

# The Effect of Online Customer Review and Promotion through E-Trust on the Purchase Decision of Bukalapakin Medan City

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## ABSTRACT

Technological developments have made a shift in customer behavior from purchasing through an offline shop to purchasing through an online shop or through e-commerce. People tend to use technology to support their needs. The development of e-commerce sites is increasingly intense with many e-commerce sites competing with each other to attract the attention of sellers and buyers. Currently in Indonesia, the online shop trend is on the rise. Many new online shops have started to appear, adding to the list of old online shops that have already been in this e-commerce business. One of the e-commerce sites originating from within the country, including Bukalapak. Bukalapak is a marketplace that was founded by Ahmad Zaky in 2010. Consumer decisions in making purchases at Bukalapak are influenced by several factors, namely online customer reviews, promotions and e-trust. The purpose of this study was to analyze the influence of online customer reviews and promotions through e-trust on Bukalapak's purchasing decisions in Medan City. The type of this research is associative research and the population in this study is Bukalapak users in Medan City whose number is unknown. The sampling method used is accidental sampling. Data analysis was carried out through PLS-SEM using the SmartPLS program. The results show that online customer reviews, promotions and e-trust directly have a positive and significant impact on Bukalapak's purchasing decisions in Medan City. then indirectly online customer review has a positive and significant effect on purchasing decisions through e-trust and promotions through e-trust have a positive and significant

impact on Bukalapak's purchasing decisions in Medan City.

**Keywords:** Online Customer Review, Promotion, e-Trust, Purchase Decision

## INTRODUCTION

Technological developments have made a shift in customer behavior from purchasing through an offline shop to purchasing through an online shop or through e-commerce. People tend to use technology to support their needs. People use the internet to carry out various activities, including looking for various information about many things, communicating with various people without being limited by distance and time, and even people can carry out a number of financial transactions and make buying and selling transactions via the internet. The ease of shopping at an online shop is one of the reasons for this change in customer behavior. This is also supported by data on the value of e-commerce transactions around the world and especially in Indonesia, which continues to increase every year. The development of e-commerce sites is increasingly intense with many e-commerce sites competing with each other to attract the attention of sellers and buyers. Currently in Indonesia, the online shop trend is on the rise. Many new online shops have started to appear, adding to the list of old online shops that have already been in this e-commerce business.

Call it Lazada, Tokopedia, Rakuten, Zalora, Mataharimall, and others. The online marketplace is not only owned by companies from Indonesia but also Korea (Elevania), Japan (Rakuten), and others. If the online shop is considered one shop that sells, in the online marketplace there are many shops that sell. This confirms that customer behavior has begun to change and many companies have seen the opportunities of the e-commerce business. In Indonesia itself, there are many well-known e-commerce sites. One of the e-commerce sites originating from within the country, including Bukalapak.

Bukalapak is a marketplace that was founded by Ahmad Zaky in 2010. Just like Tokopedia, Bukalapak also holds the title of a unicorn or a company that has a valuation of over \$1 billion. Based on data from katadata.com, it is known that the Indonesian customer-to-customer (C2C) type of e-commerce business is currently controlled by three main players, namely Tokopedia, Bukalapak and Shoppe. They are competing fiercely for such a large market share of Indonesia's e-commerce business. Consumer decisions in making purchases in this study can be influenced by various factors, one of which is customer reviews, where "customer reviews affect consumer attitudes towards companies or products. Positive reviews result in a favorable attitude for the company. On the other hand, negative reviews reduce consumer attitudes towards the company's products and sales. Positive reviews can help companies to place their products in the market and create a good attitude towards customers (Chevalier & Mayzlin, 2016). Customer reviews are external, which means that the company cannot interfere in the evaluation of the product (Kusumasondjaja, Shanka, & Marchegiani, 2012). Customer reviews can be easily found on e-commerce websites, with online reviews it can increase visitor traffic for companies and customer reviews can be a source of information that is often accessed by buyers (Farki et al, 2016). According to

an eMarketer (2019) report, 61% of customers read and view online reviews, or other forms of consumer feedback before making a purchase. Nantel (2004) stated that those who read online reviews were twice as likely to buy the product than those who did not. Purwanto's research (2018), shows that Online Customer Review has a significant positive effect on Purchase Decisions. This is contrary to the results of research conducted by Sudjatmika (2017), which shows that Online Customer Reviews have no effect on purchasing decisions.

Promotion is also one of the aspects that influence purchasing decisions. According to Kotler and Armstrong (2016), promotion is an activity carried out by the company in an effort to communicate a product to consumers so that it can influence consumer buying interest in the company's products. Wakhidah's research (2018), shows that promotions affect customer trust, where the more intense the promotions carried out by the company, the more consumers will be able to trust the company. This is also supported by Njoto's research (2018).

Another factor that also influences purchasing decisions in this study is e-trust. One of the problems faced by e-commerce is the issue of trust, especially the trust of prospective buyers to the seller, because, the main foundation of the e-commerce business is electronic trust or e-commerce. - trust, where a business transaction will occur if there is trust between each party. As stated by Giovanis, Athanasopoulou, and Tsoukatos (2015), e-trust is the basic beginning of the formation and maintenance relationship between customers and online sellers. If this basic relationship is not carried out properly by both parties, a healthy business will not be created. Business actors tend to act beyond consumer expectations, and make consumers feel disappointed that later they will not buy products or services from this marketplace again. According to Kotler and Keller (2012), purchasing decisions made by consumers are influenced by a high sense

of trust. This is also in line with the research conducted by Syafaruddin et al (2016). Kanitha and Kusumawati's research (2018) also shows that trust can be a variable that mediates the relationship between online customer reviews and purchase decisions where significant results are obtained.

## LITERATURE REVIEW

### Online Customer Reviews

Online customer review is an opinion or experience given by consumers of services obtained or products from a business. According to Mo, Z., Li, Y. & Fan (2015), online customer reviews are reviews given by consumers related to information from the evaluation of 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. Online customer review is a form of word of mouth communication in online sales (Filiari, 2014), where prospective buyers get information about products from consumers who have benefited from these products. Electronic Word of Mouth (e-WOM) is defined as a statement both positive and criteria made by people who will buy products, people who have purchased products, or anyone who wants to comment on a product. As a result, consumers are easier to find comparisons with similar products sold at other online sellers.

### Promotion

Promotional mix is a communication tool consisting of a combination of promotional tools used by the company. In general, these promotional tools have a close relationship, so that they cannot be separated, because they are mutually supportive and complementary. Kotler and Armstrong (2014) stated, "The promotion mix (marketing communication mix) is a specific mix of promotional tools that companies use to persuasively communicate customer value and build customer relationships". The main purpose of

promotion is to inform, influence, and persuade and remind target customers about the company and its marketing mix. Promotion cannot be separated from the promotion mix itself. In addition, there is a communication mix that affects promotion. The communication mix is the company's main promotional tool in communicating its goods and services through the five tools used.

### e-Trust

Online shopping on marketplace sites does not allow direct contact between prospective buyers and sellers. Consumers will only choose and consider purchasing products through images and information listed on the website page only. So this is where the purchase will completely depend on the perception and trust of potential buyers in site managers and sellers because one of the main foundations of online shopping is the level of consumer trust. The same thing was stated by Kim et al (2014), that customer trust in an online system (e-trust) is the main dimension of an online system. E-trust is also a general trust or an intention to trust that brings another party to be trusted or provides a party's willingness to be sensitive to an action taken by another party (Kim et al., 2014). If viewed from the opinion of Kotler and Keller (2012), trust is a company's willingness to depend on business partners.

### Purchase Decision

Consumer behavior according to Sangadji (2013) is a dynamic interaction between influence and cognition, behavior and events around us where humans carry out exchange aspects in their lives. The Purchasing Decision Process according to Kotler and Keller (2012: 184) suggests that there are five stages in the buying decision process, namely need recognition, information seeking, alternative evaluation, purchase decisions, and post-purchase behavior. According to Sopiah (2013), in purchasing decisions to buy consumer goods there are more than two parties

involved in the exchange or purchase process. Purchase decision activities include; choice of product, brand, supplier, timing of purchase, purchase amount. Kotler (2014) explains that buying behavior consists of a three-step process, namely firstly the introduction of the product, secondly he develops beliefs about the product, thirdly he makes a careful purchase choice. Consumer behavior is part of human activities. Consumer behavior will always change in accordance with the increasingly widespread socio-cultural influences, socio-cultural backgrounds that are increasingly pressing, the tastes of consumer needs are increasing.

## **MATERIALS & METHODS**

This research was conducted to test the proposed hypothesis using research methods that have been designed according to the variables to be studied in order to obtain accurate results. This type of research according to the level of explanation is causal associative. Associative research is research that intends to describe and test the hypothesis of the relationship between two or more variables (Sugiyono, 2017). The population in this study is Bukalapak users in the city of Medan whose number is unknown, so that in determining the sample, using a technique or formula in accordance with Malhotra's theory (2006), which must be at least four or five times the number of question items. The total questions in this study were 27 questions, so the minimum sample size of this study was  $27 \times 5 = 135$ . So the number of samples taken in this study were 135 respondents. With data processing using PLS analysis.

## **RESULT and DISCUSSION**

### **1. The Influence of Online Customer Reviews on Purchase Decisions**

Based on the results of data analysis shows that the influence of Online Customer Reviews on Purchase Decisions ( $p = 0.000 < 0.05$ ), it can be concluded that Online Customer Reviews have a positive and significant effect on Purchase Decisions.

Online customer reviews are reviews given 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. Consumers usually look for quality information when deciding to buy a product. With the increasing popularity of the internet, online customer reviews have become an important resource for consumers to find out the quality of a product (Zhu, 2010). One of them is the online customer review feature which has attracted a lot of attention from academics and the public as one of the most influential factors in determining purchasing decisions. Consumer purchasing decisions will depend on positive and negative reviews or comments from online customers. The results of using these products will have an impact on consumers who use them. If the satisfaction obtained is satisfactory, the consumer will inform the product to others on social media. This is reinforced from the research of Mauri and Minazzi (2011) which obtained the results that online customer reviews were confirmed as one of the important sources of information that influenced the customer decision-making process and online purchaser intentions.

### **2. The influence of online customer reviews on e-trust**

Online customer review is an opinion or experience given by consumers of services obtained or products from a business. According to Mo, Z., Li, Y. & Fan (2015) online customer reviews are reviews given by consumers related to information from evaluating a product about various aspects, with information consumers can get the quality of the product they are looking for from reviews and reviews, experiences written by consumers who have purchased the product. Consumers usually look for quality information when deciding to buy a product. With the increasing popularity of

the internet, online customer reviews have become an important resource for consumers to find out the quality of a product (Zhu, 2010). If viewed from the opinion of Kotler and Keller (2012), trust is a company's willingness to depend on business partners. Building trust can be difficult in an online situation, companies impose stricter rules on their online business partners than any other partner. Because the buyer will feel worried that they will not get the product or service with the right quality and delivered to the right place at the right time, and vice versa. The same thing was stated by Kim et al (2014), that customer trust in an online system (e-trust) is the main dimension of an online system. E-trust is also a general trust or an intention to trust that brings another party to be trusted or provides a party's willingness to be sensitive to an action taken by another party (Kim et al., 2014).

### **3. Effect of Promotion on Purchase Decision**

Based on the results of hypothesis testing explaining that the effect of Promotion on Purchase Decisions ( $p = 0.005 < 0.05$ ), it can be concluded that Promotion has a positive and significant effect on Purchase Decisions. Promotion is a communication about the right information from the seller to the buyer which aims to change the attitudes and behavior of buyers who were previously unfamiliar with them so that they become buyers who know and remember the product. Companies use promotions to trigger transactions, so that consumers are willing to buy a certain brand and encourage salespeople to aggressively sell it. In addition, promotion is able to stimulate demand for a product. With this promotion, it is hoped that consumers will try the product and encourage existing consumers to buy the product more often so that repeat purchases will occur and the sales volume of a company's products will increase. The results of research conducted by Himawan

and Abduh (2015) show that promotion has a significant effect on purchasing decisions.

### **4. Effect of Promotion on e-trust**

Based on Table 4.16 explains that the effect of Promotion on e-trust ( $p = 0.000 < 0.05$ ), it can be concluded that Promotion has a positive and significant effect on e-trust. Promotion is an element in the company's marketing mix that is used to inform, persuade, and remind about the company's products or service may develop an attitude that supports the producer of the product or service, say positively and recommend it to others. A good promotion will have a big impact on customer trust and if the information conveyed on the promotion of products or services is in accordance with the truth. The right promotion will increase customer trust in the brand which in turn will increase company profits and in the long term the company can continue to grow in line with increasing customer trust. Bukalapak. In order to support trust by customers, it is necessary to improve the promotions that have been carried out by the company so that increased trust by customers can affect the company's revenue. The use of promotion as a step to introduce a product or service is expected to affect credibility and trust. According to Hikmatul's research (2019), promotion has a positive effect on trust.

### **5. Effect of e-trust on Purchase Decision**

Based on Table 4.16 explains that the effect of e-trust on purchasing decisions ( $p = 0.005 < 0.05$ ), it can be concluded that e-trust has a positive and significant effect on purchasing decisions. e-trust is important because consumers logically have a higher level of risk perception than non-online transactions in terms of sending, paying, and personal information. Therefore, online consumers will only transact with e-commerce businesses that they trust. Until consumers believe that the online site in question will not bring them harm, consumers will not feel comfortable and

have no intention of shopping on the online site. In online shopping, e-trust is often measured by how much the original product's ability to meet the perceived quality in the minds of consumers. Consumer confidence in a product describes consumer perceptions. Transacting online shows that consumer trust in e-commerce is one of the key factors, Bukalapak can achieve success in increasing e-trust by providing product information and security systems whose credibility is tested and reliable. This is reinforced in the research of Hadi et al. (2014) confirms that consumer confidence in C2C e-commerce in Indonesia will increase if the marketplace has a joint account payment system and if the seller has a good reputation.

#### **6. The Influence of Online Customer Reviews on Purchase Decisions through e-trust**

There is an indirect effect of online customer review on purchasing decisions through e-trust is 0.126, with a p-value of 0.007 <0.05. The bootstrap results indicate that this indirect effect is significant. Online customer review is a form of word of mouth communication in online sales (Fileri, 2014), where prospective buyers get information about products from consumers who have benefited from these products. Where electronic Word of Mouth (e-WOM) is defined as a statement both positive and criteria made by people who will buy products, people who have bought products, or anyone who wants to comment related to a product. There are many marketing strategies in the marketplace that might be the main consideration for consumers and potential consumers to transact online. One of them is the online customer review feature which has attracted a lot of attention from academics and the public as one of the most influential factors in determining purchasing decisions. The quality of the information contained in the reviews provided by consumers has an effect on perceived credibility. Purchases depend on the perception and trust of potential buyers

in site managers and sellers because one of the main foundations of online shopping is the level of consumer trust. The same thing was stated by Kim et al (2014), that customer trust in an online system (e-trust) is the main dimension of an online system. E-trust is also a general trust or an intention to trust that brings another party to be trusted or provides a party's willingness to be sensitive to an action taken by another party (Kim et al., 2014).

#### **7. Effect of Promotion on Purchase Decisions through e-Trust**

There is an indirect effect of promotion on purchasing decisions through e-trust is 0.086, with a p-value of 0.020 <0.05. The results of the bootstrap indicate that this indirect effect is significant. Promotion is generally a business activity aimed at increasing sales or productivity and company income. The purpose of promotional activities is to inform and communicate to the public about the existence of the attributes owned, the price, where and how to obtain them. Promotion tries to make demand inelastic, promotion can bring benefits for both producers and consumers. If viewed from the opinion of Kotler and Keller (2012), trust is a company's willingness to depend on business partners. Building trust can be difficult in an online situation, companies impose stricter rules on their online business partners than any other partner. Because the buyer will feel worried that they will not get the product or service with the right quality and delivered to the right place at the right time, and vice versa. There are also those who say that trust is a belief from one party regarding the intentions and behavior addressed to the other party, thus consumer trust is defined as a consumer expectation that the provider of goods or services can be trusted or relied on in fulfilling their promises (Siagian et al, 2014).

## CONCLUSION

Based on the analysis and discussion, several conclusions and suggestions can be drawn as follows:

1. Online Customer Reviews have a positive and significant impact on Bukalapak's Purchase Decisions in Medan City
2. Online Customer Reviews have a positive and significant effect on e-Trust in Medan City
3. Promotion has a positive and significant impact on Bukalapak's Purchase Decisions in Medan City
4. Promotion has a positive and significant impact on e-Trust Bukalapak in Medan City
5. e-Trust has a positive and significant effect on Bukalapak's Purchase Decisions in Medan City
6. Online Customer Reviews have a positive and significant impact on Purchase Decisions through e-Trust at Bukalapak in Medan City
7. Promotion has a positive and significant effect on Purchase Decisions through e-Trust at Bukalapak in Medan City

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