


The Effect Of Online Customer Review, Online Customer Rating, And Customer Experience On Purchase Decision On Grabfood Services In East Java

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Article Info	ABSTRACT
Keywords: Online customer review, Online customer rating, Customer experience, Purchase decision	This study aims to determine the influence of online customer reviews, online customer ratings, and customer experience on purchase decisions on grabfood services in East Java. This study uses a type of quantitative research using a sample of 96 respondents. The data used in this study was obtained by distributing a questionnaire questionnaire that was analyzed using the SPSS version 26 tool. The results of the study showed that partially online customer reviews, online customer ratings, and customer experience had a significant and positive effect on purchase decision. Then simultaneously the variables of online customer review, online customer rating, and customer experience have an influence on purchase decisions. Then the results of multiple linear regression show that the customer experience variable is the most dominant variable for purchase decisions.
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INTRODUCTION

Currently the 4.0 revolution has brought many changes to all aspects of life, especially in the development of technology. Lately technology has developed rapidly so that it promises convenience to the community, finally many people also use it as a facility to develop the business they have built, One of the businesses that has been growing recently is the food delivery service business.

Purchasing food through online food delivery services has become a habit that is very difficult to remove from everyday life. The main reason behind it is the convenience promised to consumers, where they no longer need to bother coming to a restaurant or food outlet to order the food they want but they can also order the food they want wherever and whenever without any time limits.

Food delivery services have been in demand by the Indonesian people for the past 4 years since Covid-19 hit and the government set rules to limit all outdoor activities. Grabfood is one of the online food delivery services that has developed rapidly in Indonesia and has ranked first for 3 consecutive years. (Momentum Works & katadata.co.id). However, recently there has been a decline in the interest in purchasing transactions on the Grabfood service in Indonesia due to being less competitive with GoFood and ShopeeFood (Dhinni, 2020). The slow development of GrabFood is also influenced by the alleged case of misappropriation of

Law No. 5 of 1999, articles 14 and 19, which have been carried out by PT Grab Indonesia and TPI regarding the prohibition of monopolistic practices and unfair competition where Grab is suspected of discriminating against partners from drivers who are not members of TPI (Astuti, 2020)

In addition, the boycott action carried out by the community as an act of support for Palestine also caused a decrease in Grab's purchase decision . This is reinforced by the news that emerged and circulated where one of the wives of the Grab founder was suspected of providing support for Israel because of her Instagram post expressing her concern about the condition of Israel (Wijayanto, 2023). So that there was a decrease in the purchase decision on the Grabfood service.

there are also many factors that can form a purchase decision , depending on the object to be observed. However, in this study the author uses the variables of online customer review, online customer rating , and also customer experience as variables used to reveal issues that have occurred in the Grab company. Auliya, et al., (2017) Online customer reviews are reviews or information about the quality and advantages of products from customers, can be used to measure product quality, service and delivery time.

Suryawan, et al, (2022) Online customer rating defines rating as a customer assessment that gives stars for a particular product that they have purchased. The more ratings given for a particular product, the higher the sales level of the store and how many customers enter the store is also indicated by a high or low rating. Nirawati and Pratiwi, (2020) Customer experience , the subjective internal perspective of consumers resulting from direct or indirect interactions with sellers, previous consumer experiences can influence their subsequent decisions to purchase certain goods.

METHOD

In this study, the author uses a quantitative method. The population used in this study are GrabFood consumers in East Java, especially the Gerbang Kertosusila area (Gresik, Bangkalan, Mojokerto, Surabaya, Sidoarjo, Lamongan) who have used the service at least once and using a research sample of 96 respondents.

a. Purchase decision

In this study, the author adopted research indicators conducted by Maryanti and Khoiri (2022), including: the stability of a product, buying habits, recommendations to others and repeat purchases.

b. Online customer reviews

In this study, the author adopted research indicators conducted by Suryanti et al. (2022) including: perceived usefulness , source credibility , argument quality , valence , volume of online customer reviews .

c. Online customer rating

In this study, the author adopted research indicators conducted by Martini et al. (2022), including: perceptions of usefulness, perceptions of comfort, perceptions of control.

d. Customer experience

In this study, the author adopted research indicators conducted by Anggraini (2023),

including: sense, feel, think, act, relate.

DISCUSSION

Multiple Linear Regression Analysis Test

Table 1. Multiple Linear Regression Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	3.247	2.121		1,559	.001
1 online customer review	.597	.171	.356	4.361	.002
online customer rating	.411	.149	.245	2,749	.007
customer experience	.689	.104	.608	6,609	.000

a. Dependent Variable: purchase decision

Source: Processed primary data, 2024

From the data above, a multiple linear regression equation can be made as follows:

$$Y = 3.247 + 0.597 + 0.411 + 0.689$$

It can be interpreted as follows:

- The constant value of 3.247 can be interpreted as if the independent variable has a value of 0 (constant) then the dependent variable has a value of 3.247. This is a condition where the dependent variable has not been affected by the independent variable.
- The regression coefficient X1 (online customer review) has a positive value of 0.597, which means that if online customer reviews increase by one unit, there will be an increase in purchase decisions of 0.597, and vice versa.
- The regression coefficient X2 (online customer rating) has a positive value of 0.411, which means that if the online customer rating variable increases by one unit, there will be an increase in the purchase decision of 0.411, and vice versa.
- The regression coefficient X3 (customer experience) has a positive value of 0.689, which means that if the customer experience variable increases by one unit, there will be an increase in the purchase decision of 0.689, and vice versa.

Coefficient of Determination Test

The R square value of the independent variables online customer review, online customer rating, customer experience gets a value of 0.595 or 59.5%. So it can be concluded that the three independent variables have an influence of 59.5% on the dependent variable, while the remaining 40.5% can be influenced by other independent variables not discussed in this study.

Table 2. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.595	.582	1.63508

a. Predictors: (Constant), customer experience, online customer review, online customer rating
 b. Dependent Variable: purchase decision

Source: Processed primary data, 2024

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Partial T-Test

Table 3. Partial T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.247	2.121		1,559	.001
	online customer review (X ₁)	.597	.171	.356	4.361	.002
	online customer rating (X ₂)	.411	.149	.245	2,749	.007
	customer experience (X ₃)	.689	.104	.608	6,609	.000

a. Dependent Variable: purchase decision

Source: Processed primary data, 2024

To find out the results of the T-test can be determined using two methods, namely the first by comparing the significant value <0.05, and t count with t table . In this study, the t table value of 1.986 was used , obtained from the formula (df = n - k) df = 96 - 4 = 92 (with a significance value of 5%). From the test table above it can be concluded that:

- Online customer reviews have a significant influence on purchase decisions because the significance value is 0.002 < 0.05 and the t value is 4.361 > 1.986, so it is concluded that H1 is accepted and H0 is rejected.
- Online customer rating has a significant influence on purchase decision because the significant value is 0.007 < 0.05 and the t value is 2.749 > 1.986, so it is concluded that H1 is accepted and H0 is rejected.
- Customer experience has a significant influence on purchase decisions because the significance value is 0.000 < 0.05 and the t value is 6.609 > 1.986, so it is concluded that H1 is accepted and H0 is rejected.

From the tests that have been carried out on the three variables on purchase decisions, it was found that the value of the customer experience variable has a higher value than other variables, namely 6.609, so it can be concluded that the customer experience variable has the most dominant influence over other variables.

Simultaneous Test Results-f

Table 4. Simultaneous f-test results

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	362,038	3	120,679	45.139	.000 ^b
	Residual	245,962	92	2,673		
	Total	608,000	95			

a. Dependent Variable: purchase decision
b. Predictors: (Constant), customer experience, online customer review, online customer rating

Source: Processed primary data, 2024

In the calculation, the F table is 2.70 and the F count is 45.139, so the f count > f table (45.139 > 2.70). It can be concluded from the existing results that online customer reviews, online customer ratings, and customer experience together influence the purchase decision .

CONCLUSION

This study underlines or concludes that online customer reviews, online customer ratings, and customer experience are significant predictors in influencing purchase decisions on grabfood services in East Java. This is based on the t-test and F-test which produce a positive and significant influence. However, of the three variables, the customer experience variable is the variable that has the most effective stimulus in increasing purchase decisions on grabfood services in East Java. This is because consumer experience with the quality of the product obtained, the taste given, the relatively cheap price is also in accordance with the quality of the product and the comfortable service, which grabfood provides to consumers will make consumers confident in making purchases of the product.

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