2017) one way to provide feedback to online sellers is to give a rating.

3. Analysis of the Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions at Tokopedia for Tokopedia Users in Medan Johor District

This study uses five indicators for purchasing decisions according to (Kotler and Keller, 2009) which consist of recognizing needs, seeking information, evaluating alternatives, purchasing decisions and post-purchase behavior.

online customer reviews and online customer ratings simultaneously influence purchasing decisions. This is based on the results of the simultaneous significance test (F test) obtained where $F_{hitung} = 40.008 > F_{tabel} = 3.09$ with a significance level of $0.000 < 0.05$. From the multiple linear regression analysis, it is known that the online customer rating variable is the most variable on purchasing decisions when compared to online customer reviews, which is equal to 0.747. The online customer rating value of 0.747 means that if the online customer rating (X2) is increased by one unit, the purchase decision will increase by 0.747.

The results of this regression show that if there is a change in online customer review and online customer rating, there will also be a change in purchasing decisions.

DISCUSSION

Based on the results of the coefficient test, it can be seen that the R value is 0.680, where the correlation coefficient value shows the relationship between online customer reviews and online customer ratings on strong purchasing decisions because the closer the R value is to one, the better the model used. The R square value or the coefficient of determination in this study indicates that the online customer review and online customer rating variables can

explain the purchase decision variable by 46.2%, while the remaining 53.8% is influenced by other variables not explained in this study. for future researchers, it can be more in-depth to see what variables influence purchasing decisions in E-commerce.

CONCLUSION

The influence of online customer reviews and online customer ratings on purchasing decisions at Tokopedia for Tokopedia users in the Medan Johor sub-district, the following conclusions can be drawn:

1. Online customer reviews have no significant effect on purchasing decisions at Tokopedia partially. This can be seen from the value of $t_{count} = 1.078 < t_{table} = 1.986$, with a significance level of $0.284 > \alpha = 0.05$ and in the regression analysis, the regression coefficient is positive only 0.086.
2. Online customer rating has a significant effect on purchasing decisions at Tokopedia partially. This can be seen from the $t_{count} = 6.901 > t_{table} = 1.986$, with a significance level of $0.000 < \alpha = 0.05$ and in the regression analysis, the regression coefficient value is positive by 0.747.
3. Online customer reviews and online customer ratings influence purchasing decisions at Tokopedia. Based on the test results of the coefficient of determination, it was found that the R Square value was 0.462. This value indicates that the independent variables, namely online customer review (X1) and online customer rating (X2), simultaneously have an influence of 46.2% on the dependent variable, namely purchasing decisions (Y), while the rest is explained by other variables not explained in this study. . The influence exerted can be said to be moderate, but the more online customer reviews and online customer ratings felt by consumers when using the Tokopedia marketplace, the more effective and

efficient consumers will be in making purchasing decisions for a product.

Declaration by Authors

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