

## The effect of Online Costumer Reviews and Influencer Marketing on Shopee Purchasing Decisions

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**Abstract: Purpose** – The purpose of this research id to determine the partial and simultaneous effect of the variables studied. In this research using quantitative research approach with a sample number of 99 students with multiple regression analysis methodes spss aplikasi assistance 25. This research was conducted at (Case Study of Undergraduate Students) STIE Amkop Makassar. The purpose of this research shows that from the results of data management using the SPSS 25 application, it is known that that there is a positive and significant effect of online customer review on purcashing decision, and so is partial teasing of influencer marketing on meaningful performace of positive and significant effect, while simultaneous testing shows that online customer review and influencer marketing have a positive and significant effect on performace.

**Keywords:** Online Customer Review, Infuencer Maketing, Purchasing Decisions.

### 1. Introduction

The Industrial Revolution 4.0 is a phenomenon that collaborates cyber technology and automation technology. The Industrial Revolution 4.0 is also known as the "cyber physical system". The word technology literally comes from the Latin " texere " which means to compose or build. So that the term technology should not be limited to the use of machines, even though in a narrow sense it is often used in everyday life. The technology that is currently developing is very helpful for human activities where previously someone only used letters that would arrive in a very long time, but over time people have been able to send written messages via cell phones in seconds. The development of information technology in society turns out to have so many effects for both young and old, namely where technology makes it easier for them to do instant jobs using only cellphones or gadgets. where this can save time, so with this technology besides being able to receive or send information it can also help us do anything instantly without having to waste time by shortening time.

As is happening now, where many young people use internet technology as access to information far and near, including various students. Which can shorten their time in finding what they want or what they want to know anytime and anywhere, starting from shopping online through internet technology which is very easy to access from various types of mobile phones. Students using internet technology today not only give or receive information but can also make them access the internet with shopping activities. In addition to benefiting the community's economy, it can also make young people, including students, able to facilitate shopping activities anywhere, anytime, on various online sites or online shopping applications such as the Shopee application,

which currently many people carry out activities as well as buying and selling products or services in the application. the. Based on the current phenomenon, the development of internet technology can make almost all young people, including students, use internet technology by shopping, including the Shopee application. Online shop applications can be recognized by students because of their circulation on various social media along with reviews from consumers and influencers, not only promotional media but also various social media that bring potential buyers to go directly to various sites or online shop applications, including Shopee, which is becoming popular in today's internet technology.

Utilization of the internet and social media as online business media and do not have adequate understanding of the legality of interacting online. Technological developments in the modern era have helped the community a lot both in terms of promotion (advertising) or product reviews from consumers. With the current development of the internet, ideas and innovations emerge, such as social media which has been developed into many types, such as Facebook, Instagram, Twitter, and many more. This social media has been able to create business facilities engaged in services that facilitate the process of online business transactions so that transactions can be carried out even without direct meetings between buyers and sellers. Online, potential buyers are able to see the product or service they want and can also view reviews from various consumers who have purchased it so that this has an impact on consumer purchasing decisions.

The decision-making process in (Agusta & Anwar, 2019) is the consumer's stage in deciding a particular product which he thinks is the best from various alternatives according to certain interests by making the choice that is considered the most profitable. From this view, it is very clear that a consumer will decide to buy if influenced by factors and often involves various information about a store, brand, or company that is given value or reviews from consumers or people who have purchased before, of course through online e-commerce. Therefore, researchers suggest that there are several factors that can influence purchasing decisions including online customer reviews and influencer marketing.

The first factor is online customer review which is an online customer service review that is very influential on purchasing decisions (Somohardjo, 2017). Online Customer Reviews are part of the ratings and reviews which are often referred to as opinions or information from consumers that are given to sellers. Everything can be done because of today's internet technology that has reached the market very quickly. Before buyers make a decision to buy the product or service they want, buyers can see some reviews from consumers by looking at information from evaluating a product, for example, is this product in accordance with what they are selling or maybe vice versa by just looking at it from afar or up close by using only internet technology. Reviews will appear in the form of videos, photos, or just opinions that contain messages and opinions from consumers. Not only reviews but can also be judged from various advertisements on social media. Starting from several social media such as Facebook, Instagram, Twitter, and there are still many media system lags that can display an advertisement. Ads or reviews are not only given by consumers or customers who have purchased, but also reviewed by various influencers on social media (Juliantoro, 2020).

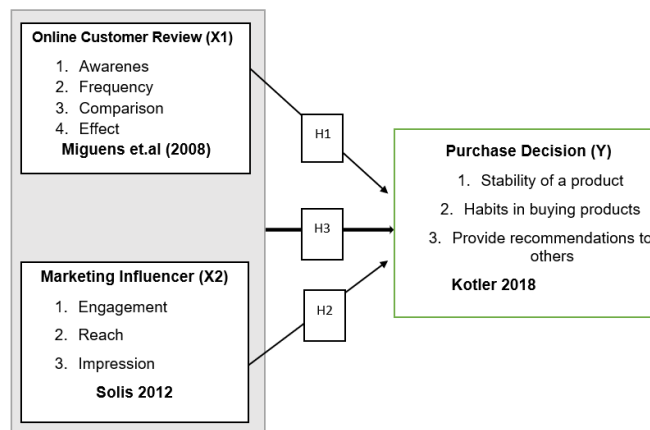
Besides online customer reviews, the role of influencer marketing is also very important in influencing consumer purchasing decisions. According to (Sugiharto. 2018), an influencer is someone whose words can influence other people, an influencer does not only have to be a celebrity, but ordinary people can also be said to be influencers if that person has a lot of followers and good words so that they can influence others. Influencer Marketing is a part of marketing that has a large enough number of followers and has a passing influence on their followers. Influencers are often categorized into celebrities, artists, public figures, YouTubers and others. A brand will collaborate with influencers to market and promote products or services online, usually called endorsements. With clear and detailed information about the product in the content that is distributed to consumers, it will certainly be very helpful for making buying decisions. This is of course related to the behavior of today's consumers who seek more references from online promotional media in making purchasing decisions. Influencers have the ability to influence others because influencers are usually more heard by their followers and others. Recent marketing trends show the emergence of Influencers as an extension of word of mouth actions and efforts. Where when consumers switch to social media platforms, these activities realize the power of influencers in influencing purchasing decisions. (Chopra et al., 2021).

In line with that, several marketplaces that are currently developing in Indonesia include Tokopedia, Lazada, Buka Bukalapak, Shopee and others. This makes it easier for buyers to find the items they want in a short time and makes it easier for suppliers to find out what customers need. Shopee is an online shop application that has been widely used by Indonesians. Shopee has often been seen and we often encounter it starting from television advertisements and social media in general, which even collaborates with many advertisements in introducing the application. Shopee is an online shopping platform that was first launched in 2015 in Singapore and in 2019 Shopee began to actively network in countries outside of Asia, namely in Brazil which became the first country outside of Asia that Shopee visited. Shopee is a region-tailored platform and provides customers with easy, safe and fast online shopping through strong payment and logistics support. The use of Shopee has facilitated many activities that require the services of the Shopee application, ranging from the elderly to young people, ranging from the government, households, and even more widely used in schools and colleges. The Shopee application is currently more likely to be used by students according to personal needs and online shopping needs which are widely used by lecturers and several students in the city of Makassar. Based on observations, research has been carried out that using the Shopee Makassar application, many students shop with the aim of facilitating the activities of buying and selling products or services on a daily basis.

On the other hand, several previous studies have also used the linkages from Online Customer Reviews and Influencer Marketing to purchasing decisions. Among them research by (Somohardjo, 2017) is an online customer service review that is very influential on purchasing decisions (Somohardjo, 2017) and According to Sugiharto (2018), Influencers are someone whose words can influence other people, an influencer does not only have to be a celebrity, but someone Ordinary people can be said to be influencers if that person has a lot of followers and good questions so that they can influence other people. And based on the results of previous research

conducted by the first researcher on respondents with the criteria of having used and purchased Wardah cosmetics on the Shopee marketplace regarding the influence of online customer reviews and online customer ratings on purchase decisions for Wardah products through the Shopee marketplace (Putri & Wijaksana, 2021). The second result of the study is that social media influencers have a significant influence on the purchase intention of Gen Z. It can be said that the use of social media influencers can be a potential strategy to attract the attention of Gen Z, as long as the selected influencers do not only have an attractive appearance but also have credibility. high and marketers must choose the right social media influencers to support their products because good image influencers can influence brands (Pinto & Paramita, 2021). . The test results show that Online Customer Reviews and Online Customer Ratings have a significant, low, and positive effect on purchasing decisions (Melati & Dwijayanti, 2020). And the results of the fourth previous research, namely based on the results of the research, there are three managerial implications for the company. First, increasing customer loyalty through customer satisfaction. Customer satisfaction must be continuously carried out, for example by providing facilities that match customer expectations, providing more outlets to ensure direct service availability, and following up on customer complaints (Minarti & Segoro, 2014).

Based on the description above, the authors will conduct further analysis by conducting research entitled *The Influence of Online Customer Reviews and Influencer Marketing on Purchasing Decisions at Online Shop Shopee*. The conceptual framework in this research is presented in Figure 1 below:



**Figure 1.** Conceptual Framework

Based on previous studies, the hypothesis in this study is:

1. Online customer reviews has a partial effect on purchasing decisions online shop shopee
2. Influencer Marketing has a partial effect on purchasing decisions for Online Shop Shopee
3. Online Customer Reviews and Influencer Marketing have a simultaneous effect on purchasing decisions for Online Shop Shopee

## 2. Research Method

The research method that will be used in this study is a quantitative method. This research uses a quantitative approach, namely research that compares data in a numerical nature, uses population and sample calculations, so that measurements can be taken for decision making through hypothesis testing (Sugioyo, 2018). The population in this study were all undergraduate students at the Amkop Makassar School of Economics, totaling 7,552 people. Based on the calculation results, it is known that the number of samples is 98.69 rounded up to 99 people. This study uses cluster sampling because the population has heterogeneous members. In this study, sampling was carried out based on two programs (Case Study of Makassar Undergraduate Students) who know and use the Online Shop Shopee Application. Then choose randomly, namely in a systematic way. The systematic method is carried out by randomly selecting sample members as the first data and for the next ones taken at certain intervals (Umar, 2014). As for the data analysis technique used, namely Multiple Linear Regression Analysis with the help of SPSS software for windows.

## 3. Results and Discussions

### Results

Regression analysis tool is used to test the hypothesis about the effect of partially and simultaneously independent variables on the dependent variable. The following analysis test results:

**Table 1.** Linear Regression Test Results

		Coefficients <sup>a</sup>				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.473	2.207		5.199	.000		
	Online Customer Review	.174	.063	.240	2.757	.007	.879	1.138
	Influencer Marketing	.354	.065	.473	5.426	.000	.879	1.138

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022

From table 1 data, it can be seen that the Tcount value of each variable. The Tcount value is then compared to the Ttable value. In this research Ttable is used equal to 1.661 which is obtained from  $(n-k-1 = 99-k-1 = 95)$  Then the results can be explained as follows:

1. The Effect of Online Customer Review (X1) on Purchasing Decisions Variable Online Customer Review (X2), the value of sig. 0.007 is greater than 0.05 ( $0.007 > 0.05$ ) and the Tcount value is 2.757, which means that it is greater than the Ttable value ( $2.757 > 1.661$ )

meaning that the Online Customer Review (X1) variable has a partial effect on purchasing decisions at the Shopee online shop.

2. The Effect of Influencer Marketing (X2) on Purchasing Decisions of the Influencer Marketing Variable (X2), the value of sig. 0.000 is less than 0.05 ( $0.00 < 0.05$ ) and the Tcount value is 5.426, which means that it is greater than the Ttable value ( $5.426 > 1.661$ ) meaning that the Influencer Marketing variable (X2) has a partial effect on purchasing decisions at the Shopee online shop.

After partial testing, then testing is carried out simultaneously. The F test is a model that is carried out to determine whether the X variable (Online Customer Review and Influencer Marketing) as a whole or together has a significant influence on the Y variable (Purchase Decision) at Shopee. F test is done by comparing Fcount and Ftable. The following are the results of the analysis obtained in the following table:

**Table 2.** Results of Simultaneous Test Analysis (Test F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.526	2	84.763	27.000	.000 <sup>b</sup>
	Residual	301.383	96	3.139		
	Total	470.909	98			

a. Dependent Variable: Purchase Decision  
 b. Predictors: (Constant), Influencer Marketing, Online Customer Review

Source: Primary data processed, 2022

From table 2 data, sig. of 0.05 (5%) with Ftable 27,000 and Fcount 3,091 ( $27,000 > 3,091$ ). Obtained by the formula ( $df_1 = K - 1 = 3 - 1 = 2$ ) and ( $df_2 = n - k$ ) it is obtained  $99 - 3 = 96$ , the Fcount value is 3.091. This states that the variables X1 and X2 simultaneously influence purchasing decisions at the Shopee online shop.

The determination test is also used in this research to find out the size of the dependent variable that can be explained by the independent variable to measure how far the independent variables explain the dependent variable. The value of the coefficient of determination is determined by the adjusted R square. Can be seen in the following table:

**Table 3.** Determination Coefficient Test Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.360	.347	1.772

a. Predictors: (Constant), Influencer Marketing, Online Customer Review  
 b. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022

From the data in Table 3, the results of the analysis state that the Adjusted R Square value is 0.347. In this case it can be interpreted that the variables X1 and X2 have a joint contribution of 34.7% to the dependent variable (Y), namely Purchase Decision while the remaining 65.3% is influenced by variable factors outside this study, which can be seen from previous research, namely ; such as the price of a product on purchasing decisions or services (Melati & Dwijayanti, 2020), the use of social media, online brand loyalty (Pinto & Paramita, 2021), as well as other influential marketplaces so they do not have a contribution to this research variable. Social media influencers also influence brand loyalty, customer satisfaction, trust in a brand and also customer loyalty which influences purchase intention (Minarti & Segoro, 2014).

## Discussions

Based on the results of the research described previously in the previous section, the results obtained were that first, statistically, Online Customer Review (X1) had an effect simultaneously and also partially or individually, all independent variables had an effect on the dependent variable or purchase decision (Y) on online shop Shopee by Case Study S1 Student Management-Accounting Study Program STIE AMKOP Makassar. This is because the sig. variable X1 is 0.007 which is greater than 0.05 ( $0.007 > 0.05$ ) and the value of Tcount is greater than Ttable ( $2.757 > 1.661$ ). If based on the indicators in this study, namely online customer reviews starting from Awareness, Frequency, Comparison, and Influence. The number of respondents who chose to agree among all these indicators and from previous research online customer reviews have significant, low, and positive results influence purchasing decisions. Then compared to the results of previous research which became the benchmark in this research entitled "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions for Consumers of Wardah Products Through the Shopee Marketplace" (Putri & Wijaksana, 2021). Where the results of his research show that Online Customer Reviews and Online Customer Ratings have an effect on Purchase Decisions for Wardah products through the Shopee marketplace with an influence of 32.7%.

secondly, Influencer Marketing (X2) influences the dependent variable or purchase decision (Y) at the Shopee online shop by Case Studies of Undergraduate Students in the Management and Accounting Study Program at the STIE AMKOP Makassar campus. This is because the sig. variable X2 of 0.00, which is less than 0.05 ( $0.00 > 0.05$ ) and the value of Tcount is smaller than Ttable ( $5.426 > 1.661$ ). Then based on indicators starting from Attachment, Search, and Impression which based on the results from the respondents obtained influencer marketing on social media greatly influences the brand or brands they advertise, this is based on the questionnaires distributed. When compared with previous research that social media influencers can also influence not only brand but also brand loyalty that influences social media influencers and can consider purchasing decisions on prospective buyers. Then compared to the results of previous research which became the benchmark in this study entitled "Social Media Influencer and Brand Loyalty on Generation Z: The Mediating Effect of Purchase Intention" (Pinto & Paramita, 2021). Where the results of his research show that social media influencers can influence generation Z brand loyalty.

Finally, related to Online Customer Reviews which have a significant influence on Purchasing Decisions. Then from the calculation results it can be proven that by using which shows

a smaller significance result, namely 0.05, namely  $0.000 < 0.05$  and  $F_{count}$  is greater than  $F_{table}$ , namely  $27,000 > 3.091$ , it can be explained from variable X1, namely Online Customer Review, namely the magnitude of the contribution of the Online variable Customer Review and Influencer Marketing variables together on Purchase Decision variables at Online Shop Shopee (Case Study of Undergraduate Students) Amkop Makassar High School of Economics. Therefore, it can be concluded that Online Customer Reviews (X1) and Influencer Marketing (X2) have a simultaneous effect on Purchase Decisions (Y), which means that Hypothesis 3 (H3) is accepted. It can be seen from indicators of purchasing decisions starting from the stability of a product, habits in buying products, and other people's recommendations. The results on these indicators explain the large number of respondents choosing quality and price along with products or services recommended by consumers who have shopped on the Shopee application. When compared with previous research where reviews from consumers can greatly influence purchasing decisions compared to influencers on social media which can be seen only in terms of a particular brand or brand. Even though there are not only two variables (X1), namely online customer reviews and (X2), namely Influencer Marketing, they can also see it from Ratings and also Social Media.

#### 4. Conclusions

Based on the analysis that has been carried out and the discussion that has been described, the following conclusions can be drawn:

1. The variable Online Customer Review (X1) in this study partially and simultaneously has a significant effect on purchasing decisions at Online Shop Shopee in the Case Study of Stie Amkop Makassar Undergraduate Students by having good responses from respondents. It turns out that for consumers Online Customer Review is a major factor as a determinant of purchasing decisions on the Shopee application.
2. The Influencer Marketing Variable (X2) in this study partially and simultaneously has a significant effect on purchasing decisions at Online Shop Shopee. When looking at the responses regarding Influencer Marketing in chapter 5, responses regarding influencer marketing have received positive responses from consumers. It is from this positive influencer marketing that consumers are encouraged to make purchasing decisions and with positive content it can also influence consumers in making purchasing decisions.
3. Online Customer Review and Influencer Marketing from this study show that the variable that has the most influence on purchasing decisions at the Online Shop Shopee among the Management and Accounting Study Program STIE AMKOP Makassar is the Influencer Marketing variable.

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