

The influence of online customer rating, online customer review and taglines “free shipping” on purchasing decisions at the shopee marketplace in Cikarang

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Article Info	ABSTRACT
<p>Keywords: Online Customer Rating, Online Customer Review, Free Shipping Tagline Purchase Decision</p>	<p>This study aims to determine "The Effect of Online Customer Rating, Online Customer Review and Tagline "Free Ongkir" on Purchasing Decisions of Market place shopee in Cikarang". Online Customer Rating or better known as e-WOM is one way for potential buyers to get information about sellers, so the existence of ratings in online buying and selling is a logical thing if consumers consider that ratings are a measure of the quality of a product. This Online Customer Rating plays a role in influencing readers towards a product. Online Customer Review is defined as any form of opinion conveyed by consumers regarding the products and services of an online store which will then be shared with other potential customers as information before buying a product. Tagline as a slogan or jargon which is part of an advertisement which is usually used as a closing message so that consumers easily remember the contents of the advertising message and have a differentiating power from their competitors' advertisements. And Purchasing Decision is a process of consumer behavior that is individual or group and organizational in evaluating various choices and ultimately making decisions about which products are the most useful and profitable. The population in this study were Shopee marketplace users in Cikarang City with a sample of 100 respondents determined using purposive sampling. The data analyzed was primary data collected by questionnaire. Based on SPSS version 25.0 data processing, the results show that the research instrument test shows that all indicators are valid and all variables are reliable. Based on the F test simultaneously all independent variables have an effect on purchasing decisions. Based on the results of the regression coefficient and t test, it shows that the online customer review 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 "free shipping" tagline variable has a positive and significant effect on purchasing decisions.</p>
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INTRODUCTION

Nowadays, information and communication technology has developed increasingly rapidly. This development makes various kinds of daily activities can be done easily and quickly just by accessing the web. The impact caused by this technological advancement includes changes in lifestyle; people's habits who previously shopped and made transactions directly (offline), are now switching to making purchases online which can be done through commercial centers, online shops and e-commerce.

One of the commercial centers commonly visited and used in Indonesia is the Shopee commercial center. Shopee is a start-up company from Singapore that began entering Indonesia since December 2015. Shopee commercial center is one of the commercial centers that is interesting to research. This is supported by Shopee's commercial center information rating which is always consistently ranked first and has managed to dominate as the commercial center with the highest number of application downloads on the Play Store and App Store from the 4th quarter of 2018 (Q4 2018) to the 1st quarter of 2022 (Q1 2022).

The following is the rating comparison data between the Shopee marketplace and other Marketplace :



Toko Online	Ranking Aplikasi	Ranking Aplikasi	Twitter	Instagram	Facebook	Jumlah Pengguna
1 Shopee	#1	#1	778,105	6,318,770	25,041,146	6,232
2 Tokopedia	#2	#3	1,000,000	5,194,640	6,518,940	7,409
3 Lazada	#3	#2	464,090	3,732,270	11,833,690	1,447
4 Zalora	#4	#6	7,460	756,890	6,012,210	271
5 Sociolla	#5	#4	8,180	1,033,640	18,480	487
6 Bibit	#6	#5	173,600	2,152,230	6,376,930	2,768
7 Bukalapak	#7	#7	288,300	1,057,790	2,511,780	2,919
8 JD ID	#8	#8	57,300	646,160	1,821,070	1,577
9 Matahari	#9	#9	91,100	1,708,870	1,558,940	700

Figure 1 Marketplace download data in the first quarter of 2022
 (Source: www.iprice.co.id)

From the commercial center download information Figure 1.1 shows that in the first quarter of 2022, Shopee was consistently able to maintain the first rank as the commercial center with the highest number of application downloads. Competition between commercial centers is now getting tougher, each company continues to make improvements and innovations to advance their respective companies. Broadly speaking, the number of visits at each commercial center always increases every period.

The following shows Table 1.1 information on the number of Shopee commercial center visitors Q1 2021 - Q4 2021:

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Tabel 1.Data on the Number of Shopee Marketplace Visitors:

Quarter-Year	Number of Visitors
Q1 2021	127.400.000
Q2 2021	126.996.700
Q3 2021	134.383.300
Q4 2021	138.776.700

Source : www.iprice.co.id

In Table 1.1 above, it can be seen that Shopee visitors for four quarters from Q1-2021 to Q1-2022 have increased by 11,376,700. Shopee's visitor information in Q1 2021 was 127,400,000 people, in Q2-2021 it was 126,996,700 people or decreased by 0.3 percent, in Q3-2021 it increased to 134,383,300 people or increased by 5.8 percent, and in Q4-2021 it was 138,776,700 people or increased again by 3.2 percent. This is the reason Shopee's commercial center is interesting to research.

In this study, the main problem raised is the online purchasing decision at the Shopee marketplace. This problem intends to provide an estimate of consumer behaviour in deciding purchases related to ratings, online customer reviews, and free shipping taglines. So that in this way it can provide understanding in revealing the variables that influence it. Purchasing decisions can be considered by buyers before they buy a product online. The type developed is based on the independent variables, namely ratings, online customer reviews, and free shipping taglines on the dependent variable, namely purchasing decisions. In the current study, it is based on the purchasing decision variable which is the dependent variable.

This problem related to purchasing decisions is a very important event and needs to be continuously researched or reviewed. Purchasing decisions basically have benefits for buyers after their desires have been fulfilled, that way buyers can find out what they really need. Basically the decision-making process carried out by consumers is a problem-solving process.

Based on previous research, there are many variables that influence a person to make an online purchase. The variables in question include:

1. Online Customer Review (Kusumawati: 2021, Putra: 2020).
 2. Online Customer Rating (Isvani: 2021, Putri: 2021).
 3. Cash on Delivery Service (Kusumawati: 2021).
 4. Product Quality (Azizi: 2021).
 5. Discount (Azizi: 2021, Auli et al: 2021).
 6. Tagline "Free Shipping" (Azizi: 2021, Ananda: 2021).
 7. Celebrity Endorsement (Isvani: 2021).
 8. Convenience (Ilmiyah & Indra: 2020).
 9. Trust (Ilmiyah & Indra: 2020).
 10. Price (Ilmiyah & Indra: 2020).
 11. Brand Ambassador (Juliana & Yusepaldo: 2020).
 12. Flash Sale (Nabila: 2020).
- On this occasion, researchers are interested in three variables, namely: Online Customer Review, Online Customer Rating and Tagline "Free Shipping".(Laeli & Prabowo, 2022)

According to Lackermair et al (Istiqomah & Novi, 2020)(Istiqomah & Marlana, 2020) online client rating is a customer opinion expressed using a certain scale. Previous research showing that online client rating has a positive and significant influence on purchasing

decisions was stated by Putri (2021), Bekti (2020), Daulay (2020) and Nugrahani et al (2020). Conversely, the results of research showing that online client rating has no effect on purchasing decisions were presented by Isvani (2021), Nurhaini (2020) and Sri (2019).

Another variable that can influence purchasing decisions is the online client survey. According to Lackermair et al (Yahya, 2019) product reviews are features used to describe product advantages or disadvantages. to describe the advantages or disadvantages of the product. Previous research that shows online client audits have a positive and significant influence on purchasing decisions was stated by Putri (2021), Putra (2020), Sri (2019) and Dzulqarnain (2019). Conversely, research results that show that online client surveys have no effect on purchasing decisions are presented by Isvani (2021), Ilmiyah & Indra (2020) and Nurhaini (2020).

Apart from the two variables above, taglines also influence purchasing decisions. Darno (2007:20) defines tagline as a trademark or language that is part of an advertisement which is usually used as a closing message so that consumers can easily remember the contents of the advertising message and have a differentiating power from message advertisements.

Previous research that shows the tagline "free shipping" has a positive and significant effect on purchasing decisions was stated by (Azizi & Yateno, 2021), (Widiastuti & Priansa, 2021). Conversely, the results of research showing that the "free shipping" tagline has no effect on purchasing decisions were presented by (Haniscara & Saino, 2021), (Osak & Pasharibu, 2020a) and (Osak & Pasharibu, 2020b).

Based on the results of previous research, not all of the variables studied have an effect on purchasing decisions. There are several research results that state that these variables have no effect on purchasing decisions. From the description and research gap above, the researcher is interested in conducting research with the title "The Influence of Online Customer Rating, Online Customer Review, and Tagline "Free Shipping" on Purchasing Decisions through the Shopee Marketplace" in Cikarang .

METHOD

The object taken in this study is Shopee commercial center users in Cikarang City. The sample size was 100 respondents, using purposive testing technique. Preliminary information was obtained by distributing questionnaires, while secondary information was obtained from literature / literature studies. The groundwork information that has been obtained is processed with the help of SPSS version 25.0. The validity test in this study used Kaiser Meyer Olkin (KMO) factor analysis. The KMO test scale ranges from 0-1; if the calculated KMO value is > 0.7 (Ghozali, 2018:46). The research instruments used are Determination

Rating is defined as the customer's opinion on a certain scale. Consumers obtain information about sales and become a clear consideration in the process of buying and selling products, which can be shown from the quality of products that have been considered before. The more stars a consumer gives, the higher the sales score. So that

it will create a positive perception in consumers or potential consumers towards purchasing decisions.

Online customer reviews are direct responses from customers and do not include advertisements. Online customer reviews play a role in creating preferences for potential customers. Customers can easily find information about a product they want to buy. By reading reviews that have been written by previous consumers in the review column, consumers can make decisions before making a purchase. The free shipping tagline is part of the advertisement, the advertisement is made to be easily recognised and remembered by consumers. The use of a tagline in a promotional advert is something that is natural. The tagline can leave a deep impression that in the end consumers easily remember it.

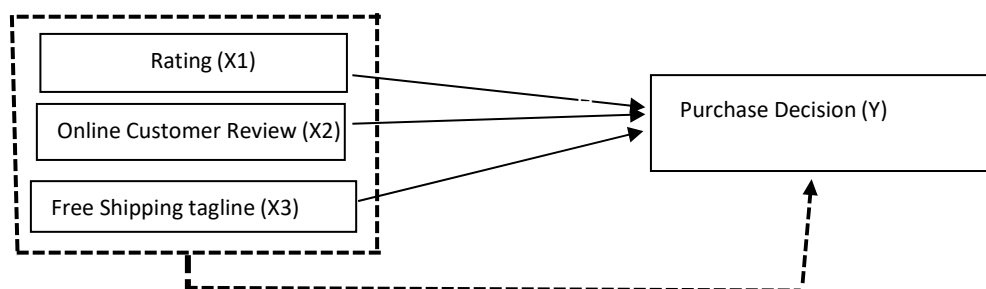


Figure 2. Hypothesis

Hypothesis

Based on the formulation of the problem and the research objectives previously described, the hypothesis can be prepared as follows :

- H1 : There is a significant influence between ratings on purchasing decisions on the shopee Cikarang marketplace.
- H2 : There is a significant influence between online customer reviews on purchasing decisions on the shopee marketplace in Cikarang.
- H3 : There is a significant influence between the free shipping tagline on purchasing decisions on the shopee marketplace in Cikarang.
- H4 : There is a significant influence between ratings, online customer reviews, and free shipping taglines on purchasing decisions on the shopee marketplace in Cikarang.

RESULTS AND DISCUSSION

Description of Respondents

The identity of respondents who use the Shopee marketplace in Cikarang City is described as follows: the majority of buyers are dominated by 77 women aged 21-30 years old, who on average are still students with an income of <Rp. 3,000,000 and make purchases more than four times a month.

Validity Test

Table 1 Results of the Validity Test of Variable Indicators of Online Customer Rating, Online Customer Review, Tagline "Free Shipping" and Purchasing Decisions.

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Variable	Kaiser Mayer Olkin(KMO)	Indicator	LoadingFactor	Description
Online Customer Rating (X1)	0,500	X2.1	0,840	Valid
		X2.2	0,840	Valid
		X1.1	0,780	Valid
Online Customer Review (X2)	0,699	X1.2	0,674	Valid
		X1.3	0,696	Valid
		X1.4	0,744	Valid
Tagline "Free Shipping" (X3)	0,553	X3.1	0,864	Valid
		X3.2	0,871	Valid
		X3.3	0,501	Valid
Purchasing Decisions (Y)	0,805	Y1	0,768	Valid
		Y2	0,792	Valid
		Y3	0,692	Valid
		Y4	0,792	Valid
		Y5	0,658	Valid

Source : Primary data processed, 2023

Based on Table 1 above, it can be seen that all variables show a KMO value of 0.5, which means that the entire sample is valid. All variable indicators show a loading factor value > 0.4, which means that all variables meet the criteria to be used as a measuring tool and can be further analysed. Thus, the answers to the questionnaire can be used for research and the specified sample size is sufficient for use in this study.

Reliability Test

Table 2 Results of Reliability Test for Online Customer Review Variables, Online Customer Rating, Tagline "Free Shipping" and Purchasing Decisions

No,	Variabel	Cronbach Alpha	Description
1.	Online Customer Rating (X1)	0,859 > 0,7	Reliable
2.	Online Customer Review (X2)	0,788 > 0,7	Reliable
3.	Tagline "Free Shipping" (X3)	0,808 > 0,7	Reliable
4.	Purchasing Decisions (Y)	0,790 > 0,7	Reliable

Source : Primary data processed, 2023

Based on Table 2, it shows that each variable, namely online customer rating, online customer reviews, and "free shipping" taglines, has an influence on purchasing decisions. The results of the Cronbach Alpha value of the X1, X2, X3 and Y variables are more than 0.7. Thus, all variables are declared reliable and can be carried out further analysis.

Adjusted R2 Test, F Test, Regression Coefficient and t Test

Table 3 Data Processing Results on Adjusted R2, F Test, Regression Coefficient and t Test

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Variable	Adjusted R ²	Uji F F	Sig	Standardized Coefficients Beta	Uji t T	Sig	Description
Online Customer Rating (X1)	0,407	30,246	0,000	0,271	3,166	0,002	Hypothesis accepted
Online Customer Review (X2)				0,233	2,712	0,008	Hypothesis accepted
Tagline "Free Shipping" (X3)				0,421	5,451	0,000	Hypothesis accepted

Source : Primary data processed, 2023

Test Coefficient of Determination (R²)

Based on Table 3, it can be seen that the result of the Adjusted R² value is 0.407. This means that the ability of the online customer rating variable, online customer review, and the "free shipping" tagline to explain the influence in the purchasing decision variable is 40.7 percent. The rest (100% - 40.7%)=59.3 percent is influenced by other variables not analysed in this study.

F test

The F test is used to determine the effect between the independent variables on the dependent variable together or simultaneously. The existence of simultaneous influence can be seen from the significance value of the F test less than 0.05. Based on Table 3, the calculated F value with regression results is 30.246 with a significant probability of 0.00 less than the significant level of 0.05 or less than five per cent. This means that the independent variables (online customer rating, online customer review, and "free shipping" tagline) jointly affect the dependent variable (purchase decision). This shows that the regression model is feasible to use and can be analysed further.

Multiple Linear Regression Analysis

Based on Table 3, the regression coefficient results are as follows :

$$Y = 0.233.X1 + 0.271.X2 + 0.421.X3$$

From the above equation, it can be seen that:

1. The coefficient value of online customer rating (X2) is positive 0.271. This means that the more the online customer rating on Shopee is increased, the more consumers will make purchasing decisions. Assuming there is no change in the online customer review variable and the "free shipping" tagline.
2. The coefficient value of online customer rating (X2) is positive 0.271. This means that the more the online customer rating on Shopee is increased, the more consumers will make purchasing decisions.

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3. The coefficient value of the tagline "free shipping" (X3) is positive 0.421. This means that the more promotion is increased through the "free shipping" tagline on Shopee, the more consumers will make purchasing decisions. Assuming there is no change in the online customer rating and online customer review variables.

From the results of the multiple linear regression test, the three variables above show that the most dominant variable influencing purchasing decisions through the Shopee marketplace in Cikarang City is the "free shipping" tagline.

Hypothesis Test (t-test)

Based on the results of the t test calculation through the SPSS version 25.0 programme, it is known that the significance value of the effect of online customer rating (X1) on purchasing decisions (Y) is $0.002 < 0.05$ so it is significant. The significance figure of online customer review (X1) on purchasing decisions (Y) is $0.008 < 0.05$ so it is significant. The significance figure of the effect of the "free shipping" tagline (X3) on purchasing decisions (Y) is $0.000 < 0.05$ so it is significant.

Discussion

Online Customer Rating Has a Positive and Significant Effect on Purchasing Decisions through the Shopee Marketplace

The results of this study statistically accept the hypothesis that online customer rating has a positive and significant effect on purchasing decisions through the Shopee marketplace in Cikarang City. Respondents' assessments of online customer ratings on average argue between agreeing and strongly agreeing (setuju[sangat agree]). On a scale of 4 (agree) with the statement "I think the ratings given by previous consumers can be trusted and become a guide in finding information" and on a scale of 5 (strongly agree) with the statement "I feel the online customer rating feature is useful and really helps me in choosing quality products and services". Online customer rating in this study uses two indicators: helpfulness and representative.

The results of this study are the same as research conducted by Putri (2021), Bakti (2020), Daulay (2020) and Nugrahani et al (2020) which state that online customer rating has a positive and significant effect on purchasing decisions. This research is different from the findings by Isvani (2021), Nurhaini (2020), Sri (2019) and Widiastuti (2019).

Online Customer Review Has a Positive and Significant Effect on Purchasing Decisions through the Shopee Marketplace.

The results of this study statistically accept the hypothesis that online customer reviews have a positive and significant effect on purchasing decisions through the Shopee marketplace in Cikarang City. Respondents' assessments of online customer reviews on average argue between agreeing and strongly agreeing . On a scale of 4 (agree) with the statement "The online customer review feature on the Shopee marketplace is used to increase the frequency of sales" and on a scale of 5 (strongly agree) with the statement "Before buying a product, I compare one by one the reviews on the online customer review feature at Shopee". Online customer reviews in this study use four indicators: awareness, frequency, comparison and effect.

The results of this study are the same as research conducted by Putri (2021), Putra (2020), Sri (2019) and Dzulqarnain (2019) which state that online customer reviews have a positive and significant effect on purchasing decisions. This study is different from the findings by Isvani (2021), Ilmiyah & Indra (2020), Nurhaini (2020) and Donni (2021).

Tagline "Free Shipping" has a Positive and Significant Effect on Purchasing Decisions through the Shopee Marketplace

The results of this study statistically accept the hypothesis that the tagline "free shipping" has a positive and significant effect on purchasing decisions through the Shopee marketplace in Cikarang City. Respondents' assessment of the tagline "free shipping" on average thought between agreeing and strongly agreeing. On a scale of 4 (agree) with the statement "I am interested in buying products at Shopee, among others, because of the "free shipping" promotion offered" and on a scale of 5 (strongly agree) with the statement "Every time I read or hear the tagline "Free Shipping", I think of Shopee". The "Free Shipping" tagline in this study uses three indicators: familiarity, differentiation and messenger of value.

The results of this study are the same as research conducted by Azizi (2021), Widiastuti & Donni (2021), Risanti (2020) and Nadilla (2020) which state that the tagline "free shipping" has a positive and significant effect on purchasing decisions. This study is different from the findings by Ananda (2021), Juliana (2020), Nabila (2020) and Restu (2020).

CONCLUSION

The results of the study prove that rating, online client survey, and complimentary ongkir tagline have a significant influence partially or simultaneously on purchasing decisions at the Shopee commercial center. Therefore, sellers at Shopee are expected to prioritize good quality in what aspects of quip, as well as carry out evaluation activities for sellers who get ratings and fewer reviews. High ratings indicate a better seller reputation to anticipate low ratings, sellers should pay attention to service in anticipation by making strategies so that consumers do not give low or bad ratings, such as providing discounts, compensation and low prices. If there are complaints or grievances in the reviews, the seller needs to restore its reputation again by evaluating the product and increasing sales. In this way, sellers can also improve the framework to make consumers comfortable when shopping and display more of their free shipping tagline because this affects the use of Shopee's commercial centers.

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