

THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASE DECISIONS AT TOKOPEDIA (CASE STUDY OF TOKOPEDIA USERS IN MEDAN DISTRICT, JOHOR)

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ABSTRACT

This study intends to examine how online customer reviews and ratings affect purchase choices. Purposive sampling is used in this form of study to choose the sample, which might include as many as 96 Tokopedia customers who have made purchases there. It is associated with a quantitative approach. Primary data are the kind used. The information utilized was derived from the responses provided by the respondents to the questionnaires that were given out. Utilizing the SPSS 25 for Windows application, validity testing, reliability testing, traditional assumption testing, and hypothesis testing are the data analysis methodologies performed. The study's findings show that online customer reviews (X1) and online customer ratings (X2) have a substantial impact on purchase decisions (Y) at Tokopedia.

Keywords: Online Customer Review, Online Customer Rating and Purchase Decision.

I. INTRODUCTION

Internet usage growth rate that is slow but not much slower than the Covid-19 pandemic (Kominfo.go.id, 2020). The growth of internet usage is having a negative impact on Indonesia's e-commerce, particularly the online buying and selling industry. The conversion of the general population's way of life from "face-to-face" or offline transactions to online transactions has resulted in a significant increase in the platform marketplace's trading market. Many internet users and e-commerce (electronic commerce) platform users are pointing to the growing importance of online commerce in Indonesia. The e-commerce platform refers to a system of online sales where customers choose the goods or services they want from a website or application, click the "Buy" button, and then pay the full amount due to using an electronic payment method such as e-money or an e-wallet, or pay when the goods they choose are delivered (Cash On Delivery).

The online marketplace, a seller's reputation is built through the platform's review or feedback system. Online reviews and ratings are two aspects of the reputation system that exists in online shopping platforms. Reputation is the single most important factor that can affect the buyer's intent from the point of sale (Agustina and Kurniawan, 2018). Although internet reviews and ratings are frequently used as purchasing criteria, there are still certain flaws and concerns with the reviews and ratings that are specific to a given product. The possibility that manipulation of ratings and reviews would occur is the cause of the aforementioned doubts and

weaknesses (Valant, 2015). In addition, Chuang (2010) stated in (Agustina and Kurniawan, 2018) that organizations that handle reputation management for online retailers may use anonymous or false identities (faked identities). The phenomenon of using a false identity is very prevalent on Tokopedia.

Users who have purchased goods or services through Tokopedia can provide reviews using their legally recognized names. This can raise questions about whether the information found in reputation management systems, such as online reviews and ratings, can be trusted and used as a yardstick for buyer inquiries. In addition to the issues noted above, other users may suspect that any recommendation using a pseudonym is incorrectly or intentionally misrepresented by a seller's organization, regardless of association with that organization.

Medan City is an interior province in North Sumatra with a population of more than 2 million people (Central Bureau of Statistics for North Sumatra Province, 2020). The overwhelming number of inhabitants in the city of Medan made the writers eager to settle in one district in the city of Medan, which consisted of 22 districts. According to statistics from the Lurah Office in the Medan Johor District based on the Medan City Statistics Center (2020), there are no places for commerce such as malls or even department stores in the Medan Johor district's surrounding areas. For this reason, the general public must visit any mall or department store that may be present in a nearby area in order to purchase goods that are authentically labeled and marketed.

consequently, Tokopedia, a B2C (Business to Consumer) and C2C (Consumer to Consumer) e-commerce platform, may facilitate and shorten the time needed for the general public in the Medan Johor town to conduct business. This is supported by statistics from (Medan City Statistics Center, 2020) that Medan Johor District was dominated by a group of people aged 20 to 24 who represent the generation that traditionally embraces technology.

Based on the explanation, the researcher was interested in conducting research related to online transaction decisions on Tokopedia e-commerce with a sample of residents of Medan Johor District with the title "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions at Tokopedia (Case Study on Tokopedia Users in Medan Johor District)".

II. LITERATURE REVIEW

2.1 E-Commerce

E-commerce is a concept that originated from a particular procedure for transacting in goods, services, and information using a computer and an internet connection (Sudjatmika, 2017). According to (Ichsan et al., 2018), e-commerce is the use of the internet, websites, mobile applications, and other electronic devices to carry out business transactions that enable digital trade between organizations and individuals.

2.1.2 Classification of E-Commerce

According to (Nuryanti, 2013) and Suyanto in (Rahmidani, 2015), e-commerce is classified into several types based on the nature of the transaction. The types of e-commerce classification are as follows:

1. Business to Business (B2B)
2. Business to Consumer (B2C)
3. Business to Business to Consumer (B2B2C)

4. Consumer to Business (C2B)
5. Consumer-to-consumer (C2C)

2.2 Tokopedia as an Online Store

Tokopedia is an online business application in the form of an e-marketplace (electronic marketplace) that offers business opportunities and sells a variety of product types at prices that are higher than those of offline shops (Lupi and Nurdin, 2016). E-marketplace is an interactive digital business that offers a market that is made up of B2B, B2C, and/or C2C-focused businesses (Brunn et al., 2002). Tokopedia is an online store that launched in 2009 (Lupi and Nurdin, 2016). Tokopedia has evolved into a unicorn that is popular throughout Asia, not only in Indonesia (Talitha, 2020). As of right now, Tokopedia is the one e-commerce site that the Indonesian population uses the most frequently. Tokopedia's most popular reason for becoming an e-commerce site is due to its rapid payment and verification processes, which make it easier for sellers to fill orders. therefore, the product moves more quickly toward the buyer. In addition, the lack of unnecessary features like mini-games in basic apps and websites makes them more popular when launched on a device. As more users sign up, it becomes clearer that Tokopedia is the go-to resource and first choice when looking for products online.

2.2 Electronic Marketing

Marketing is a crucial strategy for all industries, particularly those that focus on explaining profits against losses for businesses (Lupi and Nurdin, 2016). In addition, it is stated in (Kotler & Keller, 2009) that marketing is a strategy for identifying and alleviating human and social needs. According to Juniardi and So in (Irawan, 2020), marketing is the process of establishing a customer relationship by providing services, identifying customers, making decisions based on those determinations, and meeting customer needs in a way that takes into account both customer and company needs. E-marketing benefits for business include, among others, reaching consumers owners in untapped markets and facilitating long-distance sales without the need of traditional sales channels or traditional distribution channels (Irawan, 2020).

2.4. Consumer Behavior Regarding E-Commerce

A number of internal and external factors that make it difficult for consumers to select, purchase, and use the goods and services that are intended for them constitute consumer peril (Subianto, 2007).

The ability of buyers to evaluate goods by searching for information can lead to a desire to make purchasing decisions on online shopping through e-commerce. 2016 (Farki et al). Individual online sales volume may increase whenever customers become more discerning with regard to price, promotions, and product quality before making a purchase (Khazim, 2016).

2.5. Online Customer Review

Online customer reviews are a more contemporary kind of word-of-mouth marketing in the digital age (Yasmin et al., 2015). Online customer reviews are the primary form of electronic word of mouth (Godes and Mayzlin, 2009; Farki et al, 2016; Filieri, 2016; Auliya et al., 2017;

Agustina et al., 2018). Electronic word-of-mouth (eWOM) is defined as a form of response through electronic media that includes positive or negative statements made in accordance with the information provided by consumers who are planning to purchase a product or have already done so, as well as information regarding the product's specifications, functions, and payment methods (Hennig-Thurau et al., 2004; Agustina et al., 2018). Online customer reviews make it easier for customers to compare similar products sold by other online retailers. The biggest benefit is that customers don't have to visit the retailer's website. directly different (Auliya et al., 2017).

RESEARCH AND METHODOLOGY

A. forms of research

This research that was done for this essay was associative writing. The purpose of associative scholarship is to understand the relationship between, or the difference between, two variables, or more (Abdullah, 2015). Because the research was conducted using data figures and statistical analysis, the technique used for data analysis in this associative study was quantitative data analysis.

B. Informant of research

According to (Abdullah, 2015), the definition of population is a collection of units that will be assessed for their characteristics or characteristics-as-a-whole. If the population of a given area is particularly large, the assessor must collect samples (a subset of the population) in order to conduct the assessment. According to the foregoing, the population that will be studied in this study will be the Medan Johor community's users of Tokopedia, although the exact number is unknown. However, according to the Medan City Statistics Center (2020), the community's total population is 137,367 people, so the population of Tokopedia users in Medan Johor is not significantly higher than the number mentioned above.

Because the sample used the purposive sampling method, the criteria used as the research sample were Tokopedia e-commerce customers.

C. data collection

Data collection techniques used in this study include field work, techniques that may be used among other things:

- a. interview.
- b. observe

Library research (library research), collections of data that are assessed by reading, studying and quoting from the book literature, magazines, and other sources that are closely associated with this writing, such as:

- a. documentation
- b. bibliography

D. Data analysis technique

1. Validity and reliability test
2. Classic assumption test
3. Statistical test
4. Coefficient determinations (r^2)

RESULT AND DISCUSSION

The current study's findings are based on two key variables: online customer reviews and online customer ratings, both of which are applied to one key variable—purchasing decisions. There were 96 people in all who responded to the survey, with 75% of them being women and 25% men. Respondents were managed by renters aged 21 to 25 using the standard program run by Bachelor, a private teacher (S1).

From the previous study's findings, it can be inferred that the data from the instruments that respondents used to evaluate the validity and reliability of the two independent variables—online customer reviews and online customer ratings—and the item under consideration in the current study may be used the following day. The results that were recently obtained were later analyzed.

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

Based on previously collected and analyzed data, the researchers concluded that the online customer review (X1) variable's statements are reliable and valid, therefore they may be used in the current study. Online customer reviews are an offer made to consumers that contain information on how they evaluate a certain product. With the availability of this information, consumers may obtain product quality information based on the feedback provided by others who have purchased the relevant goods online (Mo et al., 2015).

In this case, researchers used 5 indicators for online customer review as stated (Putri and Wandebori, 2016), namely perceived usefulness, source credibility, argument quality, valence and volume. of review (number of reviews). Each indicator is represented by one statement so that the online customer review independent variable has 5 statements in the form of a questionnaire.

However, the results of data processing that has been done previously show that H1 is rejected so that online customer reviews do not have a 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 the regression coefficient is positive only 0.086 so it can be concluded that the online customer review variable partially has no significant effect on the purchasing 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 an average star (rating value) which is 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.

The results of this study agree with those of Ilmiyah and Krishernawan (2020) with the title "The Influence of Product Reviews, Convenience, Trust, and Price on Purchasing Decisions at the Shopee Marketplace in Mojokerto" and Sudjatmika (2017) with the title "The Influence of Price, Product Reviews, Online at Tokopedia.com" indicating that product reviews (online customer reviews) have no significant impact on online purchasing decisions.

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

Based on the data that was collected and analyzed before, the researchers concluded that the information included in the variable of interest, online customer rating (X2), is accurate and reliable enough to be used in this study. Online customer rating is feedback from consumers who have bought products to sellers which can be a track record from historical records of transaction services carried out by sellers in the form of a certain rating scale from buyers which are usually represented by symbols (Moe and Schweidel, 2011).

In this case, researchers used two indicators to determine online customer ratings based on research (Auliya et al., 2017): the number of ratings and the quality of products and services. Each indicator is triggered by two statements, resulting in an online customer rating variable consisting of three statements.

The results of the previous data processing show that H2 is accepted so that the 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 the coefficient the regression has a positive value of 0.747 so it can be concluded that the online customer rating variable partially has a significant effect on the purchasing 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 ratings. Rating is a concise form of opinion given by many people and becomes the average evaluation of buyers who give ratings to the different features of the seller's product or service (Fileri, 2015) and becomes a representation of consumer opinion with a specific scale (Lackermair et al, 2013).

The results of this study are in accordance with research conducted by Sari et al. (2021) with the title "The Influence of Promotions, Online Customer Reviews, and Online Customer Ratings on Purchase Decisions (Studies on Shopee Marketplace Users in Indonesia)", research by Arbaini et al. (2020) entitled "The Influence of Online Consumer Ratings and Reviews on Purchase Decisions for Tokopedia Users" and research conducted by Ardianti and Widiartanto (2019) entitled "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions through the Shopee Marketplace (Studies on Active Students of FISIP Undip)" which states that online customer ratings have a significant effect on online purchasing decisions.

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

Based on the theory, purchasing decisions are steps in solving problems to complement the needs of buyers (Melati and Dwijayanti, 2020). Purchasing decisions are the act of choosing and selecting several alternative choices and choosing one of the several options available to buy

(Ilmiyah and Krishernawan, 2020). In making purchasing decisions, product-related information is needed so that they can make purchasing decisions more accurately. According to Setiadi in (Joesyiana, 2018) says that making purchasing decisions is an integration process that combines knowledge and information to evaluate products. In making purchasing decisions, there are two main aspects of information search, the first is through the individual's own experience and the second is if there is not enough information through the individual's own memories, then the prospective buyer will look for additional information in external information search (Schepers, 2015). Online customer reviews and online customer ratings are additional information that is not based on oneself, but external information that comes from feedback from buyers who have already purchased the product.

Based on the results of the coefficient test, it can be seen that the R value is 0.680, where the correlation coefficient value indicates a strong relationship between online customer reviews and online customer ratings on 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 decision variable purchases of 46.2%, while the remaining 53.8% is influenced by other variables not explained in this study.

The results of this study are in accordance with research conducted by Arbaini et al. (2020) entitled "The Influence of Online Consumer Ratings and Reviews on Purchase Decisions for Tokopedia Users" and research conducted by Ardianti and Widiartanto (2019) entitled "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions through the Shopee Marketplace (Studies on Active Student of FISIP Undip)" which states that online customer reviews and online customer ratings simultaneously have a significant effect on online purchasing decisions.

CONCLUSION

The following conclusions may be taken based on the findings of the research and debate on the effect of online customer reviews and online customer ratings on purchase decisions at Tokopedia for Tokopedia users in the Medan Johor sub-district:

1. Online customer reviews have a minor impact on purchase decisions at Tokopedia. This is demonstrated by the values $t_{\text{count}} = 1.078$ $t_{\text{table}} = 1.986$, with a significance level of $0.284 > \alpha = 0.05$, while the regression coefficient is only 0.086 in the regression analysis.
2. Tokopedia's purchase selections are influenced in part by online consumer ratings. This is demonstrated by the $t_{\text{count}} = 6.901 > t_{\text{table}} = 1.986$ regression coefficient value, which is positive by 0.747 at a significance level of 0.000.
3. At Tokopedia, online consumer reviews and ratings affect purchase decisions. Based on the coefficient of determination test findings, the R Square value was determined to be 0.462. This number suggests that the independent variables, online customer review (X1) and online customer rating (X2), have a simultaneous effect of 46.2% on the dependent variable, purchase decisions (Y), with the remainder explained by other variables not investigated in this study. The effects is minor, but the more online

customer reviews and online customer ratings customers feel when utilizing the Tokopedia marketplace, the more effective and efficient consumers will be in making product purchase selections.

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