The Effect of Online Customer Reviews on Purchase Decisions on Shopee (Survey on Bening Kosmetik Stores Pekanbaru)

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Abstract

In this study, two variables were used, namely online customer reviews as independent variables (X) and purchase decisions as bound variables (Y). This study was conducted with the aim of analyzing the influence of online customer reviews on purchase decisions at Shopee Clear Cosmetic Store Pekanbaru. The type of research used by the author is a quantitative research type with a purposive sampling method. The population in this study is 96 consumers of Shopee Clear Shops of Pekanbaru Cosmetics using SPSS 26. Based on the analysis using a simple linear regression statistical method Y = 20.812+0.840X which shows that the influence of online customer reviews (X) on purchase decisions (Y) is positive. Furthermore, the results of the correlation coefficient test showed the correlation value of both online customer review and purchase decision variables of 0.633 with a positive relationship direction and at a strong and significant relationship level. Furthermore, the results of hypothesis testing, the t-test is 7.928 with a sig of 0.000. A table t of 1.986 was obtained, in other words, t was calculated to be greater than the table t (7.928 > 1.986). So it can be concluded that Ho was rejected and Ha was accepted, or it can be interpreted that there is a positive and significant influence between online customer reviews on purchase decisions at Shopee Clear Cosmetic Shop Pekanbaru. The magnitude of the determination coefficient is 0.401 (40.1%), which means that online customer reviews have an influence of 40.1% on purchase decisions and by 59.9% are influenced by other factors.

Keywords: Online Customer Review, Purchase Decision

1. Introduction

Based on the latest reports from We Are Social and Meltwater, the total number of internet users in Indonesia from January 2023 has been recorded at a total of 212.9 million. From this number, it will always increase from the previous year. In 2022, We Are Social said that the total number of internet users in Indonesia amounted to 202 million. This means that the number of internet users in Indonesia has increased by 10 million users or 5% from the previous year's number. The total population in Indonesia is said to reach 276.4 million people from January 2023, an increase of 1.8 million from the total population in 2022. This means that the internet coverage in Indonesia has now reached 77%. While the rest, which is around 23%, is not connected to the internet. Thus, a total of 98.3% of people in Indonesia open internet access with mobile phones or mobile phones.

With an average of 7 hours and 42 minutes of use per day. And the total number of internet users who have active social media accounts has reached 167 million people or 60.4% of the total population. In Indonesia, more than half of the population has been using the internet for a long time. This proves that the enthusiasm for internet use in Indonesia is quite high.

Source: We Are Social and Meltwater
Figure 1. Number of Internet Users in Indonesia

Then in addition to being used to obtain and share information, the internet network is also used in various other needs, as one example, namely for selling and buying transactions. Businessmen use the internet to market and inform their products through the internet which can be easily seen by potential consumers. Shopping online can save time and money, that is, consumers no longer need to come to the store, nor do they need to spend money on the cost of going to the store so that they can save time, effort and costs. Just by using a smartphone and connected to the internet, consumers can order the goods they need. There is no need to meet the seller and can carry out buying and selling transactions for 24 hours without time limits. This has led to a significant increase in online transactions in the marketplace. Which has

given rise to many new marketplaces with various innovations so that competition in online buying and selling is getting tighter. Therefore, online sellers are required to make more efforts to market their products so as not to be left behind by other sellers. In online sales, customers do not know directly, cannot see, touch and check the physical condition of the product to be purchased. Therefore, from the seller side, they have provided descriptions or descriptions, videos and photos of the product so that it can be a good alternative to influence potential consumers. Because sellers and buyers do not meet face-to-face and do not know each other.

Online customer review is a type of communication in marketing that contains positive or negative statements made by potential customers, as well as previous customers about a product or company, which has been available to many institutions or people with internet media Detasari & Putra, 2019 in (Madjid 2022). In shopping Online The purchase decision is very important because the purchase decision is the final stage of the buying and selling process. According to Ardianti & Widiartanto in (Putri dan Lestari 2022), purchase decision is a psychological process that consumers go through, usually the process begins with the stage of making attention related to goods or services, if they have the impression that they will continue to the stage of interest in knowing about the privileges of the service or product.

2. Research Methods

1. Type of Research
The type of research used in this study is quantitative, which according to Sugiyono (2017) the quantitative research method can be assumed as a research method founded on the philosophy of optimism used in reviewing populations or samples using research tools to collect data. Data analysis in the form of quantitative or statistical data with the aim of investigating existing hypotheses.

In this study, the researcher used a quantitative research method on the grounds that this study explained the relationship between the online customer review variable (X) and the purchase decision variable (Y). For the preparation of instruments or data collection tools, the researcher used variables in compiling questionnaires (questionnaires).

2. Research Location
In order to make it easier for researchers to get clearer and more accurate information and descriptions, research was conducted at the Pekanbaru City Clear Cosmetics Shop located on Jalan Lobak No. 105 C, Delima District, Panam District, Pekanbaru, Riau. The reason the researcher

chose Clear Cosmetic Shop as the object of research is because Clear Cosmetic Shop Pekanbaru is one of the cosmetic stores that sells the most products on Shopee also with good and good reviews. Researchers chose to do it on Shopee because in today's digital era, many consumers have been found making purchases online, in addition to not only saving time, but also offering a number of features that make consumers calm when making purchases such as the review feature so that potential consumers can see the reviews given by consumers. Therefore, researchers need to conduct research to find out the strengths and weaknesses of Clear Cosmetic Stores to be used as suggestions and input for the future.

3. Population and Sample
Population can be interpreted as a generalized area that is used as an object/subject that has certain qualities and characteristics determined by the research to be studied and then drawn conclusions (Tarjo, 2019).

According to Sugiyono (2013), the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population. The calculation of the number of samples taken in this study uses the Lemeshow formula, this is due to the unknown or infinite number of populations. The figure was 96.04, the researcher rounded it to 96 to reduce questionnaire filling errors. So the sample in this study is 96 people.

4. Sample Drawing Techniques
The sampling technique used in this study is a nonprobability sampling technique with a purposive sampling model. According to (Sugiyono, 2009) nonprobability sampling is a technique that does not provide the same opportunity or opportunity for each element or member of the population to be selected as a sample. The sampling technique with purposive sampling is sampling based on certain criteria. The sample criteria used by the researcher are as follows:

a. Consumers who have made purchases at Shopee Clear Shop Cosmetics Pekanbaru.

b. Have you read online customer reviews through your Shopee account @dentalkecantikan.

5. Types and Data Sources
The type of research used in this study is a quantitative approach using a descriptive method. The descriptive method in this study aims to make a systematic description or description of online customer reviews on purchase decisions.

The data sources in this study are:

a. Primary Data
Primary data is data collected and obtained from respondents directly at the research location. Based on the problem in this study, data was obtained directly from the respondents by providing a questionnaire containing questions or statements about the variables that were studied and then processed by the researcher himself.

b.Secondary Data
Secondary data is data that contains information and theories used to support research. The secondary data used in this study was obtained from the results of interviews with shop owners as well as data from books, literature, articles, websites, and journals related to the title of the research conducted.

6. Data Collection Techniques

The data collection method used by the researcher for problem solving and problem analysis is by:

1. Interview
   In the interview process, the researcher conducted question-and-answer communication with informants who knew information about products sold on Shopee and was carried out face-to-face.

2. Questionnaire
   Questionnaire is a data collection technique by making a list of a number of questions or statements and each written answer is in the form of a questionnaire and then distributing the questionnaire to all respondents, so that it is filled out based on the instructions that have been set in the questionnaire in accordance with the respondent's experience.

3. Observation
   In this case, the researcher immediately went to the field to observe the product at the Clear Cosmetic Store as the object of research and recorded data related to product sales, such as data on the number of customers and the number of sales per year.

4. Documentation
   Documentation is a data collection technique by collecting accurate evidence from clear sources in the form of official documents related to the problem raised, such as taking photos of documentation taken with owners, employees and consumers at the Clear Cosmetics Store when conducting research.

7. Data Analysis Techniques

The data analysis technique used to analyze information is a descriptive quantitative analysis method which is an activity carried out by the researcher after obtaining data from all respondents or other data sources collected such as grouping data based on variables and types of respondents, tabulating data based on variations from all respondents, presenting data for each variable studied, performing calculations to test the hypothesis that has been proposed. Using validity and reliability tests, simple linear regression analysis, hypothesis testing, and determination testing (R2)

3. Results and Discussions

Customer Review Online Recapitulation Variable (X)

Table 1. Recapitulation of Online Variables Customer Reviews

It	Information	Respondent's Response					Sum	Weight	Category
		SS	S	KS	TS	STS			
1.	Source Credibility	100	176	12	0	0	288	1240	Strongly Agree
2.	Quality of Arguments	118	149	21	0	0	288	1249	Strongly Agree
3.	Benefits Felt	89	165	34	0	0	288	1207	Agree
4.	Valence	112	157	19	0	0	288	1245	Strongly Agree
5.	Number of Reviews	137	134	17	0	0	288	1272	Strongly Agree
	Sum	556	780	103	0	0	1440	6213	Strongly Agree
	Percentage(%)	38,64	54,20	7,16	0	0	100%		

Source: Research Processed Data, 2024

Based on the recapitulation table of online customer review variables above, it can be seen that the total weight of the online customer review variable is in the category of strongly agreeing where the total weight is 6213 where it is in the interval range of 6,049 – 7,200, meaning that according to 96 respondents strongly agree that online customer reviews on Shopee Clear Shop Cosmetics Pekanbaru is very good so that it can attract the attention of potential consumers with credibility, quality, benefits, valence and the number of reviews given by consumers. Then it creates trust for potential consumers and can make purchase decisions.

Purchase Decision Recapitulation Variable (Y)

Table 2. Recapitulation of Purchase Decision Variables

It	Information	Respondent's Response					Sum	Weight	Category
		SS	S	KS	TS	STS			
1.	Product Selection	104	171	13	0	0	288	1243	Strongly Agree
2.	Brand Selection	115	148	23	2	0	288	1240	Strongly Agree
3.	Seller Selection	112	133	40	2	1	288	1217	Strongly Agree
4.	Purchase Amount	89	156	40	3	0	288	1195	Agree
5.	Purchase Time	76	163	45	4	0	288	1175	Agree
6.	Payment Methods	71	151	56	9	1	288	1146	Agree
	Sum	567	922	281	20	2	1728	7216	Agree
	Percentage(%)	31,64	51,45	15,68	1,12	0,11	100%		

Source: Researcher Processed Data, 2024

Based on the recapitulation table of the purchase decision variables above, it can be seen that the total weight of the purchase decision variable is in the agree category where the total weight is 7216 where it is in the interval range of 5,875.3 – 7,257.2 which means that according to 96 respondents agree that the purchase decision at Shopee Clear Shop Pekanbaru Cosmetics is good so that it can

attract the attention of consumers with product selection, brand, seller and purchase amount. It also makes it easier for consumers in terms of payment time and method.

a. Validity Test

The validity test of online customer review questionnaires and purchase decisions is used to measure and find out whether or not a questionnaire is valid, by comparing the value of r calculation with r table, that is, if the value of r calculation > r table, then the statement item is declared valid.

1) Customer Review Online Variable Data Validity Test

Table 3. Results of the Validity Test of Online Variable Data Customer Review

NO	Items	r Calculate	r Table	Information
1.	X1	0,467	0.168	Valid
2.	X2	0,615	0.168	Valid
3.	X3	0,466	0.168	Valid
4.	X4	0,534	0.168	Valid
5.	X5	0,496	0.168	Valid
6.	X6	0,506	0.168	Valid
7.	X7	0,570	0.168	Valid
8.	X8	0,543	0.168	Valid
9.	X9	0,523	0.168	Valid
10.	X10	0,606	0.168	Valid
11.	X11	0,450	0.168	Valid
12.	X12	0,318	0.168	Valid
13.	X13	0,486	0.168	Valid
14.	X14	0,562	0.168	Valid
15.	X15	0,581	0.168	Valid

Source: Researcher Processed Data, 2024

Based on the table above, it can be seen that items 1 to 15 are the results of the validity test for the variables in this study on each indicator of the r statement calculation is greater than the r of the table where n = 96 with a significant level of 5% which is 0.168. So based on the results of data processing using the SPSS application, all variable indicators of online customer reviews in this study were declared valid.

2) Test the Validity of Purchase Decision Variable Data

Table 4. Results of the Validity Test of Purchase Decision Variable Data

NO	Items	r Calculate	r Table	Information
1	Y1	0,455	0.168	Valid
2	Y2	0,269	0.168	Valid
3	Y3	0,419	0.168	Valid
4	Y4	0,538	0.168	Valid
5	Y5	0,563	0.168	Valid
6	Y6	0,674	0.168	Valid
7	Y7	0,648	0.168	Valid
8	Y8	0,358	0.168	Valid
9	Y9	0,318	0.168	Valid
10	Y10	0,505	0.168	Valid
11	Y11	0,602	0.168	Valid
12	Y12	0,616	0.168	Valid
13	Y13	0,571	0.168	Valid
14	Y14	0,571	0.168	Valid
15	Y15	0,680	0.168	Valid
16	Y16	0,353	0.168	Valid
17	Y17	0,460	0.168	Valid
18	Y18	0,464	0.168	Valid

Source: Researcher Processed Data, 2024

Based on the table above, it can be seen that items 1 to 18 are the results of the validity test for the variables in this study in each indicator of the statement r calculation is greater than the r of the

table where n = 96 with a significant level of 5%, namely 0.168. So based on the results of data processing using the SPSS application, all variable indicators of purchase decisions in this study were declared valid.

b. Reliability Test

Reliability tests are used to measure questionnaires which are indicators of a variable and also to find out how far the measurement results are so that they remain consistent if measurements are taken twice or more using the same measuring tool. The technique used to measure reliability is by comparing the Alpha value with the standard, with the provision that the Cronbach Alpha is more than 0.06, with the following results:

Table 5. Reliability Test Results

No.	Variable	Cronbach Alpha's	Reliable Terms	Information
1.	Online Customer Review	0,800	>0.6	Reliable
2.	Purchase Decision	0,829	>0.6	Reliable

Source: Researcher Processed Data, 2024

Based on the results of the table above, it can be concluded that the online customer review variable and the purchase decision variable are reliable because the Cronbach Alpha value is greater than the Alpha coefficient value so that the variables used are consistent and qualified to be used as data in the study.

c. Linear Regression Analysis

A simple linear regression test is a method used to determine the magnitude of the influence of the independent variable on the bound variable, and predict the changes that occur in the bound variable based on the change of the independent variable.

Table 6. Simple Linear Regression Test Results

Coefficientsa						
	Unstandardized Coefficients		Standardized Coefficients		
Type	B	Std. Error	Beta	t	Sig.
1 (Constant)	20.812	6.873		3.028	.003
Online Customer Review	,840	,106	,633	7.928	.000
a. Dependent Variable: Purchase Decision					

Source: SPSS Data Processing Results, 2024

Based on the table above, it is known that the significance level is 0.000 < 0.05, then the regression model can be used to predict the participation variable or in other words there is an influence of Online Customer Review (X) on Purchase Decision (Y). So that a simple linear regression equation is found, namely:

$$Y = 20.812 + 0.840X$$

From this equation it can be interpreted as follows:

a) The constant is 20.812 which means that if the free variable X (Online Customer Review) has a fixed value, then the variable Y (Purchase

Decision) is 20.812.

b) The regression coefficient of the X variable (Online Customer Review) of 0.840 means that if the Online Customer Review variable increases by 1 unit, then the Purchase Decision will increase by 0.840. The coefficient of positive value between Online Customer Reviews and purchase decisions means that the better the Online Customer Review, the higher the purchase decision will be.

d. Hypothesis Test

1) Determination Coefficient Test (R2)

Table 7: Determination Coefficient Test Results (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633a	.401	.394	4.727
a. Predictors: (Constant), Online Customer Review				

Source: SPSS Data Processing Results, 2024

Based on the table above, it is known that the value of the determination coefficient (R2) between the independent variable and the bound variable is 0.401 or 40.1%. So it can be concluded that the relationship between Online Customer Reviews affects consumer purchase decisions by 40.1%, while the remaining 59.9% describes other independent variables such as ratings, prices, promotions, product quality, and service quality that are not studied in this study.

2) Test T

The t-test was used to determine whether the independent variable regression model had a significant influence on the bound variable at a confidence level of 95% α = 5%. The basis for making a t-test decision is as follows:

a) If the value of t is calculated > t table, then there is an influence of variable X on variable Y.

b) If the value of t is calculated < t of the table, then there is no influence of variable X on variable Y.

Table 8. T Test Results

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Type	B	Std. Error	Beta	t	Sig.
1 (Constant)	20.812	6.873		3.028	.003
Online Customer Review	.840	.106	.633	7.928	.000
a. Dependent Variable: Purchase Decision					

Source: SPSS Data Processing Results, 2024

To find out the t-value of the table can be viewed in the following way:
t table = α /2 = n-2
= 0.05/2 = 96-2
= 0.025 = 94
t table = 1,986
Based on the table above, it is known that the t-value is calculated where n=96 with a significance

level of 5%, namely 1,986. Then it was found that the t-value of *the Online Customer Review* variable was 7,928 > 1,986, and the significance value was 0.000 < 0.05. So based on the results of data processing using the SPSS application, it can be concluded that there is a significant influence between the *Online Customer Review* variable on the purchase decision variable at Shopee Clear Shop Cosmetics Pekanbaru.

4. Conclusion

According to the results of the research and discussion in chapter V about the influence of Online Customer Reviews related to decisions in purchasing at Shopee Clear Shops Pekanbaru on an associative basis which was carried out using the purposive sampling technique and had a total of 96 respondents, this can be concluded as follows:

1. Online Customer Reviews conducted on Shopee Clear Shop Cosmetics Pekanbaru are seen based on indicator items of source credibility, quality of arguments, perceived benefits, valence and the number of reviews obtained from the results of questionnaires, interviews and observations, which are in the very good category. So that it explains that the online customer reviews at Shopee Toko Bersih Kosmetik Pekanbaru are very good so that they can attract the attention of potential consumers, create trust and then make purchase decisions with credibility, quality, benefits, valence and the number of reviews given by consumers.

2. Purchase decisions made by consumers at Shopee Clear Shop Cosmetics Pekanbaru are seen based on product selection indicator items, seller selection, brand selection, purchase time, purchase amount, payment method fiber obtained from the results of questionnaires, observations and interviews, which are in the agree category. This explains that the purchase decision at Shopee Toko Bening Kosmetik Pekanbaru is good so that it can attract the attention of consumers with the selection of products, brands, sellers, and the number of purchases also makes it easier for consumers in terms of time and payment methods.

3. From the results of the questionnaire calculation, it was concluded that the Online Customer Review variable had a positive and strong influence on consumer purchase decisions, where the influence of Online Customer Reviews on purchase decisions at Shopee Clear Toko Kosmetik Pekanbaru was 40.1%, while the remaining 59.9% explained other independent variables with rating examples , price, promotion, product quality, and service quality that were not researched in this research.

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