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The Influence of Shopee Digital Marketing, Influencer Marketing, Online Customer Reviews on Purchasing Decisions at Diva Solo Stores during the Pandemic

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ABSTRACT

This study aims to analyze the effect of Digital Marketing Shopee, Influencer Marketing, Customer Online Reviews on Purchase Decisions using linear regression analysis. The population in this study were Diva Solo Shop`s consumers who had purchased Diva Solo Shop products. This study determines several sample criteria that will be used in 75 sampling respondents qustioanarries, namely: respondents who have bought or used products at the Diva Solo Store, respondents are male or female, and respondents ages between 21 years to 35 years. The results of data analysis show that the Digital Marketing Shopee variable has a partial influence on purchasing decisions with a t.sig value of 0.000 <0.05. The Influencer Marketing variable has no partial effect on purchasing decisions as shown by the partial test (ttest) with the result of sig 0,454 > 0,05. The Costumer Online Review variable has a partial influence on purchasing decisions as indicated by the partial test (t test) with sig 0.005 <0.05. The variables of Digital Marketing Shopee, Marketing Influencer, Customer Online Review together have an effect on the simultaneous significance value of the F test of (0.000) less than 0.05.

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1. INTRODUCTION

The development of the world of trade in this modern era, especially after the Covid-19 pandemic, business actors are required to always be ready to compete with other business actors. In the face of competition, business actors need to implement a good marketing strategy. One of the activities in marketing is in promotion, with the use of appropriate digital marketing promotions, it is expected that the products sold can attract buying interest in consumers and producers to achieve predetermined targets. In addition to digital marketing, product variety is also a variable that will influence purchasing decisions, because the more variety of products sold, the higher consumer interest in making purchases. The phenomenon that occurs at Toko Diva is that it has done digital marketing well because of all the promotions carried out, but there are still shortcomings because Toko Diva is still not active in terms of utilizing digital marketing optimally by using live shopee so that consumers are more easily interested in following every new product that is being live and by adding product discound. Based on the writing of the background formulation above, the author formulated the research as follows:

1. Does shopee digital marketing (variable X1) influence purchasing decisions at Diva stores?
2. Does influencer marketing (variable X2) influence purchasing decisions at Diva stores?

3. Does customer online review (variable X3) affect purchasing decisions at Diva stores?
4. Is there any influence of shopee digital marketing (variable X1), influencer marketing (variable X2) and customer online review (variable X3) simultaneously on Purchase Decisions (variable Y)?

2. RESEARCH METHOD

2.1 Research variable

The measurement variables in the study are independent variables digital marketing shopee (variable X1), influencer marketing (variable X2) and customer online review (variable X3) and the dependent variable is purchase decision (variable Y).

2.2 Operational Definition of Research

The definition of each of these research variables is:

a. Digital Marketing Shopee

Batu et al., (2019) Digital marketing is the use of the internet and the use of other interactive technologies to create and connect information, which is used to transact digitally. Digital marketing aims to reach as many customers as possible in an efficient and relevant way, marketing or promotional activities of a brand or brand of products or services.

b. Marketing Influencer

According to Hariyanti &; Wirapraja (2021), Influencer marketing is a method used to designate a person or figure on social media who is recognized as having influence on what is voiced to a number of followers and can be an event in promoting a brand by involving influencers (for example offering to test products, organizing exclusive events, and so on). Influencers aim to endorse their products as well as build an image among influencers who often have a huge follower base with an audience.

c. Customer Online Review

Danty et al., (2020) define online customer reviews as a source of consumer information about products and brands sold. Another definition of online customer review is the evaluation of information on goods and services attached to third-party sites and retailers, created by consumers. Consumer reviews or reviews are one of the important components in a business. Consumer reviews help business owners give an idea of what needs to be improved in their business.

d. Purchasing Decision

According to Schiffman and Kanuk (2017: 491), the consumer decision-making model is not intended to provide a comprehensive picture of the complexity of consumer decision-making. Instead, it is designed to unify and harmonize relevant concepts into a meaningful whole.

2.3 Data Sources

The source of data used in the study was primary data from the results of respondents to the questionnaire given. Secondary data obtained through intermediary media, in the form of books, journals, data from the internet, and theses.

2.4 Method of collecting data

a. Validity

Validity according to Sugiyono (2017: 125) shows the degree of accuracy between the data that actually occurs in the object and the data collected by the researcher. is a test to test whether or not the research instrument is valid or not. The provisions of an instrument are said to be valid or valid if they have high validity, namely correlation r calculate > r table, while an instrument that is less valid means it has low validity with a correlationr value calculate < r table.

b. Reliabilitas

Reliability tests are useful for determining whether an instrument that in this case can be used more than once, at least by the same respondent, will produce consistent data. The reliability value is expressed by the Cronbach Alpha coefficient based on the lowest limit criterion of reliability is 0.6.

c. Normality Test

According to Ghozali (2018; 161) the normality test aims to test whether in one linear regression model there is a correlation between confounding errors or residuals have a normal distribution. This

test uses the Kolmogorov Smirnov test. The distribution is said to be normal if the significant value is calculated > 0.05.

d. Heteroscedasticity Test

According to Sugiyono (2019), the heteroscedasticity test is used to determine the confounding variables in the regression equation have the same variance or not. If the significance value is greater than 0.05, there are no symptoms of heteroscedasticity. In this study, analysis was used on scatterplot images which stated that multiple linear regression models did not have heroscedasticity if:

a. The data points spread above and below or around the number 0.
b. Data points don't collect just above or below
c. The spread of data points should not form a wavy pattern widening then narrowing and widening again.

e. Multicollinearity Test

Ghozali (2018; 107) stated that the multicollinearity test aims to test whether the regression model found a correlation between one or all independent variables. Sugiyono (2019) stated that in detecting the presence or absence of multicolleniearity, it can be seen from the tolerance value and variance inflation factor (VIF), the tolerance value limit > 0.10 and variance inflation factor (VIF) is < 10, so there are no symptoms of multicoloriearity, on the contrary, tolerance value < 0.10 and variance inflation factor (VIF) > 10, then symptoms of multicolleniearity occur.

2.5 Multiple Regression

This multiple linear regression test is used to determine the influence of several independent variables with a dependent variable displayed in the form of a regression equation. Multiple linear formula: Y = a+β1 X1 + β2 X2 + β3 X3

2.6 Determination Test (R2)

According to Ghozali (2016), the coefficient of determination (R2) measures how far the model is able to explain the variation of the dependent variable with the value of the coefficient of determination between zero and one. The value of the coefficient of determination (R2) is getting closer to 1, meaning that the dependent variable can be described linearly by the independent variable.

2.7 Statistical Test

a. The t test is used to determine the significance of the influence of the independent variable partially on the dependent variable as seen from the comparison of significant values to the error value (). This study used a significance level of 5% or 0.05. It says significance = 0.05.

b. According to Ghozali (2016: 98), statistical tests basically show whether all independent or independent variables included in the model have a joint influence on the dependent or dependent variables. When the calculated F value is greater than the table F value, then we accept an alternative hypothesis that states that all independent variables simultaneously affect the dependent variable.

***2.5* Conceptual Framework**

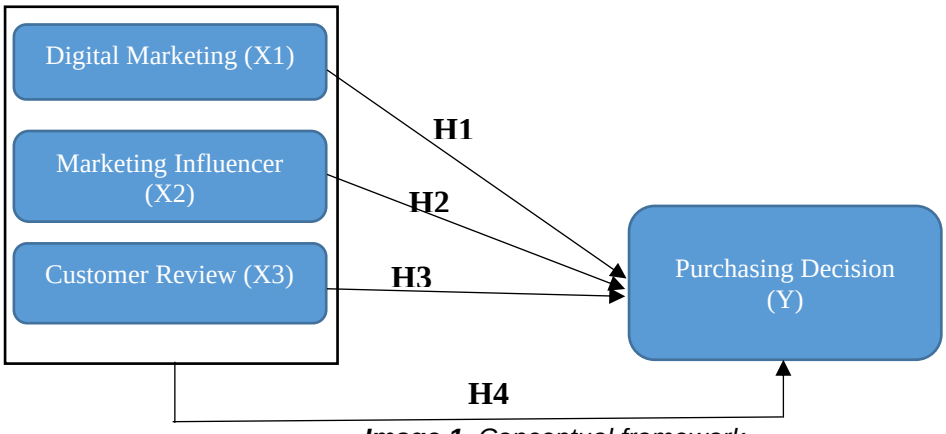

Image 1. *Conceptual framework*

2.6 Hypothesis

H1: Digital Marketing has a positive influence on the purchasing decisions of Diva Solo Store consumers.

H2: Influencer Marketing has a positive influence on the Purchasing Decisions of Diva Solo Store consumers.

H3: Online customer reviews have a positive influence on the purchasing decisions of Diva Solo Store consumers.

H4: Digital marketing, influencer marketing and online customer reviews positively affect the purchasing decisions of Toko Diva Solo consumers.

3. RESULTS AND DISCUSSION

3.1 Data Quality Test

a. Validity Test

The Validity Test is used to measure the validity or validity of a questionnaire. The results of the validity test of 4 variables with 75 samples of respondents are seen from the following table:

Table 1 . Results of Validity of Shopee Digital Marketing Variables (X1)

	Digital Marketing Shopee (X_1)		
	Pearson Correlation	Sig (2-tailed)	Information
X1.1	0,615	0,000	Valid
X1.2	0,754	0,000	Valid
X1.3	0,570	0,000	Valid
X1.4	0,814	0,000	Valid
X2.1	0,721	0.000	Valid
X2.2	0,839	0,000	Valid
X2.3	0,810	0,000	Valid
X2.4	0,645	0,000	Valid
X3.1	0,69	0,000	Valid
X3.2	0,562	0,000	Valid
X3.3	0,761	0,000	Valid
X3.4	0,766	0,000	Valid
Y1	0,807	0,000	Valid
Y2	0,695	0,000	Valid
Y3	0,869	0,000	Valid

Source : data processed by the author (2023)

Based on the table above, it shows that all questions for the Location variable are valid because they have a significance value below 0.05.

b. Reliability Test

The results of the reliability test on 75 respondents can be seen in the following table:

Table 2. Reliability Test

Variable	Alpha Cronbach	Criterion	Information
Digital Marketing shopee (X1)	0,622	Cronbach's	Reliabel
Marketing Influencer (X2)	0,737	alpha >0.60 is	Reliabel
Customer Online Review (X3)	0,619	therefore	Reliabel
Purchasing Decision (Y)	0,694	declared Reliable	Reliabel

Source : Data processed by the author (2023)

Based on the table above, the magnitude of the Cronbach Alpha value for the four variables > 0.60. So it can be concluded that the measurement of the four variables is declared reliable.

3.2 Classical Assumption Test

a. Normality Test

This study used Kolmogarov Smirnov's One Sample test with a confidence level of 5%. The normality test can be seen in the following table:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.85603180
Most Extreme Differences	Absolute	.139
	Positive	.139
	Negative	-.085
Test Statistic		.139
Asymp. Sig. (2-tailed)		.10[c]

Source : Data processed by the author (2023)

Based on the table above, it is known that the data is normally distributed. This can be seen from the significance value of 0.10 > 0.05. It is proven that the data is normally distributed as many as 75 data.

b. Heterokesdasticity Test

Testing heteroscedasticity using the glacier test, which is a test that proposes to progress the absolute residual value (abs_res) against the independent variable. If the significance value between the independent variable and the residual absolute value is greater than 0.05, heteroscedasticity does not occur. The heteroscedasticity test results below are:

Table 4. Heteroscedasticity Test Results

Variable	Sig	Information
Digital Marketing shopee (X1)	0,425	Heteroscedasticity Free
Marketing Influencer (X2)	0,266	Heteroscedasticity Free
Customer Online Review (X3)	0,172	Heteroscedasticity Free

Source : Data processed by the author (2023)

Based on the heteroscedasticity test in table IV.11 above, it is known that the significance value of Digital Marketing shopee (X) is 0.425, Marketing Influencer (X2) is 0.226, and Customer Online Review (X3) is 0.172 which is greater than 0.05 (5%), so it can be concluded that the regression model is free from heteroscedasticity.

c. Multicollinearity

Multicollinearity is a linear relationship between independent variables Multicollinearity test results are as follows:

Table 5. Multicollinearity Test Results

	Collinearity Statistics	
Variabel	Tolarence	VIF
Digital Marketing (Total X1)	0.893	1,12
Marketing Influencer (Total X2)	0.879	1,11
Customer Online Review (Total X3)	0.983	1,02

Source : Data processed by the author (2023)

Based on the results of the Multicollinearity test between variables in Table IV.10, Digital Marketing Shopee (X1), Marketing Influencer (X2), Costomer Online Review (X3) there are no symptoms of multicollinearity. This can be seen from the VIF < 10 and the Torelance value > 0.1, namely: the value of the Digital Marketing variable (X1) shows the result of VIF 1.12 < 10 and the Torelance value of 0.893 > 0.1. The value of the Marketing Influencer variable (X2) shows a VIF result of 1.11 < 10 and a Torelance value of 0.879 > 0.1. The Online Customer Review (X3) value shows a VIF result of 1.02 < 10 and a Torelance value of 0.983 > 0.1.

3.3 Multiple Linear Regression

Multiple analysis is used to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2018). As for determining the regression coefficient can be seen through the following table:

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.517	1.631		.317	.752
	digital marketing	.385	.093	.431	4.133	.000
	marketing influencer	.045	.060	.079	.753	.454
	customer online review	.285	.099	.288	2.895	.005

a. Dependent Variable: keputusan pembelian

Source : Data processed by the author (2023)

Based on the multiple regression analysis test in table 6 above, namely Y = 0.517 + 0.385X1 + 0.045X2 + 0.285X3.

3.4 Coefficient of Determination Test (R2)

The coefficient of determination test is used to determine how much the ability of the independent variable can explain the dependent variable. The value of the coefficient of determination is at 0 - 1. In other words, the closer the number one is, the better. The results of the coefficient of determination test in this study can be seen in the following table:

Table 7. R^2 Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556[a]	.309	.280	.874

a. Predictors: (Constant), customer online review, digital marketing, marketing influencer

b. Dependent Variable: keputusan pembelian

Source : Data processed by the author (2023)

The R square value of 0.309 or 30.9%, this means that the coefeisen value of determination shows that the variables Digital marketing (X1), influencer marketing (X2), customer online review (X3) are able to explain the Purchase Decision Variable (Y) by 30.9% while the remaining 69.1% is explained by other variables that are not included in this study.

3.5 Statistical Test

a. t Test

The calculation results of the SPSS 26 program are: if the value of t calculate > t table or sig. < a = 0.05, the variable has a partial effect. If the value of t is calculated < t table or sig. > a = 0.05 then the variable has no partial effect.

Table 8 . Test Results t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.517	1.631		.317	.752
	digital marketing	.385	.093	.431	4.133	.000
	marketing influencer	.045	.060	.079	.753	.454
	customer online review	.285	.099	.288	2.895	.005

a. Dependent Variable: keputusan pembelian

Source : Data processed by the author (2023)

The formula looks up t table = (a/2;n-k-1)= (0.05/2;75-3.1)=(0.025;71)=1.994. k = number of independent variables, N = research sample. The effect of the independent variable on the dependent variable partially is as follows:

1. Looking at the calculated t value for the digital marketing variable (X1) of 4.133 > t table which is 1.994 or judging from the sig value of 0.000 < 0.05, it can be said that the digital marketing variable (X1) has a partial effect on the purchase decision variable (Y).

2. Judging from the calculated t value for the influencer Marketing variable (X2) of 0.753 < t table, which is 1.994 or seen from the sig value of 0.454 > 0.05, it can be said that the influencer Marketing variable (X2) does not have a partial effect on the purchase decision variable (Y).
3. Judging from the calculated t value for Customer online Review (X3) of 2.895 > t table which is 1.994 or seen from the sig value of 0.005 < 0.05, it can be said that the Customer online Review variable (X3) has a partial effect on the purchase decision variable (Y).

b. F Test

The results of the F Test are presented as follows: if the F value is calculated > F table or sig. < a = 0.05 then the variable has an effect simultaneously, but if the value of F calculate < F table or sig. > a = 0.05 then the variable does not affect simultaneously.

Table 9. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.254	3	8.085	10.585	.000[b]
	Residual	54.226	71	.764		
	Total	78.480	74			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), customer online review, digital marketing, marketing influencer

Source : Data processed by the author (2023)

The formula finds f table = (k;n-k)= (3;75-3)=(3;72)=2.73, k = number of independent variables, N = research sample. Because the calculated f value (10.585) > the table f value (2.73), the independent variable is Digital marketing (X1); influencer marketing (X2) and customer online review (X3) simultaneously affect the purchase decision variable (Y).

Based on the formulation of the problem that has been stated in this study, data analysis and discussion have been carried out as stated in chapter IV, the following conclusions can be drawn:

1. Shopee's Digital Marketing variable has a calculated t value of 4.133 > t table which is 1.994, has a t.sig value of 0.000 < 0.05. So it can be concluded that the Shopee Digital Marketing Variable (X1) has a significant partial effect on purchasing decisions (Y) at the Diva Solo Store.
2. The Marketing Influencer variable has a calculated t value of 0.753 < t table which is 1.994, has a sig value of 0.454 > 0.0. So it can be concluded that Marketing Influencer (X2) does not have a partial effect on purchasing decisions (Y) at Toko Diva Solo.
3. The Customer Online Review variable has a calculated t value of 2.895 > t table which is 1.994, has a sig value of 0.005 < 0.05. So it can be concluded that Customer Online Review (X3) has a partial effect on the purchase decision variable (Y) at Toko Diva Solo.
4. The variables Digital Marketing Shopee, Marketing Influencer, Customer Online Review have a significance value of test F of (0.000) smaller than 0.05. The calculated f value (10.585) > the table f value (2.73), it can be concluded that the independent variable is Digital marketing (X1); influencer marketing (X2) and customer online review (X3) simultaneously affect the purchase decision variable (Y) at Toko Diva Solo.
5. R square value of 0.309 or 30.9%, this means that it can be concluded that the variables Digital marketing (X1), influencer marketing (X2), customer online review (X3) are only able to explain the Purchase Decision Variable (Y) of 30.9% while the remaining 69.1% is explained by other variables that are not included in this study.

4. CONCLUSION

Shopee's Digital Marketing variable (X1) has a significant partial effect on purchasing decisions (Y) at Toko Diva Solo. Marketing Influencer (X2) does not partially affect the purchase decision (Y) at Toko Diva Solo. Customer Online Review (X3) has a partial effect on the purchase decision variable (Y) at Toko Diva Solo. independent variables namely Digital marketing (X1); influencer marketing (X2) and customer online review (X3) simultaneously affect the purchase decision variable (Y) at Toko Diva Solo. Digital marketing variables (X1), influencer marketing (X2), customer online

review (X3) were only able to explain the Purchase Decision Variable (Y) by 30.9% while the remaining 69.1% were explained by other variables that were not included in this study.

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