A The Influence of Online Customer Reviews and Prices on Product Purchasing Decisions Fashion on the Shopee Marketplace in Bekasi

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ABSTRACT

This study aims to determine the effect of Online Customer reviews and Price on the decision to purchase Fashion products on the Shopee Marketplace in Bekasi. This study is quantitative research with the type of descriptive research. The data collection method used is a questionnaire. The population in this study is Shopee users who live in Bekasi with the number of unaccounted for. Sampling using Cochran's formula as many as 96 people with purposive sampling type of sampling. Data analysis techniques using multiple linear regression and using SPSS applications 25. Results of this study show that the influence of online customer reviews on purchase decisions by 40.6%, prices affect the purchase decisions by 62.8%. So that online customer reviews and prices influence significantly to the decision to purchase fashion products on the Shopee marketplace in Bekasi. Variable online customer review and price significant effect against simultaneous purchase decisions by 67.5%, of which 32.5% influenced by other variables not studied in this study.

1. INTRODUCTION

In According to APJII data published by KataData (2022), internet users have increased significantly in Indonesia, making Indonesia the largest internet user in the world. In Indonesia, there are 210.03 million internet users in 2021-2022, according to a study by the Association of Indonesian Internet Service Organizations (APJII). Technology has a sociological role that has an impact on every human movement, behavior and activity. One d them is shopping. Currently, one of the shopping methods used in business transactions is shopping *online* through *marketing or e-commerce*.

According to statistics from Similar web (2022) Shopee is ranked among the sites *e-commerce* top in Indonesia. Product categories available in *e-commerce*. The most popular Shopee categories are *fashion*. Findings from the Indonesian Political Indicators study (2022), show that fashion and clothing items are the most popular commodities purchased online.

Build customer trust in *online marketplaces* namely from *online customer reviews* which is on *platforms*. According to Putri & Wandebori (2016: 256) online customer reviews are experiences in using a product, specifications, results, advantages and disadvantages of a product that are felt by customers who have purchased the product. Customer reviews feature *online,* It is actually created so that customers who have purchased a product can share their experiences regarding the quality of the product or service from the seller as perceived by the buyer, so potential customers can use this customer review feature to collect information if they are interested in shopping for the product.

Price is another aspect that often influences customers' decisions to buy goods online. According to Kotler & Armstrong (2016: 324) price is the amount of money/ value that consumers exchange for a product or service and obtain benefits or ownership of a product or service. When product prices are adjusted to customer preferences, customers will easily choose to shop *online* and make purchasing decisions.

Based on 6 previous studies on the Influence of Price, Online Customer Reviews, and Online Customer Ratings on Purchasing Decisions on the Shopee Marketplace (Cahyono & Wibawani (2022), The Influence of Online Customer Reviews and Prices on Purchasing Decisions on Shopee with Purchase Interest as an Intervening Variable (Case Study In Semarang City) by D. F. Puspita et al. (2022), The Influence of Price and Customer Reviews on Purchasing Decisions for Women's Fashion Products in Online Marketplaces (Case Study of Customers in Surabaya) Lestari & Patrikha (2022), The Influence of Price and Online Customer Reviews on Purchasing Decisions in Sociolla E-Commerce During the Covid-19 Pandemic Suryani et al. (2022), The Influence of Brand Image, Online Customer Reviews and Price on Purchasing Decisions on the Shopee Marketplace (A. Puspita & Ratnanto, 2022), "The Impact of Online Customer Reviews (OCRs) On Consumer Purchasing Decision" Ibrahim & Mamdouh (2022) explain that these factors separately or together influence purchasing decisions.

Seeing the factors that influence purchasing decisions above according to experts, the researchers conducted previous research (*pre-survey*) to 30 respondents with 5 statements. These respondents are consumers who have purchased products *fashion* on *marketplace* Shopee. This pre-survey was carried out for 2 days from April 16 2023 to April 17 2023 via *Google Forms*. The results of the pre-survey carried out can beseen in the following table:

Table 1. Pre-Survey Data

No.	List of Statements	Yes	No
1.	I feel *review* on Shopee helps me determine purchasing choices	29	1
2.	More results *review* from other consumers, it will make it easier for me to make product purchasing decisions *fashion* on Shopee	29	1
3.	I shop for products *fashion* via Shopee because the prices are affordable	27	3
4.	I chose to buy the product fashion on Shopee because it is marketplace who is trustworthy	27	3
5.	I find it easy to find products fashion on Shopee which is affordable and quality	26	4

Source: Data processed by the author in 2023

This shows the existence of a phenomenon, namely the product *fashion* become the most popular product on *marketplace* Shopee but based on results *pre-survey* which has been carried out at the beginning, there is still a gap in the answers from respondents. There are respondents who feel *review* or *online customer reviews* not very helpful in deciding on purchases and product prices *fashion* on Shopee it is not affordable and quality. This shows thatthere are still concerns and negative perceptions related to these aspects in the context of the experience of purchasing fashion products on Shopee.

Based on the background and phenomena that have been explained, researchers are interested in taking the title "Influence *Online Customer Reviews* and Price on Product Purchasing Decisions *Fashion* on *Market places* Shopee in Bekasi." The aims of this research are:

1. To find out and analyze influence *Online Customer Reviews* on Product PurchasingDecisions *Fashion* on *Marketplaces* Shopee in Bekasi.

2. To find out and analyze the influence of price on product purchasing decisions *Fashion* on *Marketplaces* Shopee in Bekasi.

3. To find out and analyze the influence *Online Customer Reviews* and Price simultaneously on Product Purchasing Decisions *Fashion* on *Marketplaces* Shopee in Bekasi.

2. LITERATURE STUDY

1. The Online Customer Reviews

Putri & Wandebori (2016: 256) state that *online customer reviews* contain experience using the product, specifications, results, advantages and disadvantages of a product felt by customers who have purchased the product.

According to Ngadimen & Widyastuti (2021: 4) *Online customer reviews* isone of the *words of mouth* in online commerce, when customers use this information to make online purchases, customers can learn about the quality ofthe goods as well as the opinions of other customers.

2. Price

According to Kotler & Armstrong (2016: 324) price is the amount of money or value that consumers exchange for a product or service and obtainbenefits or ownership of a product or service. According to Tjiptono (2015: 289) price is a flexible marketing componentthat can be easily changed and generates income for the business.

3. Purchase Decision

According to Kotler & Keller (2016: 198) purchasing decisions are the final decision made by consumers to buy certain products with certain considerations forming an intention to buy the most preferred brand. According to Gunarsih et al. (2021: 70) purchasing decisions are identifying all feasible solutions to a problem and evaluating options consistently and objectively, as well as determining profit and loss targets foreach.

Based on the background and problem formulation above, the researcher formulated the following hypothesis :

H1: It is suspected that there is an influence of online customer reviews on purchasing decisions for fashion products on the Shopee marketplace in Bekasi

H2: It is suspected that there is an influence of price on purchasing decisions for fashion products on the Shopee marketplace in Bekasi

H3: It is suspected that there is an influence of online customer reviews and prices on purchasing decisions for fashion products on the Shopee marketplace in Bekasi

2. METHOD

This In this research, researchers used quantitative approach with descriptive research type. This research uses 3 variables, namely Online Customer Review (X1),Price (X2) and Purchase Decision (Y). The data collection technique used was a questionnaire and used a Likert scale as a measurement scale. The population in this study is an uncountable number of Shopee users who live in Bekasi. Because the exact population size is not known, the sample calculation uses a formula *Cochran* with a total sample of 96 respondents.

In taking samples this research used *non-probability sampling* with type *purposive sampling,* The sample criteria selected as respondents are people living in Bekasi from all walks of life and ages who have used the Shopee application and havepurchased products. *Fashion* via the Shopee application at least once. The data analysistechnique uses multiple linear regression and uses the SPSS 25 application.

The theoretical framework is as follows :
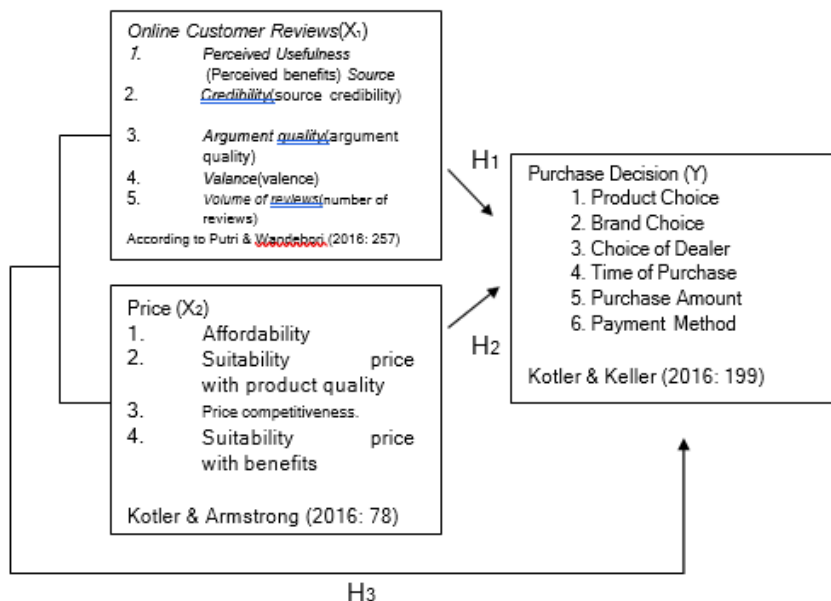
Figure 1. Theoretical framework
Source: Data processed by the author in 2023

This research consists of 3 (three) variables, namely 2 (two) independent variables and 1 (one) dependent variable. The operational definition in this research is as follows:

According to Sugiyono (2019: 69) the independent variable or variable. The independent variables used in this research are Online Customer Reviews and Price.

According to Sugiyono (2019: 69) the dependent variable or variable Y or dependent variable is a variable that is influenced or produced as a result of the independent variable. The dependent variable used in this research is purchasing decisions.

Table III. Variable Operational Grid

Variable	Dimensions	Indicator	No. Items	Amount Items
Daughter & Wandebori 257)	E WOM	Perceiver Usefulness	1, 2	2
		Source credibility	3, 4	2
		Argument quality	5, 6	2
		Valance	7, 8	2
		Volume of reviews	9, 10	2
	Affordability Price	Affordable prices	1	
		Prices are relatively cheap	2	2
	Price	price accordingly product quality	3	
				2

Variable	Dimensions	Indicator	No. Items	Amount Items
Price Kotler & (2016: 78)		price accordingly customer purchasing power	4	
	Suitability Benefit	price accordingly benefits obtained	5	
		price accordingly the results offered	6	2
	Price Appropriate or Power	product price can be compete in the market	7	
		cheaper price of the product the like	8	2
Decision Purchase Kotler & Keller (2016: 199)	Product selection	Diversity of variants product	1	
		Product quality	2	2
	Brand choice	Brand Popularity	3	
		Brand trust	4	2
	Choice of dealer	Convenience get the product	5	
		Product availability	6	2
	Time purchase	Buy products based on time requirements	7	
		Timing Purchase based on promotion	8	2

3. RESULTS AND DISCUSSION

Research Results

1. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.461	3.005		1.817	.072
	Online Customer Review	.312	.078	.282	3.988	.000
	Harga	.725	.081	.635	8.990	.000

a. Dependent Variable: Keputusan Pembelian

Figure 3. Multiple Linear Regression Coefficient Test Results
Source: SPSS Data Processing 25, 2023

Based on data analysis using SPSS 25, the following regression equationresults were obtained:
$Y = 5.461 + 0.312X1 + 0.725X2$

The regression equation above shows the relationship between the independent variable and the dependent variable partially, from this equation itcan be concluded that:

1) The constant value (α) of 5.461 states that if the Online Customer Review andPrice variables are constant (fixed), then the level of Purchase Decision that occurs is 5.461.

2) The online customer review regression coefficient value of 0.312 states that ifonline customer reviews (X1) increase by 1% then purchasing decisions (Y) will increase by 0.312 or 0.312% and vice versa, if online customer reviews decrease by 1% then purchasing decisions will decrease by 0.312 or 0.312%

3) The price regression coefficient value of 0.725 states that if the price (X2) increases by 1% then the purchasing decision (Y) will increase by 0.725 or0.725% and vice versa, if the price decreases by 1% then the purchasing decision will decrease by 0.725 or 0.725%

2. T Test Results (Partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.461	3.005		1.817	.072
	Online Customer Review	.312	.078	.282	3.988	.000
	Harga	.725	.081	.635	8.990	.000

a. Dependent Variable: Keputusan Pembelian

Figure 4. T Test Results (Partial)

Source: SPSS Data Processing 25, 2023

From the data above it can be stated as follows:

1) Based on the table above, it is known that the T test results are in variables *Online Customer Reviews* on purchasing decisions, it was found to be significant at

0.000 <0.05 and t count shows the results 3.988 > 1.985 t table, then it means there is a significant influence *Online Customer Reviews* on purchasing decisions. The firsthypothesis is accepted.

2) Furthermore, the results of the T test in the price variable on purchasing decisions were found to be significant at 0.000 < 0.05 and t count shows results of 8,990 > 1,985 t table, so it means there is a significant influence of price on purchasing decisions. The second hypothesis is accepted.

B.   F Test Results (Simultaneous)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1038.382	2	519.191	99.875	.000ᵇ
	Residual	483.451	93	5.198		
	Total	1521.833	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Online Customer Review

Figure 5. F Test Results (Simultaneous)
Source: SPSS Data Processing 25, 2023

Based on the results of the F test, the calculated F value was 99.875 > 3.094 Ftable and the significant value was 0.000 < 0.05. The conclusion means that simultaneously *Online Customer Reviews* (X1) and Price (X2) has a significant effect on purchasing decision, so the third hypothesis is accepted.

C. Coefficient of Determination Test Results (R2)

1) Variable Determination Coefficient Test *Online Customer Reviews*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637ᵃ	.406	.400	3.100

a. Predictors: (Constant), Online Customer Review

Figure 6. Variable Determination Coefficient Test Results Online Customer Reviews
Source: SPSS Data Processing 25, 2023

In the table above it can be seen that the coefficient of determination (R Square) is 0.406. This means that the regression model obtained is able toexplain that variable *Online Customer Reviews* (X1) can influence purchasing decisions by 40.6%.

2) Test the Coefficient of Determination of Price Variables

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792ᵃ	.628	.624	2.454

a. Predictors: (Constant), Harga

Figure 7. Test results for the coefficient of determination of the price variable
Source: SPSS Data Processing 25, 2023

In the table above it can be seen that the coefficient of determination (R Square) is 0.628. This means that the regression model obtained is able toexplain that the Price variable (X2) can influence purchasing decisions by 62.8%.

3) Variable Determination Coefficient Test *Online Customer Reviews* and Price

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826ᵃ	.682	.675	2.280

a. Predictors: (Constant), Harga, Online Customer Review

Figure 8. Coefficient of Determination Test Results (R2)
Source: SPSS Data Processing 25, 2023

In the picture above, it can be seen that the adjusted coefficient of determination (Adjusted R Square) is 0.675. This means that the regression model obtained is able to explain that the Online Customer Review variable(X1) and Price (X2) can influence purchasing decisions by 67.5%. Meanwhile, the remaining 32.5% is influenced by other unknownfactors and is not included in this regression analysis.

4. CONCLUSION

1. Influence *Online Customer Reviews* Regarding Purchasing Decisions

Based on the results obtained, testing the T hypothesis shows that thereis a positive influence and significance between *Online Customer Reviews* on Purchasing Decisions. The calculated t value > t table is (3.988 > 1.985 with significance (0.000 < 0.05). Thus, it shows that H0 rejected and H1 accepted, so there is a significant influence between *Online Customer Reviews* (X1) on Purchase Decisions (Y). Then it is known that the coefficient of determination or R Square is 0.406 or equal to 40.6%. Meanwhile, the remaining 59.4% was influenced by other variables not studied. Therefore, *Online Customer Reviews* positive and significant effect on product purchasing decisions *Fashion* on *Marketplaces* Shopee. H1 accepted.

2. Effect of Price on Purchasing Decisions

Based on the results obtained, testing the T hypothesis shows that thereis a positive and significant influence between price on purchasing decisions. The calculated t value > t table is (8.990 > 1.985 with significance (0.000 < 0.05).Thus, it shows that H0 rejected and H2 accepted, so there is a significant influence between Price (X2) on Purchase Decisions (Y). Then it is known that the coefficient of determination or R Square is 0.628 or equal to 62.8%. Meanwhile, the remaining 37.2% was influenced by other variables not studied. Thus, price has a positive and significant effect on product purchasing decisions *Fashion* on *Marketplaces* Shopee. H2 accepted.

3. Influence *Online Customer Reviews* and Price on Purchasing Decisions

Based on the results obtained, testing the T hypothesis shows that thereis a positive influence and significance between *Online Customer Reviews* and Price on Purchasing Decisions. The calculated f value > f table is (99.875 > 3.094 with significance (0.000 < 0.05). Thus, it shows that H0 rejected and H3 accepted, so there is a significant influence between *Online Customer Reviews*(X1) and Price (X2) on Purchase Decisions (Y). Then it is known that the coefficient of determination or Adjusted R Square value is 0.675 or equal to 67.5%. Meanwhile, the remaining 32.5% is influenced by other variablesnot studied. Therefore,*Online Customer Reviews*and Price simultaneously has apositive and significant effect on Product Purchasing Decisions *Fashion* on *Marketplaces* Shopee. H3accepted

Based on the results of analysis and hypothesis testing on Shopee users in Bekasi. So it can be concluded as follows:

1) Online customer reviews(X1) have a significant effect on product purchasingdecisions (Y). fashion on marketplace Shopee in Bekasi was 40.6%.

2) Price (X2) has a significant effect on product purchasing decisions (Y). fashion on marketplace Shopee in Bekasi was 62.8%.

3) Online customer review(X1), and price (X2) together (simultaneously) have a significant effect on product purchasing decisions (Y). fashion on marketplace Shoppe in Bekasi was 67.5%.

Based on the research results above, researchers can provide the following suggestions:

1) Shopee should improve its online customer review function by encouragingbuyers to post product reviews in a good way and by offering positive incentives.

2) Sellers should be honest in analyzing the quality of the goods they provide tomaintain a balance between price and quality of fashion products.

3) It is best for Shopee or sellers to carry out strict quality control to ensure thatthe products sold meet established quality standards, collaborate with quality manufacturers and implement a simple product return policy and quality guarantee so that customers feel safe when shopping for fashion products on Shopee.

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