

Effect Of Product Reviews And Trust On Purchasing Decisions On The Shopee Marketplace

Mutmainah¹, Sri Ernawati²

^{1,2} Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Bma, NTB

ARTICLE INFO

Article history:

Received Jul 25, 2023
Revised Aug 02, 2023
Accepted Aug 11, 2023

Keywords:

Product reviews,
Trust,
Purchasing Decisions,
Marketplace

ABSTRACT

Marketplace is one form of E-Commerce that is progressing rapidly in Indonesia. This research is to find out the effect of product reviews and trust on purchasing decisions in the Shopee marketplace either partially or simultaneously. This study uses the type of Associative research. To measure the relationship between two independent and dependent variables, questionnaires are used, in which respondents are given alternative answer options for each statement. Questionnaires were distributed to the number of respondents, and all variables were measured using a Likert scale. Data analysis using validity test, reliability test, t test and f test with the help of SPSS 23.00. The result is product reviews and trust simultaneously have a significant effect partially or simultaneously on purchasing decisions on the Shopee marketplace

Corresponding Author:

Sri Ernawati,
Management, Sekolah Tinggi Ilmu Ekonomi Bima,
J. Wolter Monginsidi Komplek Tolobali Rasanae Barat Kota Bima, Indonesia
Email: sriernawati.stiebima@gmail.com

1. INTRODUCTION

The potential of the internet as a medium of trade has recently been much discussed, the conversation resulted in a view of E-Commerce, which is an activity of buying or selling products online by consumers and from company to company with computers or electronic devices as intermediaries for business transactions. E-Commerce, which is simply interpreted as buying and selling online, is now increasingly familiar and has become part of people's lifestyle. Marketplace is one form of E-Commerce that is progressing rapidly in Indonesia. With the existence of E-Commerce can make it easier and benefit consumers to complete their daily needs, when many consumers visit the e-commerce site, it can have a big impact on sales (Sry, 2020).

An e-commerce that is currently popular in Indonesia is Shopee. Shopee is one of many marketplaces that take advantage of e-commerce business opportunities by enlivening the store segment through applications on mobile phones. Through the application on the cellphone can facilitate buying and selling transactions. Shopee entered Indonesia in June 2015. For the phenomenon of changing patterns of people who used to shop directly at shopping places now change to be easier by shopping online. To decide to buy online, there are usually considerations such as product reviews and trust (Sry, 2020).

Product Reviews are often taken into consideration by customers before making a purchase decision on the Shopee marketplace. Consumers usually pay attention to product reviews provided by previous consumers available on the shopee marketplace in order to reduce the risk of shopping online. Product reviews are a feature used to describe the advantages or weaknesses of a product using testimonials of previous buyers (Sudjatmika, 2017).

Trust is one of the main foundations in the business world. Forming a trust in the long-term relationship between marketplaces and consumers is an important factor in creating mutual trust. In

online shopping, trust is needed because sellers and consumers cannot meet in person, so sometimes they feel worried about shopping online (Lestari & Iriani, 2018).

Based on the results of researchers' initial observations on the objects of several shopee marketplace consumers, when viewed from the Shopee marketplace consumer Product Reviews show that consumer assessments of the shopee marketplace are not good, this is evidenced by consumers who state that there are often images in Shopee product reviews that do not match the products purchased.

In terms of trust, the shopee marketplace is also considered still not good by some consumers, because it is vulnerable that the goods displayed by sellers on the shopee marketplace are not in accordance with the goods sent, reducing consumer confidence to decide on purchases on the shopee marketplace.

2. RESEARCH METHODE

This study uses the type of Associative research, Associative research is a study that asks the relationship between two or more variables (Sugiyono, 2014). Associative research in this study was used to determine the influence of product reviews and trust on purchasing decisions on the shopee marketplace. To measure the relationship between two independent and dependent variables, questionnaires are used, in which respondents are given alternative answer options for each statement. Questionnaires were distributed to the number of respondents, and all variables were measured using a Likert scale

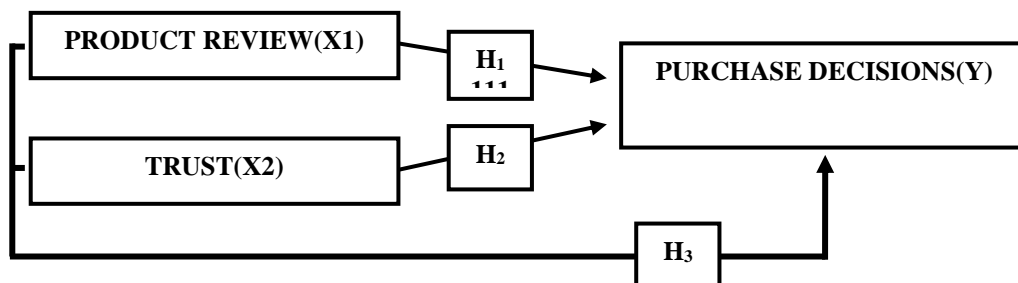
According to (Sugiyono, 2016), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study is all the people of BimaCity who have bought on the shopee marketplace. The research sample according to Sugiyono (2016) revealed that the sample is part of the number and characteristics possessed by the population. Because the population is not said with certainty, according to Sugiyono (2016), to determine the number of samples in an unknown population the feasible sample size in the study is 30 to 500 samples. Based on this opinion, the number of samples used in this study was 100 respondents with limited time, cost and ability of researchers.

Operational Definision of Research

Tabel 1. Operational DefinitionOf Variable

Research Variables	Operational Definition	Indicator
Product Review	Priansa(Munir et al., 2019) E-WoM is a negative or positive statement made by actual, potential, or previous consumers who talk about products or companies and this information is available to people or institutions via internet media.	Lackermaid, et. al. (Sudjatmika, 2017) 1. Awareness 2. Frequency 3. comparison 4. effect
Trust	Priansa(Istiqomah et al., 2019) Trust is the foundation of business, where building and creating consumer trust is one of the most important factors in creating consumer loyalty.	Lestari and Iriani(Sari & Oswari, 2020) 1. Information Quality 2. Website reputation 3. Transaction Reliability
Purchase Decisions	Nurmansyah(Sry, 2020)Purchasing decisions are processes that occur before a consumer purchases a product.	Kotler and Keller (Sugianto Putri, 2018) 1. Problem recognition, 2. Search for information., 3. Evaluation of alternatives, 4. Purchase decision, 5. Post-purchase behavior.

Conceptual framework



3. RESULT AND DISCUSSIONS

Validity Test

In testing this validity using a significant level of 0,05 with N = 100 produces an R table of 0.165. It is said to be valid if R cont > R table. For more details, see the table below:

Table 2. Validity Test

Variable	Item	R hitung	R tabel	Ket
PRODUCT REVIEW (X1)	1	0,580	0,165	Valid
	2	0,542	0,165	Valid
	3	0,767	0,165	Valid
	4	0,765	0,165	Valid
	5	0,609	0,165	Valid
	6	0,686	0,165	Valid
	7	0,564	0,165	Valid
	8	0,749	0,165	Valid
	9	0,787	0,165	Valid
	10	0,731	0,165	Valid
	11	0,623	0,165	Valid
	12	0,787	0,165	Valid
TRUST (X2)	1	0,672	0,165	Valid
	2	0,802	0,165	Valid
	3	0,738	0,165	Valid
	4	0,716	0,165	Valid
	5	0,516	0,165	Valid
	6	0,810	0,165	Valid
	7	0,724	0,165	Valid
	8	0,800	0,165	Valid
	9	0,737	0,165	Valid
PURCHASE DECISIONS (Y)	1	0,319	0,165	Valid
	2	0,411	0,165	Valid
	3	0,559	0,165	Valid
	4	0,462	0,165	Valid
	5	0,536	0,165	Valid
	6	0,645	0,165	Valid
	7	0,592	0,165	Valid
	8	0,598	0,165	Valid
	9	0,671	0,165	Valid
	10	0,554	0,165	Valid
	11	0,665	0,165	Valid
	12	0,750	0,165	Valid
	13	0,730	0,165	Valid
	14	0,769	0,165	Valid
	15	0,790	0,165	Valid

Source : Data processed SPSS 2023

Reliability Test

In this reliability test, the reliability standard is said to be reliable if the Cronbach's alpha value > 0.60 can be seen in the table below:

Tabel 3. Reliability Test

Variabel	Jumlah item	Cronbach's	Standar	Ket
Product Review	12	0,898	0,60	Reliabel
Trust	9	0,884	0,60	Reliabel
Purchase Decisions	15	0,881	0,60	Reliabel

Source : Data processed SPSS 2023

Based on the table above, the Cronbach alpha value for each variable is greater than 0.60, so it can be concluded that the data is reliable or constant.

Multiple Linear Regression Test

Tabel 4. Multiple Linear Regression Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.600	5.352		2.354	.021
	PRODUCT REVIEW	.531	.143	.391	3.723	.000
	TRUST	.523	.170	.323	3.075	.003

a. Dependent Variable: PURCHASE DECISIONS

Source : Data processed SPSS 2023

Based on table above, the multiple linear regression equation is obtained as follows:

$$Y = 12.600 + 0.531 X_1 + 0.523 X_2 + e$$

1. A constant value of 12,600 means that if the product review and trust variables are considered zero, then the purchase decision will be 12,600.
2. The beta coefficient value in product reviews is 0.531, meaning that every change in the product review variable (X₁) by one unit will result in a change in purchasing decisions of 0.531 units, assuming other assumptions are constant. An increase of one unit in the product review variable will increase the purchase decision by 0.531 units.
3. The beta coefficient value on the trust variable is 0.523, meaning that every change in the trust variable (X₂) by one unit will result in a change in purchasing decisions by 0.523 units, assuming other assumptions are constant. An increase of one unit in trust will increase the purchase decision by 0.523 units.

This shows that product review and trust variables have a positive and significant influence on purchasing decisions at the shopee marketplace.

Correlation Coefficient Test and Determination

Tabel 5. Correlation Coefficient Test and Determination Test Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.657 ^a	.431	.420	6,82708

a. Predictors: (Constant), PRODUCT REVIEW, TRUST

b. Dependent Variable: PURCHASE DECISIONS

Source : Data processed SPSS 2023

Based on the table above, the correlation coefficient is 0.657 or $r = 0.657$, so this figure shows a strong correlation because it is in the range of 0.60 to 0.799. Based on the table above, the coefficient of determination is 0.431 or 43.1% of the R square value. This means that the influence

of product reviews (X1) and trust (x2) on purchasing decisions at the shopee marketplace is 43.1%. While the remaining 56.9% is influenced by other factors not examined in this study, such as lifestyle, convenience and others.

T Test (Partial Test)

From the test results based on table 4 above then:

1. The effect of product reviews on purchasing decisions at the marketplace shopee. It is known that the t-count X1 is 3.723 and the t-table is 1.984, so $3.723 > 1.984$ means that product reviews have a partially significant effect on purchasing decisions.
2. The Effect of Trust on Purchase Decisions at the Shopee Marketplace It is known that the t-value of X2 is 3.075 and the t-table value is 1.984, so that $3.075 > 1.984$ means that trust has a partially significant effect on purchasing decisions.

F Test (Simultan Test)

Tabel 6. F Test ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3428.163	2	1714.082	36.776	,000 ^b
Residual	4521.077	97	46.609		
Total	7949.240	99			

a. Dependent Variable: PURCHASE DECISIONS

b. Predictors: (Constant), PRODUCT REVIEW, TRUST

Source : Data processed SPSS 2023

1. The significance value is 0.000, so $0.000 < 0.05$ means that product reviews and trust have a significant simultaneous effect on purchasing decisions on the shopee marketplace.
2. The calculated f value is 36,776, then $36,776 > 2.80$, meaning that product reviews and trust have a significant simultaneous effect on purchasing decisions on the shopee marketplace.

Discussions

The effect of product reviews on purchasing decisions on the shopee marketplace

In this study, product reviews have an effect on purchasing decisions at the shopee marketplace, this is shown in the partial test table, where the calculated t value for the product review variable (X1) is 3.723, which means that product reviews have an effect on purchasing decisions. Two-way testing alpha $(\alpha) / 2 = 0.05 / 2 = 0.025$ and degrees of freedom $(dk) = n - k - 1$ where k is the number of independent and dependent variables, then $(dk) = 100 - 2 - 1 = 97$ So the value T table is 1.984. And the significant level (sig) $>$ of 0.05, namely sig. $0.000 < 0.05$ means hypothesis testing 1 is ACCEPTED. The results of this study are in line with the results of previous research conducted by (Aurellia & Sharif, 2022) which found that there was a positive and significant effect between product reviews and purchasing decisions on Madame gie cosmetic products.

The Effect of Trust on Purchase Decisions on the Shopee Marketplace

In this study, trust has a significant effect on purchasing decisions at the shopee marketplace. This is shown from the partial test table above. The calculated t value for the trust variable (x2) is 3.075, which means that trust influences purchasing decisions. Two-way testing alpha $(\alpha) / 2 = 0.05 / 2 = 0.025$ and degrees of freedom $(dk) = n - k - 1$ where k is the number of independent and dependent variables, then $(dk) = 100 - 2 - 1 = 97$ So we get t table value of 1.984. And a significant level (sig) $>$ of 0.05, namely sig $0.003 < 0.05$ means hypothesis testing 2 is ACCEPTED. The results of this study are in line with the results of previous research conducted by (Ilmiyah & Krishernawan, 2020) which found that the trust variable has a positive and significant effect on purchasing decisions at the marketplace shopee in Mojokerto.

The Effect of product reviews and trust on purchasing decisions on the Shopee Marketplace

From the results of this study, product reviews and trust influence purchasing decisions on the Shopee Marketplace, this is shown based on the simultaneous test table above the calculated F value of 36.776. The formula for finding the value of f table is as follows $df_1 = k-2$ and $df_2 = n-k$. so $df_1 = 2-1 = 1$, and $df_2 = 100-2 = 98$. From this formula, the f table value is 3.09, so the calculated F value > F table, which means hypothesis 3 is ACCEPTED, with a significance value of $0.000 < 0,05$. So, simultaneously or simultaneously the product review variables and trust simultaneously influence purchasing decisions on the Shopee Marketplace. The results of this study are in line with the results of previous research conducted by (Permata Sari et al., 2021) which found that there was an influence on product reviews and trust in purchasing decisions at Market Place Shopee.

4. CONCLUSION

From the above analysis it can be concluded as follows, Partially, product reviews have a significant effect on purchasing decisions on the Shopee marketplace. Trust partially has a significant effect on purchasing decisions on the Shopee marketplace. Product reviews and trust simultaneously have a significant effect on purchasing decisions on the Shopee marketplace

REFERENCES

- Aurellia, M. R., & Sharif, O. O. (2022). Pengaruh Ulasan Produk Terhadap Keputusan Pembelian Konsumen Pada Produk Kosmetik Madame Gie. *EProceedings ...*, 9(5), 2978–2985. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/18403%0Ahttps://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/download/18403/18007>
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31–42. <https://doi.org/10.37403/mjm.v6i1.143>
- Istiqomah, Hidayat, Z., & Jariah, A. (2019). Analisis Pengaruh Kepercayaan, Iklan dan Persepsi Resiko terhadap Keputusan Pembelian di situs Shopee di Kota Lumajang. *Jurnal Progress Conference*, 2(July), 557–563.
- Lestari, N. A., & Iriani, S. S. (2018). Pengaruh Kepercayaan Dan Kemudahan Transaksi Terhadap Keputusan Pembelian Secara Online Pada Situs Mataharimall.Com. *Jurnal Ilmu Manajemen*, 6, 1–8. [file:///C:/Users/Vivobook/Downloads/22568-Article Text-26577-1-10-20180118.pdf](file:///C:/Users/Vivobook/Downloads/22568-Article%20Text-26577-1-10-20180118.pdf)
- Munir, M. F., Saroh, S., Krisdianto, D., Bisnis, J. A., Administrasi, F. I., Malang, U. I., Malang, M. T. H., Universitas, L., Malang, I., Mt, J., & Malang, H. (2019). *Bisnis Yang Menjadi Konsumen Online Shop Tokopedia*). 8(3), 177–183.
- Permata Sari, D., Kunci, K., Produk, U., & dan Keputusan Pembelian, H. (2021). Pengaruh Ulasan Produk, Kepercayaan, Promosi, dan Harga Terhadap Keputusan Pembelian pada Market Place Shopee. *Ijccs*, 1(6), 1978–1520.
- Sari, N. E., & Oswari, T. (2020). Pengaruh Kemudahan, Kepercayaan, Dan Keamanan Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Pada Toko Online Tokopedia. *Creative Research Management Journal*, 3(2), 34. <https://doi.org/10.32663/crmj.v3i2.1550>
- Sry, M. (2020). Pengaruh Harga Dan Ulasan Produk Terhadap Keputusan Pembelian Online. *Jurnal Manajemen Dan Bisnis Equilibrium*, 6(2), 195–210. https://doi.org/10.47329/jurnal_mbe.v6i2.431
- Sudjatmika, F. V. (2017). Pengaruh Harga, Ulasan Produk, Kemudahan, Dan Keamanan Terhadap Keputusan Pembelian Secara Online Di Tokopedia.Com. *Agora*, 5(1), 1–12. <https://jurnal.ubd.ac.id/index.php/PE/article/view/86/49>
- Sugianto Putri, C. (2018). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *Performa : Jurnal Manajemen Dan Start-Up Bisnis*, 1(5), 594–603.
- Sugiyono. (2016). Metode Penelitian Kuantitatif Kualitatif dan R&D. In *Bandung: Alfabeta*.