

THE EFFECT OF ONLINE CUSTOMER REVIEW AND ONLINE CUSTOMER RATING ON PURCHASE DECISIONS AT COPYRIGHT GRAFIKA STORE

¹Siti Nurhabibah, ²Citra Savitri, ³Syifa Pramudita Faddila

Program Manajemen, FEB, Universitas Buana Perjuangan Karawang

ARTICLEINFO

Keywords:

Online Customer Review, Online Customer Rating, Purchase Decision

E-mail:
mn18sitiurhabibah@mhs.ubpkarawang.ac.id
citra.savitri@ubpkarawang.ac.id
syifa.pramudita@ubpkarawang.ac.id

ABSTRACT

The increasingly rapid technology in this modern era causes a shift in human behavior, especially in terms of shopping. If in the past when we wanted to shop, we had to come directly to the store we were looking for, now we no longer need to leave the house, just with a smartphone and an internet connection, we can already order the items we need. In purchasing decisions, consumers also need to pay attention to factors such as online customer reviews and online customer ratings. The research method uses quantitative, where the sampling technique used is the Slovin formula with the total population in this study as many as 139 Cipta Graphic shop customers so that the percentage of allowances is 5% and the calculation results can be rounded up to achieve conformity, then the sample taken is 103 respondents and then analyzed by multiple linear regression, t test, F test and the coefficient of the determinant. all data is processed using IBM SPSS 26. The results of this study (1) online customer review significantly influences purchasing decisions at the Cipta Graphic store. (2) online customer rating significantly influences purchasing decisions at Cipta Graphic stores, (3) online customer reviews and online customer ratings simultaneously and significantly influences purchasing decisions at Cipta Graphic stores.

Copyright © 2022 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The increasingly rapid technology in this modern era causes a shift in human behavior, especially in terms of shopping. If in the past when we wanted to shop, we had to come directly to the store we were looking for, now we no longer need to leave the house, just with a smartphone and an internet connection, we can already order the items we need. According to (Ardianti & Widiartanto, 2019) Online Shop or commonly called an online shop, the interaction between sellers and buyers is direct without intermediaries through chat either from Line or Whatsapp. In this online shop, buyers can ask about prices or any questions related to products to sellers and can even negotiate about prices. In online shopping activities, consumers need to find more information about the products they are going to buy to minimize the negative impacts they get. An easy way to get this information is to look at reviews and see ratings on a store. This technology is known as an online shop or online shop. Regarding online shopping, many factors can influence these shopping activities or commonly referred to as consumer behavior. Various consumer behavior can encourage to finally decide to buy or not a product.

The need for printing services is increasingly needed by customers. As already explained in Karawang itself, many have set up printing businesses. According to the google review below, it can be seen that the Cipta Grafika Store has a lower online customer rating than the Adiva Printing Store. The following is evidence of online customer ratings on Google reviews given by customers in Figure 1.

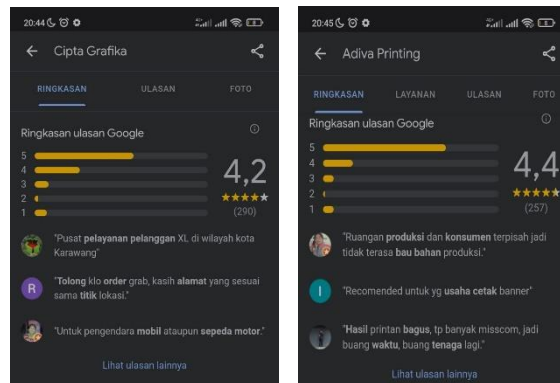


Figure 1. Rating comparison

Source: www.google.com

Cipta Graphic store received a rating of 4.2 and 290 reviews were given and Adiva Printing received a rating of 4.4 and 257 reviews were given. Founded in 1994 by Mr. Fathi Bawazier, until now Toko Cipta Grafika has experienced very rapid development in terms of stores, sales, and has a lot of customers. Cipta Graphic is supported by having advantages, namely a strategic location and easy access because it is located on the side of a major road, this is what makes Cipta Graphic has its own impression in the minds of its loyal customers. This indicates that Cipta Graphic has a lot of online customer reviews and online customer ratings, but not always the comments obtained are positive comments, many also judge it because of a bad experience which eventually led to negative comments, therefore Cipta Graphic is suitable to be the object of research by researcher. Cipta Graphic store has a history of recorded sales from year to year and has experienced ups and downs, as shown in Figure 2 below.

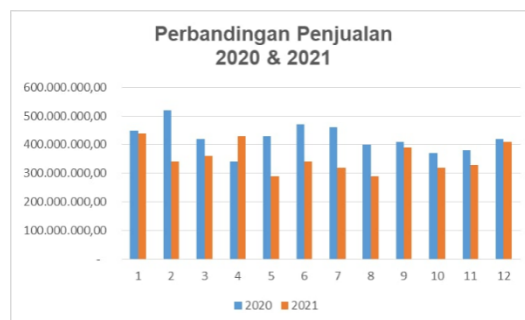


Figure 2. Sales of Graphic Copyright 2020-2021

From the picture above, it can be seen that sales per year have decreased, but fluctuated every month. As in September 2021 sales, which increased. This indicates that the Graphic Cipta Store must have a better strategy to retain its customers, because there are still many competitors, especially in the Karawang area who sell similar products and in the same field, which then at any time is not impossible to shift the position of the Graphic Cipta Store in the main choice. to come to the printer.

In purchasing decisions, consumers also need to pay attention to factors such as online customer reviews and online customer ratings. The first factor that needs to be considered is the online customer review, according to (Noky Ananda Haniscara, 2021) which is a review that contains information and evaluation of a particular product regarding various aspects, which then the information can be used by consumers to determine the desired quality based on previous consumer evaluations. In an online shop, buyers cannot try the product they want to buy directly, therefore online customer reviews and online customer ratings are measuring tools to measure product quality, service, processing time and others. Online customer reviews from consumers will be a consideration for other buyers in deciding purchases and can also help sellers to increase insight related to consumer preferences (Daulay, 2020). Online customer reviews or

can also be referred to as electronic word of mouth (Ewom) which refers to user-generated content posted on online sites or third-party websites (Alvi Herzegovino Sianipar, Frederick Yoestini, 2021). Electronic word of mouth (Ewom) is a feature that has attracted a lot of attention from researchers and the public which is the most influencing factor in consumer purchasing decisions. In research (Management et al., 2019) the results of online customer reviews have a significant influence on purchasing decisions. So if the online customer review is good at the store, it is followed by a purchase decision.

Next is the online customer rating, which is the opinion of the customer expressed using a certain scale. The most popular scale used is the star. The more stars given by consumers, the better the quality of the store. On the other hand, the fewer stars that are given, the lower the quality of the store. Online customer rating is another form of opinion that is represented on a specific scale (Istiqomah & Marlana, 2020). (Syarifudin, 2020) argues that there is a relationship between online customer rating and the level of consumer decision making. Purchase decisions are often influenced by how often online customer ratings are given and how many stars are given by consumers who have made purchases at the store. This opinion is in accordance with the results of research by (Arbaini, 2020) the influence of consumer online ratings and reviews on purchasing decisions on Tokopedia marketplace users. The results of the research conducted by 100 samples of respondents stated that the online consumer rating significantly influences purchasing decisions with a percentage of 84.7%.

Several researchers have conducted studies on the relationship between online customer reviews and online customer ratings on purchasing decisions. Research results found by (Lestari, 2021) examined the influence of online customer reviews on product purchasing decisions on the Shopee marketplace. The results of the study found that the influence of online customer reviews had a significant positive effect on purchasing decisions on the Shopee marketplace. Subsequent research conducted by (Latief & Ayustira, 2019) examined the influence of online consumer reviews and online customer ratings on purchasing decisions, which said that online customer reviews and online customer ratings had a significant positive effect on purchasing decisions. Based on this description, the purpose of this study is to explain and analyze the influence of online customer reviews and online customer ratings on purchasing decisions at Cipta Graphic stores.

2. METHOD

The type of research used by the researcher is explanatory research or explanatory research with a quantitative approach. The method used in this study is a quantitative method because it uses data processing that produces numbers. The population in this study are Cipta Graphic store customers who have made online purchases and have read online customer reviews and online customer ratings. This study uses a non-probability sampling technique, namely purposive sampling. Purposive sampling is a sampling technique by determining certain characteristics (Sugiyono, 2018). The sampling technique used is the Slovin formula.

The use of the Slovin formula, namely the total population in this study was 139 Cipta Graphic shop customers so that the percentage of allowances was 5% and the calculation results could be rounded up to achieve conformity, so the sample taken was 103 respondents who were obtained through distributing questionnaires to Cipta Graphic shop customers through several social media namely whatsapp, facebook, and instagram. Pre-test was carried out on 30 respondents to test the statements in the questionnaire by looking at the validity and reliability of the statements themselves. The independent variable (X) is the online customer review and online customer rating and the dependent variable (Y) is the purchase decision.

3. Results And Discussion

Research result

In this study, the independent variables are online customer review (X1) and online customer rating (X2), while the dependent variable (the dependent variable) is the one that is influenced or the result of the independent variable. In this study, the dependent variable is the purchase decision (Y). Validity and reliability tests were used to test the validity and trustworthiness of the statement items used in this study. The data collection technique used a questionnaire where the questionnaire was distributed and filled out by the respondents and analyzed using multiple linear regression where the measurement scale used a Likert scale. After the questionnaires were collected, the data was tabulated and data processing was carried out using IBM SPSS version 26. Then, a hypothesis test was conducted to test the hypothesis and answer the problem formulation.

Validity test

The validity test is needed to test the validity of the research instrument so that it can be used as a tool to explore data when conducting research (Yusup, 2018). The questionnaire that will be distributed to respondents or research samples is that the questionnaire must be valid. The requirement for the questionnaire to be distributed to respondents or research samples is that the questionnaire must be valid. In this study, the author uses the Pearson product moment correlation technique, namely by correlating each item's total score which is obtained from the sum of all items with the criteria 1) Questionnaire items are declared valid if $r_{count} > r_{table}$, 2) Questionnaire items are invalid if $r_{count} < r_{table}$ with a significance level of 0.05. The initial data used to test the validity of the questionnaire is $N = 139$ respondents from a significance level of 0.05 with a two-sided test, then the obtained r_{table} is 0.1654, 15 online customer review variable statements (X1), 15 online customer rating statements (X2) and 15 purchase decision statements (Y). The following table of validity test results based on data processing using SPSS, can be seen in Table 1. below.

Table 1. Validity Test Results

Variable	Score range variabel	r table	Results
Online customer review (X1)	0,690– 0,817	0,1654	valid
Online customer rating(X2)	0,644 – 0,829	0,1654	valid
Buying decision (Y)	0,638 – 0,811	0,1654	valid

Source : IBM SPSS 26

Based on table 1, the range value of each item of the online customer review variable (X1), online customer rating (X2) and purchase decision (Y) has a positive correlation and the magnitude is 0.1654 and above. So it can be concluded that all statement items in this study are declared valid.

Reliability Test

Reliability test is a test of the degree of accuracy, precision or accuracy of the data indicated by an index measurement instrument that shows the extent to which a measurement result is relatively consistent if the measurement is repeated two or more times (Siti Nuraeni & Irawati, 2021). Reliability testing on all items or questions in this study will use the Cronbach alpha >0.6 formula.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Results
Online customer review (X1)	0,941	reliabel
Online customer rating (X2)	0,939	reliabel
Buying decision (Y)	0,943	reliabel

Source:IBM SPSS 26

In table 2 it can be seen that the value of Cronbach's alpha for the online customer review, online customer rating and purchase decision variables with respective values (0.941, 0.939, and 0.943) is greater than 0.6 and this shows that all research instruments in the form of this questionnaire are reliable.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to predict how the condition (up and down) of the dependent variable (purchase decisions), if the independent variables (online customer reviews and online customer ratings) are then manipulated (increase in value).

Table 3. Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4.284	2.801		-1.529	.129
	Online Customer Review	.413	.085	.360	4.846	.000
	Online Customer Rating	.629	.081	.575	7.747	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022

Table 3 shows that the regression equation formed is $Y = 0 + 0.413 X_1 + 0.629 X_2 + e$. Where Y is the dependent variable and X1 and X2 are independent variables, namely online customer review and online customer rating. The meaning of this equation is that when the online customer review variable and the online customer rating variable on this purchase decision are equal to 0 then the purchase decision value has a fixed value of -4.284, so this is the value of the dependent variable when the independent variable is 0 so the initial value is -4.284, when the value of the independent variable changes, the dependent variable will also change. If the regression coefficient of the online customer review variable has increased by one unit and the other independent variables are assumed to have a fixed value, the purchase decision will increase by 0.413. If the regression coefficient of the online customer rating variable has increased by one unit and the other independent variables are assumed to be constant, the purchase decision will increase by 0.629.

Hypothesis testing

The hypothesis test carried out in this study is the t test which is used to partially test the independent variables where the t test is used to test the H1 and H2 hypotheses and the F test.

t test

The t-test carried out in this study is the independent variable with the following criteria: (1) The significance value is less than 0.05 ($\alpha < 0.05$), then there is a significant effect between the independent variables on the dependent variable. (2) If the significance value is greater than 0.05 ($\alpha > 0.05$), then there is no significant effect between the independent variables on the dependent variable.

Table 4. t test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.284	2.801		-1.529	.129
	Online Customer Review	.413	.085	.360	4.846	.000
	Online Customer Rating	.629	.081	.575	7.747	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed, 2022

Based on table 4, the results of the t-test on the H1 and H2 hypotheses are: (1) the online customer review variable gives a significant result, namely $0.000 < 0.05$, it can be concluded that the online customer review variable has a significant effect on purchasing decisions. (2) The online customer rating variable gives significant results $0.000 < 0.05$, so it can be concluded that the online customer rating variable has a significant effect on purchasing decisions.

F Uji test

The F test is to determine the extent to which all independent variables, namely online customer reviews and online customer ratings, affect the dependent variable, namely purchasing decisions. The test is done by comparing the calculated F with the F table. The independent variable will be said to have a significant effect simultaneously if $F_{\text{arithmetic}} > F_{\text{table}}$ with a significance level of 5% where the criteria for making this decision are: (1) H0 is rejected if the calculated F value $< F_{\text{table}}$ or significance value < 0.05 at 5%. (2) H3 is accepted if the calculated F value $> F_{\text{table}}$ or the significance value is < 0.05 at 5%.

Table 5. F . Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8942.559	2	4471.280	314.159	.000 ^b
	Residual	1935.628	136	14.233		
	Total	10878.187	138			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Online Customer Rating, Online Customer Review

Source: Primary data processed, 2022

Based on the results of data processing in table 5, the calculated f value is 314.159 where the F table value is 3.06 ($314.159 > 3.06$ or a significance value of $0.000 < 0.05$). So it can be concluded that H3 is accepted, namely online customer review and online customer rating jointly has a positive and significant effect on purchasing decisions.

Determinant Coefficient Test

The purpose of this test is to measure how much influence the independent variables online customer review (X1) and online customer rating (X2) have on the dependent variable, namely purchasing decisions (Y). The value of the determinant coefficient is between 0 and 1, the higher R², the greater the ability of the independent variables to explain the dependent variable.

Table 6. Determinant Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 ^a	.822	.819	3.77261

a. Predictors: (Constant), Online Customer Rating, Online Customer Review

Source: Primary data processed, 2022

The results of data processing in table 6, the conclusions of testing the coefficient of determination (R²) are as follows: (1) If the R value is 0.907, it shows the relationship between online customer review characteristics (X1) and online customer rating (X2) on purchasing decisions (Y) of 90.7% it shows the characteristics of the independent variables have a close relationship to the dependent variable purchasing decisions. (2) If the R² value is 0.822, then the relationship between the independent variables (online customer review and online customer rating) is able to explain the purchase decision variable by 82.2%, while the remaining 17.8% can be explained by factors not examined in the study. this.

Discussion

The influence of online customer reviews on purchasing decisions partially has a significant effect on < 0.05 , which is 0.000 where the results of this study are in accordance with research conducted that online customer reviews have a significant effect on purchasing decisions. Online customer reviews have an important role, namely making it easier for potential consumers to get all purchase information according to the experiences of consumers who have made previous purchases. As for the online customer rating variable, the results obtained partially have a significant effect on purchasing decisions, namely < 0.05 or $0.000 < 0.05$. The results of this study are in line with research conducted by (Regina Dwi Amelia et al., 2021) with the results of these tests it can be concluded that online customer rating activities are one of the factors that have a significant influence on purchasing decisions. It can be concluded that the higher the online customer rating activity, the more purchasing decisions will be made.

The third hypothesis (H3) found that the results between online customer review and online customer rating simultaneously had a significant effect on purchasing decisions. The calculated F value $> F$ table $314.159 > 3.06$ and a significance of $0.000 < 0.05$. Online customer reviews and online customer ratings are part of a person's self-factor in making a purchase decision. In addition, the two independent variables are able to explain the dependent variable, namely the purchase decision of 82.2%, while the remaining 17.8% is explained by variables that are not explained in this study. So it can be concluded that H3 is accepted, which means that online customer reviews and online customer ratings simultaneously affect purchasing decisions.

4. CONCLUSIONS

The results of the discussion described above, it can be concluded that (1) online customer reviews significantly affect purchasing decisions at the Cipta Grafika store, (2) online customer ratings significantly affect purchasing decisions at the Cipta Grafika store, (3) online customers reviews and online customer ratings simultaneously and significantly affect purchasing decisions at the Cipta Grafika store. This research is still not perfect because there are several weaknesses including the population in this study is only limited to customers who still make purchases in the past year (2) Limited references to online customer reviews and online customer ratings which cause lack of theoretical studies, (3) Variables Independent variables in this study only used online customer review and online customer rating variables, even though

there were several other variables that could be used. Based on the discussion that has been described and the weaknesses mentioned above, the authors provide suggestions, namely, first for further researchers who will conduct research with a similar title, they can use a larger and unlimited population so that more samples can be obtained. Furthermore, the second is the existence of research results which state that online customer reviews and online customer ratings partially and simultaneously have a significant effect on purchasing decisions, therefore sellers need to pay attention to things that will be judged by consumers.

REFERENCES

- [1]. Achmad, W. (2021). Citizen and Netizen Society: The Meaning of Social Change From a Technology Point of View. *Jurnal Mantik*, 5(3), 1564-1570.
- [2]. Alvi Herzegovino Sianipar, Frederick Yoestini, Y. (2021). Analisis Pengaruh Customer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk di Online Marketplace (Studi Pada Mahasiswa Pengguna Tokopedia di Kota Semarang). *Diponegoro Journal of Management*, 10(6), 1-10.
- [3]. Arbaini, P. (2020). Pengaruh Consumer Online Rating Dan Review Terhadap Keputusan Pembelian Pada Pengguna Marketplace Tokopedia. *Jurnal Bisnis Dan Manajemen*, 7(1), 25-33.
- [4]. Ardianti, A. N., & Widiartanto, M. A. (2019). Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1-11.
- [5]. Daulay, N. (2020). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace shopee (studi pada masyarakat kecamatan medan labuhan). *Skripsi Universitas Sumatra Utara*, 28-30.
- [6]. Istiqomah, M., & Marlina, N. (2020). Pengaruh Promo Gratis Ongkos Kirim dan Online Customer Rating Terhadap Keputusan Pembelian Produk Fashion. *Jurnal Manajemen*, 12(2), 288-298.
- [7]. Latief, F., & Ayustira, N. (2019). Pengaruh Online Costumer Review Dan Customer Rating Terhadap Keputusan Pembelian Produk Kosmetik Di Sociolla. *Jurnal Mirai Managemnt*.
- [8]. Lestari, F. B. (2021). *Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Marketplace Di Kota Tegal*. 1-6.
- [9]. Manajemen, J., Ekonomi, F., Islam, U., & Surakarta, B. (2019). *Keputusan pembelian online malalui aplikasi Shopee di Surakarta ditinjau dari kualitas layanan, online customer review dan kepercayaan Yoga Endhi Pratama, Sudarwati, Istiqomah*. 03(02), 445-453.
- [10]. Noky Ananda Haniscara, S. (2021). *Pengaruh Online Customer Review dan Tagline Terhadap Keputusan Pembelian Produk Fashion Di Marketplace Shopee dengan Minat Beli Sebagai Variabel Intervening: Studi Pada Generasi Muda Surabaya*. 5, 533-543.
- [11]. Prawira, R., Yogie, S., Mulyana, D., & Kurnia, W. (2012). Hubungan krateristik brand ambassador honda spacy helm-in dengan tahapan keputusan pembelian konsumen. e. *Jurnal Mahasiswa Universitas Padjadjaran*, 1(1).
- [12]. Poluakan, M. V., Dikayuana, D., Wibowo, H., & Raharjo, S. T. (2019). Potret Generasi Milenial pada Era Revolusi Industri 4.0. *Focus: Jurnal Pekerjaan Sosial*, 2(2), 187-197.
- [13]. Regina Dwi Amelia, Michael, M., & Mulyandi, R. (2021). Analisis Online Consumer Review Terhadap Keputusan Pembelian pada E-Commerce Kecantikan. *Jurnal Indonesia Sosial Teknologi*, 2(2), 274-280. <https://doi.org/10.36418/jist.v2i2.80>
- [14]. Rostini, D., Syam, R. Z. A., & Achmad, W. (2022). The Significance of Principal Management on Teacher Performance and Quality of Learning. *AL-ISHLAH: Jurnal Pendidikan*, 14(2).
- [15]. Siti Nuraeni, Y., & Irawati, D. (2021). The effect of online customer review, quality product, and promotion on purchasing decision through shopee marketplace (a case study of ubsi college student). *Jurnal Ilmiah Manajemen*, 9(4), 439-450.
- [16]. Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung : CV. Alfabeta.
- [17]. Suryana, A., & Arifin, H. S. (2022). Personal branding Ridwan Kamil dalam program Gerakan Pungut Sampah. *Jurnal Manajemen Komunikasi*, 6(2), 163-182.
- [18]. Sidiq, R. S. S. (2019). Environmental Protection To Mitigate The Annual Forest And Land Fires Crisis In Riau Province Indonesia. *International Journal on Social Science, Economics and Art*, 9(3), 164-172.

- [19]. Sidiq, R., Sofro, S., Jalil, A., & Achmad W, R. W. (2021). Virtual World Solidarity: How Social Solidarity is Built on the Crowdfunding Platform Kitabisa. com. *Webology*, 18(1).
- [20]. Syarifudin, A. (2020). *Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Marketplace di Kota Tegal*. 2507(February), 1–9.
- [21]. Syam, R. Z. A., & Achmad, W. (2022). Online Learning in Higher Education: Analysis during the Pandemic Covid-19. *Jurnal Mantik*, 5(4), 2256-2261.
- [22]. Yusup, F. (2018). Uji Validitas dan Reliabilitas. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*, 7(1), 17–23.