ONLINE PURCHASING DECISIONS ARE INFLUENCED BY UTILITARIAN VALUE TO INCREASE PURCHASE SATISFACTION

Bela Sulanjari[1], Endang Tjahjaningsih[2]
[1] Student of Faculty of Economics and Business, Stikubank University Semarang
[2] Teaching Staff of Faculty of Economics and Business, Stikubank University Semarang

ARTICLEINFO	ABSTRACT
Keywords: Utilitarian Value, Customer Reviews, Purchasing Decisions, Consumer Satisfaction	The development of Internet technology led to a change in the trading system that has existed since the last few decades. One of the popular e-commers in Indonesia today is Shopee. This application facilitates sellers to sell easily and provides convenience and security for consumers in payment and delivery. This study aims to examine the effect of utilitarian value and customer review on purchasing decisions and their impact on consumer satisfaction. The object used in this study are Shopee e-commerce users. The sampling technique used was a purposive accidental sampling method with 100 respondents. The analysis data used multiple regression and found that utilitarian value and customer reviews had a significant effect on purchasing decisions and purchasing decisions had an influence on consumer satisfaction.
E-mail: belasulanjari@gmail.com naning@edu.unisbank.ac.id	

1.   INTRODUCTION

Globalization and digitalization have brought people, places, and products closer together due to the ease of access with just the internet (Sharma, 2020). The development of Internet technology led to a change in the trading system that has existed since the last few decades. With the existence of increasingly sophisticated technology, every business actor in each business category is required to have sensitivity to every change that occurs and put an orientation to customer satisfaction as the main goal (Kotler, 2009).

Based on a survey organized by the Indonesian Internet Service Providers Association (APJII) in the period 2021 to early 2022, it is stated that out of the total population of Indonesia, 210,026,769 are connected to the internet and the most users come from students and students who are used for *online transactions.* Thus it becomes an opportunity for companies to evolve into digital marketing by establishing affiliations with *e-commerce.*

According to Kotler and Keller (2016) the consumer decision-making process begins with recognizing problems, looking for information, assessing alternatives, so that it will create purchasing decisions and the formation of behavior after purchase. Purchasing decisions made based on searching for information about products are expected to create satisfaction in consumers. According to Kartika (2019) purchasing decisions have a positive and significant effect on purchase satisfaction, but in contrast to the results of Paruntu's research (2021) which provides purchase decision results does not have a significant effect on consumer satisfaction.

Utilitarian value is often a consideration for consumers in making purchases. Consumers who are oriented towards *utilitarian* value will choose products with rational, effective, and efficient reasons (Subakti, 2022), so that*tilitarian value* appears when consumers choose to buy goods with a certain purpose and see in terms of their function. As in research conducted by Mardiana (2020) which states that utilitarian value has a significant positive effect on purchasing decisions on Shopee *e-commerce.* In contrast to the research conducted by Subakti (2022) which states that *utilitarian value* does not affect consumers' purchasing decisions. For this reason, the author is interested in conducting further research on *utilitarian value* variables whether they affect purchasing decisions in Shopee consumers.

The service strategy implemented by Shopee in attracting consumers and reducing the level of fraud in *online* shopping is to present a *customer review* feature. *Customer reviews* are comments posted by consumers who have spent their money on a product and have indeed used it (Wicaksono, 2021).

In previous research conducted by Ardianti (2019) showed the results that *online customer reviews* have a significant, low, and positive effect on purchasing decisions. In the study, it was shown that online customer reviews have a low influence on purchasing decisions so that there is a chance that *online customer reviews* do not have a significant influence on purchasing decisions. This allegation is evidenced

by the findings of Ghoni (2022) which shows that *online customer reviews* have no effect and are not significant to purchasing decisions.

Judging from the results of previous studies that showed that the influence of *utilitarian value* and customer *review* on purchasing decisions obtained different results so as to form a *research gap*, the authors intend to develop the study by adding variables tied to Y_2 customer satisfaction.

2. LITERATURE REVIEW
UTILITARIAN VALUE

Utilitarian Value is included in consumer considerations when making purchasing decisions for a product. In particular, utilitarian is an act and policy is morally justified if the perceived benefits outweigh the costs incurred or the approach taken. Xu et al., (2015) in the journal Gan & Wang (2017) explain utilitarian value refers to the functional benefits of using applications, such as usability and cost reduction, and focuses on user perceptions of usability and efficiency. Hua's research (2016) shows that consumers will express positive intentions such as repeated purchases or uses when consumers feel the great utility value of their shopping experience.

The first three indicators of *utilitarian* value according to Ailawadi (2001) are *saving* or consumer perception of the benefits of savings, the second quality is value or benefits related to the product, and the last benefit is profit that can be considered.

In research conducted by Mardiana, Octavia, Farhanah (2020), Avcilar & Ozsoy (2015), and Chakraborty & Soodap (2019) proved that *utilitarian value* has a significant positive influence on purchasing decisions.

H1: U*tilitarian value* has a positive influence on purchasing decisions on Shopee *e-commerce*

CUSTUMER REVIEW

Customer reviews can be a powerful promotional tool for marketing communications. Companies and sellers who use this medium will provide cheap and impactful channels to reach customers with the aim of influencing purchasing decisions. *Customer reviews* are not only one of the consumers' considerations when they want to buy a product, but can also describe product expectations (Komaladewi, 2020). According to Lee & Shin (2014) after reading positive *reviews*, consumers generally trust products to have high quality ratings and evaluate products more positively which leads to stronger purchasing decisions. However it can be a negative effect on purchasing decisions if *the reviews* are of low quality.

The customer review indicators in this study were developed from the research of Latifa and Harimukti (2016), namely *perceived usefulness*, *source credibility*, *argument quality*, *valance*, and *volume of review*.

In research conducted by Ardianti & Widiartanto (2019), Anugrah, Nurfarida, Sarwoko (2021), and Pasi & Sudaryanto (2021) proved that *customer reviews* have a significant positive influence on purchasing decisions.

H2: *Customer reviews* have a positive influence on purchasing decisions on Shopee *e-commerce*

PURCHASING DECISION

The decision is to make a choice of two or more alternatives. The stage where buyers make choices between products or services is known as the consumer decision-making process (Hartono, 2015). according to Tjiptono (2008) broad purchasing decisions are the most complete type of decision making, starting from the introduction of consumer problems that can be solved through product purchases.

Kotler and Keller (2009) mentioned that there are indicators of purchasing decisions, namely product choice, brand choice, dealer choice, purchase amount, purchase time, and payment method.

In research conducted by Kurniawan & Saputra (2022), Puirih, Mananeke, Lengkong (2020), Sugiharta, Asmaul, Shinta (2018), Kartika & Ganarsih (2019) proved that purchasing decisions have a significant positive influence on consumer satisfaction

H3: Purchasing decisions have a positive influence on Shopee *e-commerce* consumer satisfaction

CUSTOMER SATISFACTION

Consumer satisfaction or dissatisfaction is the assessment of consumers in response to goods or services that have been purchased, where this level of satisfaction can be more or less. According to Kotler (2005) satisfaction refers to the extent to which the perceived level of the product corresponds to the expectations of the buyer. According to Tjiptono (2008) customer satisfaction is a customer response to

evaluate how they see the difference between pre-purchase expectations and the actual performance of the product.

Tjiptono and Chandra (2008) identified 3 methods to measure customer satisfaction, namely the suitability of expectations, ease of obtaining and willingness to recommend.
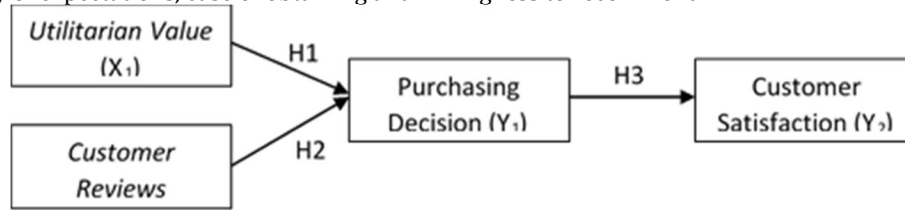
Figures 1 Research Model

3. METHODS

The object of study is the goal to be achieved in order to receive answers and solutions to emerging problems. According to Sugiyono (2012) the definition of a research object is a scientific goal to obtain information about an objective, valid and reliable fact related to a specific purpose and expected usefulness as well as variables studied by researchers at the place where the research is carried out.

From this understanding, it can be seen that the object of research that the author will examine is *utilitarian value* and customer *review* as independent variables and purchasing decisions on Shopee *e-commerce* and customer satisfaction as dependent variables.

The population in this study was Shopee *e-commerce* users in the Stikubank Unisbank University Semarang with a sample of 100 respondents. The sampling technique uses *purposive accidental sampling*. The criteria used by the author to choose respondents are Shopee *e-commerce* users and have shopped at Shopee, an active student of Stikubank Unisbank University Semarang. Since the number of samples in this study is unknown and to improve the practicality and efficiency of the study, the authors use techniques or formulas based on the theory from Rao, P (2006) as follows:

$$n = \frac{Z^2}{4\,Moe^2}$$

4. RESULTS AND DISCUSSION
RESEARCH RESULTS

An overview of the characteristics of respondents who explain identity in the form of name, expenses when shopping at Shopee, and frequency of purchases on Shopee for the last 3 months will be presented in the table below. The questionnaire was distributed to 100 respondents in the form of *Google Form* via Whatsapp.

Table1 Characteristics of Respondents

No	Information		Percentage (%)
1.	Age	17-20 years	4%
		21-25 years	95%
		26-30 years	1%
2.	Spending on Shopee	< 500,000	40%
		600.000 – 1.000.000	60%
3.	Frequency of purchases on Shopee	2 – 3 times	11%
		4 – 5 times	42%
		> 5 times	47%

Based on table 1, it shows that the youngest age of the research sample obtained is 17–20 years with a percentage of 4%, the age of 21–25 years with the largest percentage of 95% and the least age range of 26–30 years with 1%. This means that some of the respondents in this study are in the young age category who use *e-commerce* to shop.

Furthermore, of the 100 respondents who filled out the questionnaire, 60% of them spent their money on Shopee of 600,000 – 1,000,000 over the last three months and the other 40% spent as much as < 500,000. This is because the study was conducted in a University environment where the average student does not have an income and shop with their pocket money.

As many as 47% of respondents have made purchases on Shopee >5 times in the last 3 months, then as many as 42% of respondents have shopped 4-5 times and the last 11% of respondents only shopped 2–3 times. The data shows that respondents made several purchases on Shopee which means that Shopee has become the choice of purchase decision for respondents.

Validity Test

Validity testing is used to measure the validity or validity of an indicator to be used as a variable measuring tool. The validity test was carried out using factor analysis with the criteria of KMO values (*Kasier-Mayer-Olkin*) where the value must be more > 0.5 so that the research sample can be said to be valid and the *loading factor* value (matrix component) > 0.5.

Table2 Validity Tests

Variable	KMO > 0.5	Indicators	Loading Factor > 0.5	Result
Utilitarian Value	0,623	X1.1	0,819	Valid
		X1.2	0,739	Valid
		X1.3	0,719	Valid
Customer Reviews	0,508	X2.1	0,783	Valid
		X2.2	0,833	Valid
		X2.3	0,558	Valid
		X2.4	0,828	Valid
		X2.5	0,629	Valid
Purchasing Decisions	0,522	Y1.1	0,852	Valid
		Y1.2	0,806	Valid
		Y1.3	0,876	Valid
		Y1.4	0,865	Valid
		Y1.5	0,635	Valid
		Y1.6	0,863	Valid
Customer Satisfaction	0,569	Y2.1	0,769	Valid
		Y2.2	0,907	Valid
		Y2.3	0,757	Valid

The results of the calculation of the questionnaire validity test using SPSS 23 in this study which used the variables *utilitarian value, customer review,* purchase decision and consumer satisfaction had a KMO value above > 0.5 with a significance of 0.00 below < 0.05 showed that the criteria for the adequacy of the research sample had been met and all variable indicators in the study could be said to be valid.

Reliability Test

Reliability tests are carried out to find out to what extent the output of a measurement can be trusted or relied upon. The reliability test method used by the data collection instrument test in this study used the *Alpha Cronbach method.* If the variable under study has *cronbach's alpha* > 60% then the variable is said to be reliable. The result of the calculation is as follows:

Table3 Reliability Test

Variable	Cronbach's Alpha > 60%	Information
Utilitarian Value (X1)	0,806	Reliable
Customer Reviews (X2)	0,689	Reliable
Purchasing Decision (Y1)	0,701	Reliable
Customer Satisfaction (Y2)	0,830	Reliable

The calculation results show that the results of *Cronbach's alpha value* > 60% on all variables of *utilitarian value, customer review*, purchasing decisions, and consumer satisfaction so that the conclusion is that these variables are reliable and can be used for research instruments.

Multiple Regression Analysis

In analyzing research data using a quantitative analysis, which is an analysis obtained from a list of questions that have been processed with numbers and discussed through statistical calculations.

Table 4 Regression Analysis

Equation	Beta	Sig.	Information
Effect of *Utilitarian Value* (X1) on Purchasing Decisions (Y1)	0,432	0,000	H1 accepted
The Effect of *Customer Reviews* (X2) on Purchasing Decisions (Y1)	0,249	0,007	H2 accepted

Dependent Variable: Purchasing Decision (Y1)
Adjusted R Square (R^2) = 0.313
F = 23,588
Sig = 0.000

Equation	Beta	Sig.	information
Effect of Purchasing Decisions (Y1) on Consumer Satisfaction (Y2)	0,370	0,000	H3 accepted

Dependent Variable: Customer Satisfaction (Y2)
Adjusted R Square (R^2) = 0.184
F = 23,368
Sig = 0.000

Based on the regression output in table 4, the Beta *utilitarian value* is 0.432; *Customer* review is 0.249 which indicates that *the variables utilitarian value* and *customer review* have a significant positive influence on purchasing decisions. This means that the higher the *utilitarian value* and *customer reviews*, the more it improves purchasing decisions. The more dominant variable in influencing purchasing decisions is the *utilitarian* value variable with a value of 0.432 followed by the *customer review* variable with a value of 0.249.

For the second equation in table 4, a Beta value of purchase decisions of 0.370 was obtained which indicates that the purchasing decision variable has a significant positive influence on consumer satisfaction. This means that the higher the purchase decision, the more it increases consumer satisfaction.

The *adjusted* value of R^2 variable purchase decision is 0.313 or equivalent to 31.3%. This means that the *utilitarian* value and *customer review* variables can explain the variation in the purchase decision variable by 31.3% while the remaining 68.7 variations in purchasing decisions are explained by other variables outside the model and it can be said that this value is in the weak category.

The *adjusted* value of R^2 variable consumer satisfaction is 0.184 or equivalent to 18.4%. This means that purchasing decisions can explain variations in consumer satisfaction variables by 18.4% while the remaining 81.6% of consumer satisfaction variations are explained by other variables outside the model and it can be said that this value is in the weak category.

In the F (Simultaneous) test, it can be seen that the value of F calculates the equations X1 and X2 against Y1 of 23.588 with a significance of 0.000 < 0.05, so the model used is good and *utilitarian value* and *customer reviews* simultaneously affect purchasing decisions.

In the same table, the results of the t test can be seen, where the significance value of *the utilitarian value variable, customer review* and purchasing decision < 0.05 so that hypotheses 1, 2 and 3 are accepted.

Discussion

The purpose of this study is to determine the influence of utilitarian value on purchasing decisions , from the results of the study shows that *utilitarian value* variables have a positive and significant effect on purchasing decisions. This is shown from the significance value of 0.000 < 0.05 so that the better the *utilitarian value*, the better the purchase decision will be. The *utilitarian* value variable uses 3 indicators, namely *saving, quality* and benefit with an average value of 4.37 and one of the most dominant indicators is a benefit with an average value of 4.60 which has the question "I make a purchase at Shopee because it makes it easier to shop" meaning that consumers agree that Shopee provides customer convenience when they want to shop.

This is in line with research conducted by Mardiana, Octavia, Farhanah (2020), Avcilar & Ozsoy (2015), and Chakraborty & Soodap (2019) which states that *utilitarian value* has a significant positive influence on purchasing decisions.

In the influence of customer review on purchasing decisions , it has the result that the *customer review* variable has a positive and significant effect on purchasing decisions shown from its significance value of 0.000 < 0.05. So that the better the level of *customer reviews*, the more purchasing decisions will increase. The *customer review* variable uses 5 indicators revealed by Latifa and Harimukti (2016), namely

perceived usefulness, source credibility, argument quality, valance, volume of reviews with an average value of 4.47 and one of the most dominant indicators, namely the *volume of* reviews or the number of reviews with an average score of 4.57 which has the question "I prefer products that have many positive reviews" meaning that consumers agree that the more positive reviews there are on a product, the more purchasing decisions there are.

This is in line with research conducted by Ardianti & Widiartanto (2019), Anugrah, Nurfarida, Sarwoko (2021), and Pasi & Sudaryanto (2021) which proves that *customer reviews* have a significant positive influence on purchasing decisions.

For the influence of purchasing decisions on consumer satisfaction, the results showed that the variables of purchasing decisions have a positive and significant effect on consumer satisfaction. This is shown from the significance value of 0.000 < 0.05 so that the better the level of purchasing decisions, the more consumer satisfaction will increase. The purchasing decision variable uses 6 indicators, namely product choice, brand choice, dealer choice, purchase amount, purchase time, and payment method with an average value of 4.45 and one of the most dominant indicators that has the question "I find it easy to make purchases at Shopee anytime and anywhere" with an average value of 4.65 meaning that consumers feel facilitated by the Shopee application.

This is in line with research conducted by Kurniawan & Saputra (2022), Puirih, Mananeke, Lengkong (2020), Sugiharta, Asmaul, Shinta (2018), Kartika & Ganarsih (2019) proving that purchasing decisions have a significant positive influence on consumer satisfaction.

5. CONCLUSION

Utilitarian value has a positive and significant influence on purchasing decisions on Shopee e-cemmerce. Customer reviews have a positive and significant influence on purchasing decisions on Shopee e-cemmerce. Purchasing decisions have a positive and significant influence on consumer satisfaction on Shopee e-cemmerce .

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