

THE INFLUENCE OF PRICE PERCEPTION, ONLINE CUSTOMER RATING, AND TRUST ON PURCHASE DECISIONS

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ARTICLE INFO

Keywords:

Price Perception
Online Customer Rating
Trust
Purchase Decisions

ABSTRACT

This study aimed to analyze the effect of each independent variable on price perception, online customer rating, and trust in purchasing decisions. The method used in this research is quantitative. The population in this study are consumers who use the Shopee Food application in Semarang and have previously purchased at least 1 time. with a sample of 100 Respondents were determined using purposive sampling. The data analyzed were primary data collected through a questionnaire. Based on the F test, all independent variables simultaneously affected purchasing decisions. The t-test and multiple regressions show that the price perception variable has a positive and significant effect on purchasing decisions, the online customer rating variable has a positive and significant effect on purchasing decisions, and the trust variable has a positive and significant effect on purchasing decisions

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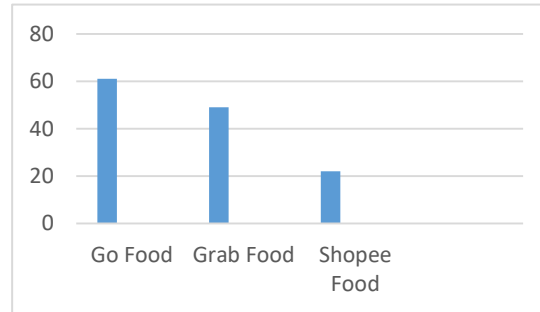
1. INTRODUCTION

In today's technological era that is increasingly sophisticated and growing rapidly, many innovations are present in our lives, technology that is rapidly easy to reach, and practical, namely internet access anywhere and anytime. It can be seen from the increase in internet usage in Indonesia from year to year is increasing. According to a report by We Are Social, there are 204.7 million internet users in Indonesia as of January 2022. (Cindy Mutia Annur 2022). So easy internet access can help people in accessing information, online discussions, building an online business, and many applications that are useful in running an online business. In addition to being able to run an online business, lifestyle changes and the way of shopping humans have also changed with the easier it is to shop through gadgets by utilizing e-commerce, consumers do not need to spend time queuing at stores or restaurants to find an item or need.

Many popular marketplaces have appeared in Indonesia itself, namely: Tokopedia, Shopee, Bukalapak, Lazada, Zalora, Blibli, etc. The public uses e-commerce marketing applications as a new e-commerce platform, buyers do not need to come from the store, they only need to "click" on e-commerce applications (Kangean and Rusdi 2020). Because some of the e-commerce marketplaces that are the focus of this study are Shopee, which has the highest number of downloads on smartphones. Online stores influence the growth of e-commerce in Indonesia, and shopping styles, especially the millennial generation (Mbeta and Tanamal 2020). The commercial ease of Internet technology development is considered capable of changing people's thinking and behavior, one of which is behavioral decision-making (Antika and Andjarwati 2016).

There are many e-shopping options in the market, but several factors influence consumers' e-shopping decisions, such as price perception, online customer ratings, and trust. Purchase decisions are decision-making processes that can include and determine what to buy or not, and these decisions are based on past actions (Anggardini and Ratnasari 2022). Trust is considered a driving factor in various transactions between sellers and buyers so that consumer satisfaction can occur as desired (Yunita, SUMARSONO, and FARIDA 2019). Currently, the food delivery apps are GoFood, GrabFood, and ShopeeFood. Each of these programs has had its charm since last year, offers that provide reviews or ratings, and reviews are provided by consumers (Christopher and Hutapea 2022). One of the most important features of today's online market is the use of reviews and ratings as a tool to build trust with customers who are making purchasing decisions.

In Indonesia, competition is intensifying in food delivery service companies. This phenomenon was born when Shopee signaled its game in food delivery services in Indonesia. As we know, the food market in Indonesia is dominated by two large companies, GrabFood and GoFood (Setyowati et al., 2021).



Picture 1 Ecommerce app user diagram
 Source: Foodizz and Deka Insight (2022),

According to a study by Foodizz and Deka Insight (2022), GoFood is among the most used food delivery services in Indonesia. Of the 748 respondents who took part in the survey, 61 percent used GoFood. Then Grab Food is used by 49 percent and ShopeeFood by 22 percent. The graph above shows that the user percentage of Shopee Food is 22 percent lower compared to other competitors such as Go Food and Grab Food.

Because marketing activities affect the company's sales and profits in terms of the company's survival due to the complexity of the marketing mix strategy. Online customer reviews, which appear on the consumer's numerical scale, also influence consumer purchase decisions. As competition increases and market prices rise, price search strategies that meet consumer expectations must be considered. In addition to the evaluation strategies and price perceptions of e-commerce customers, companies must also pay attention to the trust shown by consumers. Store owners inform their buyers, for example, whether the online store is safe or not, and sellers provide responsibility if claims appear later. Honest sellers can also build consumer trust if they tell the consumer in detail about the features of the product or service they are selling. Therefore it is very important to do more research on price, online customer ratings, and trustworthiness when making a purchase decision.

In this research, we will focus on Shopee's newest feature, Shopee Food. This feature provides food delivery services from the shopee application that are tailored to consumer demand. In early 2021, Shopee Food began operating in Jakarta for the first time (Catriana, 2021). On May 3, 2021, Shopee Food began to expand its territory throughout Indonesia. Shopee food has been available in Semarang since early August 2021. The features of Shopee Food are still the same as the Shopee app. Payment for food is made through ShopeePay, which is also a payment function provided by Shopee. Shopee's courier service also handles groceries. All these features or services are available on the Shopee app, which can be downloaded to the public on Android or iOS devices. Shopee Food works with consumers, traders, and drivers in the same way as other food delivery services (Jayaputra and Sesilya 2022).

Research related to price perception conducted results of their research shows that price perception can be influential and has no influence on the purchase decision process. According to (Fatmawati and Soliha 2017), price perception affects the purchase decision process, but according to (Maharani 2020), price perception does not affect purchasing decisions. Research related to online customer rating was conducted by (Istiqomah and Marlina 2020), and the results of their research show that online customer rating can affect purchasing decisions. Research related to trust was conducted by (Nasution, et al 2019), and Yunitasari (2022). The results of their research show that trust can influence and not affect purchasing decisions. According to (Nasution et al., 2019), trust affects the purchase decision process, but according to (Yunitasari 2022).

Literature Review

Purchase Decisions

Purchasing decision is a process in which consumers recognize the problem, find information about a particular product or brand, and evaluate how well each alternative can solve the problem, which leads to purchasing decisions (Tjiptono. 2014). According to Kotler and Keller (2012; 227) that purchasing decisions are processes where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior.

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Purchasing decisions in a business is something that producers are waiting for that can arise from emotional impulses from within themselves and influence from others. Kotler and Keller (2019) mentioned that there are indicators of purchasing decisions, namely product choice, brand choice, dealer choice, purchase amount, purchase time, and payment method.

Price perception

According to Schiffman and Kanuk (2011), perception is a process of an individual selecting, organizing, and translating information stimuli that come into a comprehensive picture, price perception is how consumers see prices as high, low, and fair prices. This has a strong influence on both buying interest and purchase satisfaction. Price perception is concerned with how price information is fully understood. Peter and Jerry Olson (2000) say that price perception is closely related to how information about prices is understood by consumers and can provide deep meaning for consumers or potential buyers of products. Kotler and Amstrong (2012) mentioned that there are indicators of price perception Affordability of price, prices according to price competitiveness, prices matching with product quality, and prices matching benefits.

Online Customer Rating

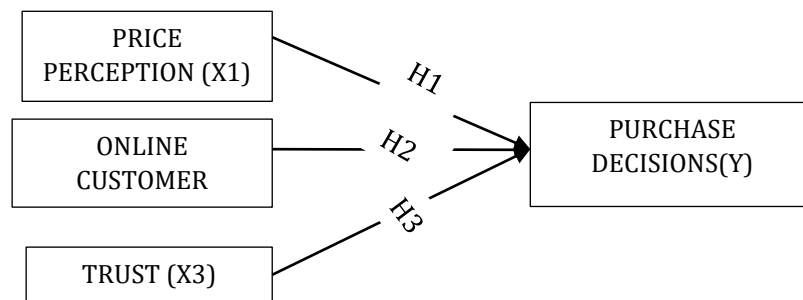
The rating can be interpreted as an assessment of users on a product's preference for consumer experience, referring to the psychological and emotional state that consumers live towards a product (Li & Zhang, 2002. Moe and Schweidel, (2012) correlate ratings to customer decision-making levels. They found that the influence of a customer's rating on a rating before deciding to buy something depends on how often this customer's ratings or ratings are made on a product. The customer rating indicators in this study were developed from the research of (Farki et al., 2016), namely perceived usefulness, perceived enjoyment, and perceived control.

Trust

According to McKnight in Armayanti (2011), trust is consumer confidence in the good intentions, integrity, and competence of sellers in a situation, consumers' willingness to accept any risk, and consumers' willingness to provide information about themselves when making transactions through internet media. Then According to Siagian and Cahyono (2014), trust is a belief from one party regarding the intentions and behaviors addressed to the other party, thus consumer trust is defined as a consumer expectation that service providers can be trusted or relied upon in fulfilling their promises. The first three indicators of trust according to Kotler and Keller (2016), namely benevolence, ability, integrity, and willingness to defend.

Research model

Based on the description above, it can be built research framework as follows:



Picture 2 Research Model

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. Price Perception has a positive effect on purchase decisions.
2. Online Customer Rating has a positive effect on purchase decisions
3. trust has a positive effect on purchase decisions.

2. METHOD

This study uses sampling techniques using the non-probability sampling method, with purposive sampling so that the data obtained by researchers directly give questionnaires to respondents who have been determined criteria. Sampling in this study was carried out on consumers who use the shopee food

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application, with a minimal age of 17 years and have previously purchased at least 1 time. The number of samples used in the study was at least 96 respondents

3. RESULT AND DISCUSSION

Validity Test

Validity testing is carried out to measure the accuracy of each question contained in the questionnaire or indicator used. This test uses the help of the SPSS program with the Factor Analysis test tool. The sample data is said to be sufficient if the KMO value > 0.5 and then test the Rotated Component Matrix for the second time with valid indicators on each variable if the loading factor value > 0.4 . The results of the validity test are summarized in Table 1

Table 1 Validity result

Variable	KMO	Indikator	Component Matrix (Loading Factor)	Information
Price Perception (X1)	0.768	X1.1	0.825	VALID
		X1.2	0.775	VALID
		X1.3	0.878	VALID
		X1.4	0.868	VALID
Online Customer Rating(X2)	0.846	X2.1	0.703	VALID
		X2.2	0.790	VALID
		X2.3	0.804	VALID
		X2.4	0.792	VALID
		X2.5	0.760	VALID
		X2.6	0.782	VALID
		X2.7	0.622	VALID
		X2.8	0.792	VALID
		X2.9	0.766	VALID
Trust (X3)	0.763	X3.1	0.857	VALID
		X3.2	0.890	VALID
		X3.3	0.831	VALID
		X3.4	0.901	VALID
Purchase Decisions (Y)	0.890	Y1.1	0.897	VALID
		Y1.2	0.858	VALID
		Y1.3	0.863	VALID
		Y1.4	0.816	VALID
		Y1.5	0.829	VALID
		Y1.6	0.826	VALID

Based on table 4.1 explained that the validity test results show that all variables have a KMO value of > 0.5 which shows that the adequacy of the sample is met. Furthermore, the loading factor value (component matrix) of each indicator is > 0.4 . Thus it can be concluded that all items in the indicator variables price perception, online customer rating, trust, and purchase decision are said to be valid.

Reliability Test

Reliability testing is used to measure the consistency of data or the reliability of each research instrument in each variable. In this test, the variable can be said to be reliable if the value of Cronbach's alpha is greater than 0.7. The results of the reliable test can be described in table 2:

Table 2 Reliability Result

Variable	Cronbach Alpha	Criteria	Information
Price Perception (X1)	0.856	$>0,7$	Reliable
Online Customer Rating(X2)	0.905	$>0,7$	Reliable
Trust(X3)	0.892	$>0,7$	Reliable
Purchase Decisions(Y)	0.920	$>0,7$	Reliable

Table 2 it can be seen that the variables of price perception (X1), Online Customer Rating (X2), Trust (X3), and Purchase decision (Y) show a value of more than 0.7 which means that the four variables are reliable or reliable, then the four variables are worthy of use and also proposed in subsequent tests.

Multiple Linear Regression Test

Multiple linear analysis is used to determine or obtain an overview of the relationship between dependent variables to independent variables. In this study, there are independent variables used, namely price perception (X1), Online Customer Rating (X2), and Trust (X3). While there is a dependent variable used, namely Purchase Decision (Y). The results of multiple regression tests can be described in the following table:

Table 3 Regressions Analysis

Model	Adjusted R Square	Uji F		Uji T		Information
		F hitung	sig	Beta	sig	
Price Perception Influences on purchase decisions	0.643	60.476	0.000	0.251	0.006	H1 Accepted
Online Customer Rating Influencers on purchase decisions				0.255	0.000	H2 Accepted
Trust in purchase decisions				0.458	0.000	H3 Accepted

then the regression equation is obtained as follows:

$$Y=0.251X1+0.255X2+0.458X3+e$$

1. Price perception variable has a positive influence on purchase decisions with a value of 0.251.
2. The online customer rating variable has a positive influence on purchase decisions with a value of 0.255.
3. The trust variable has a positive influence on purchase decisions with a value of 0.458.

uji f

The f-test can be used to test whether there is a significant influence between the independent variables together on the dependent variable. Based on Table 4.3 it is known that the significance in this f test of $0.000 < 0.05$ can be concluded that the variables of price perception, online customer rating, and trust simultaneously affect the buying decision.

Test Coefficient of Determination (R²)

This test is performed to show the extent to which the degree of relationship between the dependent variable and the independent variable, or the extent to which the contribution of the independent variable affects the dependent variable. Table 4.3 shows that the value of the coefficient of determination or Adjusted R Square is 0.643. The value shows that purchase decisions are influenced by price perception, evaluation of online customers and 64.3 percent reliable variables. Although 35.7 percent can be explained by other variables that were not investigated in this study.

Test Hypotesis (T)

Partial Test to determine the effect of each independent variable on the dependent variable.

H1: Price perception positively influences purchasing decisions

In table 4.3 it is known that the significant number on the price perception variable shows a result of $0.006 < 0.05$. This shows that price perception has a positive and significant effect on purchasing decisions, so based on these results, the first hypothesis is accepted.

H2: Online Customer Rating positively influences purchasing decisions

In Table 4.3 it is known that the significant number in the online customer rating variable shows a result of $0.000 < 0.05$. This shows that online customer rating has a positive and significant effect on purchasing decisions, so based on this, the second hypothesis is accepted.

H3: Trust positively influences purchasing decisions

In Table 4.3 it is known that the significant number on the confidence variable shows a result of $0.000 < 0.05$. This shows that trust has a positive and significant effect on purchasing decisions, so based on this, the third hypothesis is accepted.

Discussions

The Influence of price perception on purchasing decisions

Based on Table 4.3, hypothesis testing shows that price perception has a positive and significant effect on purchasing decisions with a significance value of $0.006 < 0.05$. This shows that the more confident they are in the quality of the goods, the more they still make purchases no matter how much price is applied. The results of this study are in line with the results of previous research stating that price perception has a positive effect on purchasing decisions (Fatmawati and Soliha 2017). This finding is also

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supported by research from (Kamila and Khasanah 2022) that the better the price perception given to customers, the higher the customer in making purchasing decisions. while research from (Winarsih et al., 2022) entitled the influence of price perception, food quality, and store atmosphere on the purchase decision of Dabu Lemong resto shows that the price set by Dabu-Dabu Lemong Megamas area is relatively affordable and able to compete with other restaurants.

Online Customer's Influence on purchasing decisions

Based on Table 4.3, hypothesis testing shows that online customer rating has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. This shows that the better the rating given by consumers to shopee food in the company will increase consumers in making purchase decisions. The results of this study are in line with the results of previous research by (Arini et al, 2022) which stated that online customer ratings on users of fashion products on the shopee marketplace have a positive effect on purchasing decisions. This is also supported by research (Nafingatunisak and Hirawati 2022) stating that the better online customer rating, the rating given by consumers will increase purchasing decisions, affecting purchasing decisions. Meanwhile, research from (Mokodompit et al., 2022) which examines online customer ratings on purchasing decisions using tik tik shop purchase objects shows that online customer ratings have a positive and significant effect on purchase decisions.

The Effect of Trust on Purchasing Decisions

Based on Table 4.3, hypothesis testing shows that trust has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. This shows that the better the level of consumer trust in a company the trust will make it difficult for consumers to switch to another. The results of this study are in line with the results of previous research findings by (Nasution et al., 2019) stating that trust in 212 markets in Medan affects purchasing decisions. This is also supported by (Handrian and Soliha 2022) entitled the role of price discounts, lifestyle, and trust in shopee purchase decisions that trust has positive elements that will provide value for consumers to make purchase decisions. The higher the consumer confidence, the more the purchase decision increases. Meanwhile, research by (Santi, A., & Mardah 2021) to determine the effect of trust and price efficiency on the purchase of go-ride services, trust is the key to building long-term relationships that can lead to positive behavior because customers feel they find what they want.

4. CONCLUSION

Perception of price has a positive and significant effect on the purchasing decision of consumers using the shopee food application in the city of Semarang. This indicates that the price perception given to customers, the higher the customer in making purchasing decisions. Online Customer Rating has a positive and significant effect on consumer purchasing decisions using the shopee food application in the city of Semarang. This indicates that online customer ratings show positive reviews that will make consumers decide in making purchasing decisions. Trust has a positive and significant effect on consumer purchasing decisions using the shopee food application in Semarang. This indicates that the higher the level of consumer trust in the shopee food company, the higher the consumers will make purchases in the shopee food application.

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