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The Effect of Online Customer Review and E-Service Quality on Consumer Purchase Decisions on the Marketplace Shopee in Bandar Lampung

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Abstract: The phenomenon of online shopping in the modern era continues to increase, so it is not surprising that business people need to pay attention to the importance of online customer reviews and provide the best quality e-service for customers to purchase products in the marketplace. One of the marketplaces that can be used is Shopee. The type of data used in this study is primary data obtained from the results of respondents' answers which were collected with the help of a questionnaire. The number of samples in this study were 120 respondents. The sampling method used purposive sampling, which is a technique to determine the sample with the appropriate criteria determined by the researcher. The analytical method used in this research is validity test, reliability test, analysis stage using multiple linear regression, and hypothesis testing, namely t test and coefficient of determination test (R²), with the help of the IBM SPSS 26 application program for windows. The results of this study indicate that the online customer review variable has a positive and significant effect on the purchasing decision variable. The e-service quality variable also has a positive and significant effect on the purchasing decision variable. In this study, the independent variable was able to explain the dependent variable by 49.8% while the rest was influenced by other variables outside the variables in this study.

Keywords: Online Customer Review, E-Service Quality, Purchase Decision, Marketplace, Consumer Behavior

1. Preliminary

Changes in consumer behavior in shopping, one of which comes from shopping offline (conventional) switching to shopping online, is caused by the many advantages offered by online shopping sites. Now consumers or prospective buyers are able to get goods through various marketplaces, one of which is Shopee. Online information in shopping in the marketplace is by looking at reviews and looking at the electronic services provided in an online store. Customer Reviews are very crucial for consumers online when making an online purchase. According to Filieri (2014) Online Customer Review is one of the descriptions Word of Mouth Communication on online sales where prospective buyers obtain additional information about products from other consumers who have purchased the product.

Based on the data report (2022), it describes the number of visitors to various websites in Indonesia in early February 2022. Shopee.ID became a marketplace website with 13th monthly visitors after the Tokopedia marketplace with 11th place in February 2022 with an average total visit of 1.44B with visit time 6 minutes 43 seconds. Another phenomenon that can be found from online shopping activities is where prospective consumers are faced with several risks such as the lack of freedom to directly assess an item or service that is offered whether it meets the needs and expectations of consumers.

According to Yan et al. (2021: 180), online customer review or what can be called electronic word of mouth (e-WOM) serves as a tool in the decision-making process in potentially online purchases by waiting and observing other people before making a purchase decision. Prospective buyers will certainly not buy an item that has a bad review. Online customer reviews are not only used as a factor used to improve customer purchasing decisions, there are e-service quality that can be used in the marketplace. E-service quality is assessed as the quality of an online service in digital services such as a marketplace. The success of the marketplace is judged if it has good service when it can provide customer facilities according to their needs with ease in the purchasing process for the products that customers need.

Based on the proliferation of online shopping activities that are growing, it is not surprising that business people need to pay attention to consumer reviews and provide the best quality electronic services so that customers can purchase products at the store. Shopee users in Bandar Lampung are aware that current technological advances provide advantages in using the marketplace as a means of online shopping, both in terms of convenience in transacting the diversity of product types and prices and users can make purchases whenever and wherever different consumers are.

Literature Review

Online Customer Reviews

Customer reviews or online customer reviews given online are consumer judgments about a product that has been purchased or various aspects in conveying extra information related to product quality that can help other consumers obtain and receive information about the product. (Mo et al., 2015:420). According to Lee, E.-J and Shin (2014) assume that customer reviews are part of the Electronic Word of Mouth (e-WOM) which means a direct assessment from someone and not an advertisement which is one of the various factors that determine consumer purchasing decisions. So the indicators used in this study use e-WOM indicators. According to Bambauer-Sachse and Mangold (2011:42), e-WOM can be measured using three indicators, namely:

- 1) General Persuasiveness
 - a. Always look at reviews before buying a product.
 - b. Provide reviews related to products that have been purchased.

- 2) General Credibility
 - a. Trust other consumer reviews.
 - b. Trusting product ratings from other consumers.
- 3) Susceptibility to online product reviews
 - a. Read product reviews from other consumers.
 - b. Gather information from reviews before making a purchase.

E-Service Quality

E-Service Quality or electronic service means assessing the ability of a site to provide an effective and efficient means of shopping activities from the beginning of the buying process, ordering to delivery (Tjiptono 2014:410). Electronic services make it easy for customers to use without any obstacles resulting in a distinct satisfaction in the electronic services of a company or website. According to Suryani, e-service quality indicators can be measured in several ways, namely:

- 1) Website Design
 - a. Have an attractive website design.
 - b. Consumers get information online through the website.
 - c. Ease of operation of the website.
- 2) Reliability
 - a. Shopee maintains consumer privacy.
- 3) Response
 - a. Seller is fast and responsive in serving consumers.
 - b. The seller is patient and friendly in dealing with consumer problems.
- 4) Trust
 - a. Shopee is trusted to provide quality products or brands.
- 5) Personalization.
 - a. Shopee help feature is able to answer consumer complaints.
 - b. Shopee help feature meets the specific needs of consumers.

Purchasing Decisions

According to Kotler and Armstrong (2016), purchasing decisions are the science of how individuals, groups, and organizations choose, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires. According to Kotler and Keller (2016), purchasing decision indicators can be measured in several ways, namely:

- 1) Stability in a product

- Deciding to make a purchase because the product meets the needs.
- 2) Habits in buying products
Often make product purchase transactions.
 - 3) Provide product recommendations that have been felt
Recommend to friends or family to make product purchases.
 - 4) Make repeat purchases.
 - 5) Decided to make a repeat purchase.

Marketplace

According to Opiidia (2014) marketplace is an internet based online facility where business activities and transactions are carried out between sellers and buyers. Buyers can get as many suppliers as possible using the criteria according to their wishes so that they get prices according to the desired market. While the seller can obtain information related to the wishes of the buyer. Broadly speaking, marketplaces are divided into three types, namely: vertical marketplaces, horizontal marketplaces, and global marketplaces.

2. Research Methods

This research was completed using quantitative data by distributing online questionnaires via Google Form to respondents, namely Shopee users in Bandar Lampung. The results of the data obtained are primary data by getting answers directly from respondents through filling out online questionnaires. As for secondary data sourced from journals and other information that helps this research. Shopee users in Bandar Lampung are the population in this study, in determining the sample the researchers used probability sampling with purposive sampling method using the formula Hair et al., (2014) and got 120 consumers as respondents. The data collection method used is the observation of the distribution of online questionnaires and a literature study using information and journals that support this research. The analytical method used is validity test, reliability test, multiple regression analysis, coefficient of determination (R^2) and hypothesis testing.

3. Results and Discussion

3.1. Results

Partial Test (t Test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,719	1,380		1,246	.215
Online Customer Reviews (X1)	.349	.060	.440	5,812	.000
E-Service Quality (X2)	.179	.036	.373	4,932	.000

Dependent Variable: Purchase Decision

Source: Data processed by researchers (2022)

The table above shows that the constant value is 1.719, Online Customer Review 0.440, E-Service Quality is 0.373. Based on these values, the following regression equation is obtained:

From the Multiple Linear Equation, it is obtained:

$$Y = 1.719 + 0.440X_1 + 0.373X_2$$

Based on the results of the regression coefficient owned by the online customer review of 0.440, it means that the online customer review has a positive and significant effect on purchasing decisions. This means that the better the reviews given, the more purchases will occur.

Based on the results of the regression coefficient owned by the e-service quality variable of 0.373, it means that the e-service quality has a positive and significant effect on purchasing decisions. This means that the better the e-service quality provided, it will increase the occurrence of purchases.

3.2. Discussion

The development of online shopping activities through the marketplace has become a trend among the public, including consumers in Bandar Lampung. There are several consumer considerations both in terms of the quality of a product because of limitations in observing or assessing directly. Before and after shopping online, consumers can use the review feature in the marketplace. Prospective buyers can see positive or negative reviews given by other consumers to obtain an explanation of product quality and service quality (e-service quality) provided by the store or company. This

study has three variables, namely online customer review, e-service quality and purchasing decisions.

A. The Effect of Online Customer Reviews on Purchase Decisions

Based on the test results of the first hypothesis, it shows that the answers to the questionnaires filled out by respondents on the online customer review variable, the indicator that has the most dominant influence is the susceptibility to online product reviews of 91.6% with the statement "collecting product information from reviews given by other consumers.". However, there is still 1.7% in the general persuasiveness indicator that consumers do not provide reviews of products that have been purchased. In this case, the more reviews given by consumers it will help other consumers in getting additional information related to the product. From the results of research conducted shows that consumers collect additional information through reviews before making a purchase. The results of this first test are in line with the results of previous research tests conducted by Na Liu (2020) and Fitra Ramadan et al (2021) showing a positive and significant influence between online customer reviews on purchasing decisions.

B. The Effect of E-Service Quality on Consumer Purchasing Decisions

Based on the test results of the second hypothesis, it shows that the answers to the questionnaires filled out by respondents on the variable e-service quality indicator which has the most dominant influence are website design by 91.7% with the statement "easy to operate the Shopee website". However, there is still 2.5% on the personalization indicator that consumers feel the Shopee help feature cannot meet the specific needs of consumers. In this case, the Shopee help feature needs to be improved to help meet needs and overcome consumer dissatisfaction. From the results of research conducted shows that the better the service obtained by consumers, the higher the level of consumer purchasing decisions. The results of this second test are in line with the results of previous research tests conducted by Fitra Ramadan et al (2021) and Apriwati Solihat (2018) which show that there is a positive and significant influence between e-service quality on purchasing decisions.

4. Conclusions

The results of the partial t test indicate that the first hypothesis can be accepted that there is a significant influence of online customer review variables on consumer purchasing decisions through the Shopee marketplace in Bandar Lampung, where the better online customer reviews are carried out, the higher consumer purchasing decisions at the Shopee marketplace in Bandar Lampung.

The results of the partial t test show that the second hypothesis can be accepted that there is a significant influence of the e-service quality variable on consumer purchasing decisions through the Shopee marketplace in Bandar Lampung, where the better the e-service quality is, the more purchases occur at the Shopee marketplace in Bandar Lampung.

Suggestions

For the sake of developing innovation in the use of online shopping using the Shope marketplace, it is necessary to increase the importance of:

- a. Maximizing and innovating customer review features, such as providing bonuses or rewards for consumers who provide the best and most trusted reviews, to help other consumers get additional information about the products they have purchased.
- b. Evaluate Shopee's assistance features with the help of reviews that have been given by consumers so that Shopee's customer service provides services with a good response to consumers so that they are satisfied with the services provided.

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