The Influence Of Online Customer Reviews, Trust And Ratings On Purchasing Interest In The Tokopedia Marketplace On UNPRI Faculty Of Psychology Students

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Article Info	ABSTRACT
	This research aims to determine and analyze the influence of Customer Online Reviews, Trust and Ratings on Purchase Interest at the Tokopedia Marketplace among UNPRI Faculty of Psychology Students. Negative reviews of services and products from online stores, lack of customer trust in online stores and low ratings cause a decrease in requests for purchases from customers. The theories used in this research are Marketing Management theories, which relate to Customer Online Reviews, Trust, Ratings and Purchase Intentions. Explanatory descriptive is the nature of this research, quantitative descriptive is the research method utilized, and quantitative approach is the research type. Through the use of questionnaires, documentation studies, and interviews, data was collected. Multiple regression analysis serves as the analytical technique. The population used was all 106 students from the Faculty of Psychology in the 2021-2023 academic year. Determination of the sample in this study used saturated sampling. The results of the research show that Customer Online Reviews, Trust and Ratings have a significant effect on Purchase Interest at the Tokopedia Marketplace among UNPRI Faculty of Psychology Students. The trust variable is the one that has the most effect on purchase interest out of the three variables examined, according to the examination of the factors influencing purchase interest. The t count findings for each variable demonstrate this.
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INTRODUCTION

As time goes by, technology and information also develop rapidly. This greatly influences cultural changes in human life, one of which is the progress of the internet. This is due to the strong era of globalization, where computers and the internet, due to their ever-changing nature, have become the main source of various activities. These changes affect customers' desires to buy goods.

The emergence of several e-commerce sites in Indonesia has caused a shift from offline consumer shopping behavior to online shopping because it is considered more practical than consumers having to directly visit the shop. In an offline shop, we can see and

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touch the goods directly, but buyers in an online shop cannot examine the goods they want to buy directly and are usually only helped by pictures or descriptions provided by the seller. This is the main difference between online stores and offline stores. In addition, paying at online stores becomes more difficult because most stores require us to pay a certain amount of money first before the goods can be sent home. For this reason, we have to have a lot of trust in online stores so that we dare to pay in this way, whereas in offline stores we can pay with cash.

Based on the problems above, research regarding Online Customer Reviews, Consumer Trust and Interest is very important for consumers to consider when making online transactions. Online Customer Reviews are an expression of a consumer's feelings of happiness or disappointment regarding the product they purchased or the service they received when making a purchase transaction. In general, before a customer makes a purchase on e-commerce, the customer will evaluate or read reviews from previous customers who have made transactions first. If the majority of reviews given are 'good' then the customer will create confidence in themselves to carry out transactions. According to (Ananda et al., 2023) Online Customer Review is a review given by a customer regarding the experience gained with a product purchased on e-commerce. According to (Ananda et al., 2023) Customer Online Review indicators are:

a. Review timelines

Review timelines refer to the date a review was posted on e-commerce. Recent reviews or reviews that are up to date will be considered more up to date and old reviews tend to be ignored.

b. Review quantities

Review quantity is the number of reviews a product has on e-commerce. The number of reviews generally strengthens consumer trust.

c. Valance review

Review valance is information in the form of positive and negative reviews and can be used as a tool to evaluate products or services in e-commerce applications.

According to (Nurrahmanto, 2017:32) Consumer trust is the belief that someone has integrity and can be trusted and will fulfill all obligations in transactions as expected. Mc Khight et al stated that there are 4 elements that build trust, namely (Adabi, 2020):

1. Trusting belief
2. Benevolence (goodwill)
3. Integrity (integrity)
4. Competence (competence)

Based on the explanations above, it can be concluded that Trust is a person's belief that the goods to be purchased meet expectations. According to (Ananda et al., 2023) Online Customer Rating is a symbolic summary of opinions and assessments by e-commerce customers regarding purchased products which are described on a negative or positive review scale. Online Customer Rating Indicators (Gabriela, Yoshua and Mulyandi, 2022):

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1. Service is the fulfillment of customer needs during seller-customer interactions, aimed at providing satisfaction.
2. Products include everything offered to the market to meet consumer needs and desires.
3. Operations are abstract concepts that facilitate the measurement of variables or guide activities.

Based on the explanation above, it can be concluded that the Rating is a summary of the customer's opinion which is expressed by making stars a symbol of the customer's expression of happiness or disappointment. According to (Syarifah and Karyaningsih, 2021), purchasing interest plays an important role in consumer purchasing decisions because it can influence their decision to buy certain products, which in the end can result in an increase in the company's sales. According to(Tiani et al., 2023)The final process when a potential consumer is interested in buying is a purchasing decision. According to(Januardin; Tambun Saribu; Hutagaol, J, 2021)There are various factors that influence consumers in purchasing a product or service, usually consumers always consider quality, price and products that are already known to the public. According to (Jamaluddin et al., 2020) the dimensions of buying interest can be measured through 4 indicators, namely:

1. Consideration of product purchases
2. Intention to try a product
3. Have a product purchasing plan
4. Interested in using or owning the product

Framework of thought in this research:
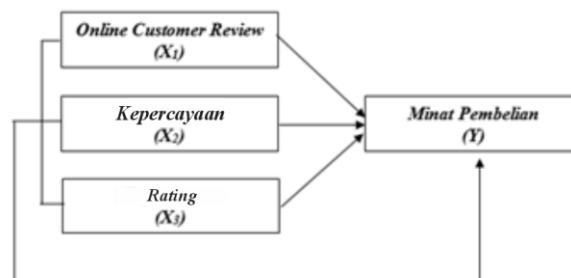
Figure 1.1 Framework of Thought

If you look at the picture above, the research hypothesis is explained as follows:

H1   : Online Customer Reviewsinfluence on Purchase Interest
H2   :Trust influences Purchase Intention
H3   : Ratingsinfluence on Purchase Interest
H4   : Online Customer Reviews, Ratingsand Trust influences Purchase Intention

METHODS

This study uses a quantitative approach. This research is explanatory. This research will be conducted on UNPRI Jalan Sampul students who use the Tokopedia marketplace to shop online from 2021-2023. Population is the entire subject or totality of research subjects which can be people, objects, or something that can be obtained and/or can provide

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research information (Arifin 2017:7). The research population that will be used in this research is all students from the UNPRI Faculty of Psychology for the 2021-2023 academic year who use the Tokopedia marketplace, namely 106 students. The sampling technique used in this research is saturated sampling, that is, all members of the population are used as samples.

RESULTS AND DISCUSSION

Descriptive statistics

Table 3.1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer_Onlien_Review	76	6.00	30.00	24.4079	4.22115
Trust	76	6.00	30.00	22.1447	4.98184
Ratings	76	6.00	30.00	23.1842	4.77413
Purchase_Interest	76	8.00	30.00	22.3026	4.65624
Valid N (listwise)	76				

Source: Processed primary data, 2023

Classical Assumption Testing
Data Normality Test
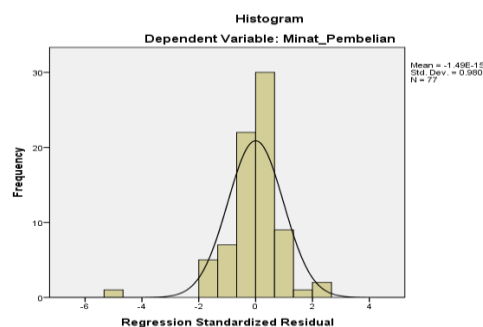
Figure 3.1 Histogram graph
Source: Processed primary data, 2023

Based on the image above, it shows a perfect bell-shaped graph so it can be concluded that the data is normally distributed.
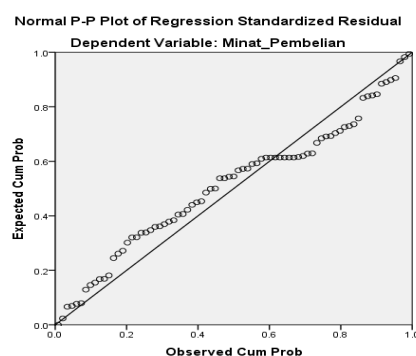
Figure 3.2 Normal P-Plot Graph

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Based on the picture above, it shows that the data is normally distributed because the data is spread around the diagonal line and follows the direction of the diagonal line.

Table 3.2 One-Sample Kolomogorov-Smirnov test results

		Unstandardized Residuals
N		76
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.36480371
Most Extreme Differences	Absolute	,110
	Positive	.103
	Negative	-.110
Kolmogorov-Smirnov Z		,962
Asymp. Sig. (2-tailed)		,313

a. Test distribution is Normal.
b. Calculated from data.

Source: Processed primary data, 2023

From the table above, it is shown that the One-Sample Kolomogorov-Smirnov test results are 0.962 > 0.05 and the significance value is 0.313 > 0.05, so it can be concluded that Customer Online Reviews, Trust, Ratings and Purchase Intentions are normally distributed.
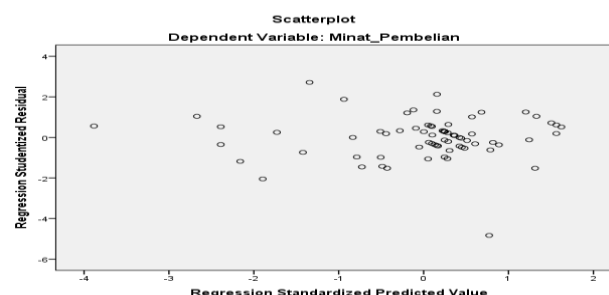
Multicollinearity Test

Table 3.3 Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Customer_Online_Review	,348	2,875
	Trust	,378	2,643
	Ratings	,310	3,230

a. Dependent Variable: Purchase_Interest

Source: Processed primary data, 2023

There are no symptoms of multicollinearity because the VIF value <10 and tolerance >0.01 for the Online Customer Review, Trust, Rating and Purchase Interest variables. The test results above show that there are no symptoms of multicollinearity.

Heteroscedasticity Test

Figure 3.3

Source: Processed primary data, 2023

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Based on the picture above, it can be concluded that this research did not find any symptoms of heteroscedasticity because the data components were spread evenly and did not form a pattern.

Multiple Linear Regression Analysis

Table 3.4 Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,358	1,642		,827	.411
Customer_Online_Review	,233	,112	.211	2,081	.041
Trust	,505	,091	,540	5,550	,000
Ratings	,176	.105	,180	1,678	,098

a.   Dependent Variable: Purchase_Interest
Source: Processed primary data, 2023

$$Y = 1.358 + 0.233_1 + 0.505\,X2 + 0.176\,X3 + e$$

a. Constant = 1.358
For Online Customer Reviews, Trust and Ratings considered zero, then Purchase Interest is 1,358.

b. Customer Online Reviews X1
Customer Online Reviews 0.233 states that every time there is a 100% increase in the Customer Online Review variable then Purchase Interest will increase by 23.3%.

c. Trust
Confidence 0.505 states that every time there is a 100% increase in the Trust variable, then Purchase Interest will increase by 50.5%

d. Ratings
Ratings 0.176 states that every time there is a 100% increase in the Rating variable, so Purchase Interest will increase by 17.6%

Coefficient of Determination Test

Table 3.5 Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861a	,742	,731	2.41357

a.   Redictors: (Constant), Rating, Trust, Customer_Online_Review
b.   Dependent Variable: Purchase_Interest
Source: Processed primary data, 2023

There is value 0.731 at Aadjusted R Square which means Customer Online Reviews, Trust and Ratings influence 73.1% and the rest 26.9% is influenced by other variables yes that were not studied by researchers, such as service quality, easy to use, discounts and so on.

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Partial Test (t Test)

Table 3.6

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,358	1,642		,827	.411
Customer_Online_Review	,233	,112	.211	2,081	.041
Trust	,505	,091	,540	5,550	,000
Ratings	,176	.105	,180	1,678	,098

a.   Dependent Variable: Purchase_Interest

Source: Processed primary data, 2023

Based on data *Customer Online Reviews* has a t value$_{Calculate}$ 2,081 with t$_{table}$ value 1.99210 or significance value 0.041 < 0.05. So, t$_{calculate}$ > t$_{table}$ so Interest Purchases have a positive and significant influence on Customer Online Reviews. Based on the data, the Trust variable has a tcount value of 5,550 with a ttable value 1.99210 or significance value 0.000 < 0.05. So, t$_{calculate}$ > t$_{table}$ so Purchase Interest has a positive and significant influence on the Trust variable. Based on data *Rating* have mark tcount as big as 1,678 with mark t$_{table}$ 1.99210 or mark significance 0.098 > 0.05. So, t$_{calculate}$ > t$_{table}$ so Purchase Intention has a positive influence and not significant to Customer Online Reviews.

F test

Table 3.7 ANOVA

Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	1206.617	3	402.206	69,045	,000b
	Residual	419,422	72	5,825		
	Total	1626.039	75			

a.   DependentVariable: Purchase_Interest

b.   Predictors:(Constant), Ratings,Ktrust,Customer_Online_Review

Source: Processed primary data, 2023

Dari table Fcount (69,045) > Ftable 2.73 with a significance value of 0.000<0.05. From these results it can be concluded that Purchase Interest In Tokopedia Marketplace obtain the influence of the Customer Online Review, Trust and Rating variables on aplication the.

Discussion

The Impact of Customer Online Reviews on Purchase Intention

Based on tests conducted by researchers, it was found that there was a positive and significant influence between the Customer Online Review variable on Purchase Interest. This can be proven by partial testing with the result of a tcount value of 2.081 with a ttable value of 1.99210 or a significance value of 0.041 < 0.05. Online Customer Reviews are reviews given by customers about their experiences with products purchased through e-commerce. (Ananda et al., 2023:29). The results of this research are in line with research

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conducted by Fauzi & Lina (2021), which states that Online Customer Reviews have a positive and significant impact on the desire to buy something.

Impact of trust on Purchase Intention

Researchers found that the Trust variable has a positive and significant effect on purchase intention. This can be proven by partial testing with the result of a tcount value of 5,550 with a ttable value of 1.99210 or a significance value of 0.000 < 0.05. Consumer trust is the belief that someone has integrity and can be trusted and will fulfill all obligations in transactions as expected (Nurrahmanto, 2017:32). The findings of this research are consistent with the findings presented by Hariyanto and Trisunarno (2020), who stated that Trust has a positive and significant impact on purchasing interest.

Impact of Ratings on Purchase Intention

Researchers found that the rating variable had a positive and negative impact on purchase intention. This can be proven by partial testing with the result of a tcount value of 1.678 with a ttable value of 1.99210 or a significance value of 0.098 > 0.05. According to (Ananda et al., 2023) Online Customer Rating is a summary of opinions and assessments by e-commerce customers regarding purchased products which are described on a scale of negative and positive reviews.

CONCLUSION

The research results are as follows: Partial testing shows that Customer Online Reviews have a positive and significant influence on Purchase Interest. Trust is also proven to have a positive and significant influence on Purchase Intention. Even though Ratings have a positive influence, they are not significant on Purchase Interest. Simultaneously, Customer Online Reviews, Trust, and Ratings significantly influence Purchase Intention. In the coefficient of determination test,Customer Online Reviews, Trust and Ratings have an influence of 73.1%, the remaining 26.9% is influenced by other variables not studied by researchers, such as service quality, easy to use, discounts and so on.

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