

# The Influence of Online Customer Reviews, Online Customer Ratings and Price on Purchase Intention toward Tokopedia

Vensa Prita Adri <sup>1\*</sup>, Mursal <sup>2</sup>

<sup>1</sup> Faculty of Economics and Business, Batam University, Indonesia

<sup>1</sup> Faculty of Economics and Business, Batam University, Indonesia.

\*Corresponding Email: 21119036@univbatam.ac.id, mursalhasan2074@gmail.com

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**Abstract** - This study aims to determine the effect of Online Customer Review, Online Customer Rating and Price in Tokopedia on Purchase Intention either partially or simultaneously. This type of research is descriptive with a quantitative approach. The sample selection used purposive sampling, amounting to 125 respondents. The data analysis technique used is classic assumption test, multiple linear regression, and hypothesis test. Based on the research results obtained: 1) Online Customer Review has positive and significant relationship in Tokopedia on Purchase Intention used t-test. 2) Online Customer Rating has positive and significant relationship in Tokopedia on Purchase Intention used t-test. 3) Price has positive but not significant relationship in Tokopedia on Purchase Intention used t-test. 4) Online Customer Review, Online Customer Rating and Price simultaneously have a positive and significant relationship in Tokopedia on Purchase Intention used F-test.

**Keywords:** *Online Customer Reviews, Online Customer Ratings, Price, Purchase Intention*

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## 1. INTRODUCTION

The development of the internet has made communication very fast and society is more open to global knowledge. The internet is not limited only to the use of information that can be accessed through one medium but can also be used as a means to carry out transactions and create new marketplaces as well as a broad business network that is not limited by place and time. Along with the rise of internet users and digital applications, capital owners are starting to look at marketplaces. With the internet, it is made easier for us and one thing that people can feel is that they can shop whenever and wherever they need it, namely by shopping online effectively, thus creating a new lifestyle phenomenon among the public regarding the use of the internet and creating knowledge.

Technological developments have changed

customer behavior from purchasing through *offline stores* to purchasing through *online stores* or *marketplaces*. The main difference between online shops and offline shops is the customer's ability to evaluate a product so that it can lead to desires and purchase decisions. Tokopedia is one of many parties taking advantage of marketplace business opportunities through their mobile application to facilitate buying and selling transactions via mobile devices.

Among the many features in online shops, Online Customer Review (OCR) or also known as electronic word of mouth (eWOM) is one feature that has attracted a lot of attention from academics and the public as one of the most influential factors in determining purchasing decisions. Online Consumer Rating is the same thing as a review, but the opinion given by consumers is in the form of a specified scale,



usually the rating applied by online stores is in the form of stars. Apart from that, price also influences consumer Purchase Intention. When shopping, consumers must pay attention to the price of a product as a consideration.

Based on the background of the problem, a research question can be formulated as follows:

1. Do *Online Customer Reviews* influence *Purchase Intention* on the Tokopedia online marketplace?
2. Do *Online Customer Reviews* influence *Purchase Intention* on the Tokopedia online marketplace?
3. Does *Price* influence *Purchase Intention* on the Tokopedia online marketplace?
4. Do *Online Customer Reviews* , *Online Customer Ratings* , and *Price* simultaneously influence *Purchase Intention* on the Tokopedia online marketplace?

## 2. LITERATURE REVIEW AND HYPOTHESIS

### *Purchase Intention / Buying Interest*

According to (Kotler, 2012) Purchase Intention is something that arises after receiving stimulation from the product that one sees, then the desire to buy and own it arises. Consumer Purchase Intention will appear by itself if the consumer feels interested or gives a positive response to what the seller is offering.

### *Online Customer Reviews*

According to (Auliya, 2017) Online customer reviews are reviews provided by consumers related to information from evaluating a product about various aspects. With this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have buy products from *online sellers*.

### *Online Customer Ratings*

Ratings are part of reviews but opinions given by consumers are in the form of a determined scale, usually the ratings applied by online stores are in the form of stars where more stars indicate

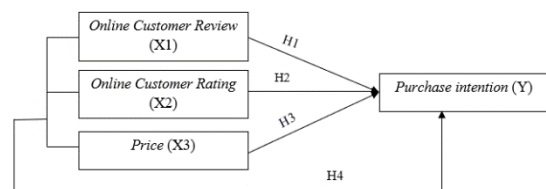
better value (Lackermair et al., 2013) . Stars are added to each review to promote how the product is perceived. Ratings are made by consumers who have made purchases online and published on the website.

Usually, ratings are one way of providing feedback by consumers to sellers.

### *Price / Price*

(Kotler & Keller, 2016) defines that " *Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits or having or using the product or service* " (price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service).

### Research Model



### Hypothesis

Based on the research model above, it can be described that the hypotheses in this research are as follows:

H1: There is an influence of *Online Customer Reviews* on the *Purchase Intention* of Tokopedia consumers among FEB UNIBA students

H2: There is an influence of *Online Customer Rating* on *Purchase Intention* of Tokopedia consumers among FEB UNIBA students

H3: There is an influence of *Price Rating* of Tokopedia consumer *Purchase Intention* among FEB UNIBA students

Simultaneous influence of *Online Customer Review*, *Online Customer Rating* and *Price* on the *Purchase Intention* of Tokopedia consumers among FEB UNIBA students.

### 3. RESEARCH METHODS

#### Types of research

The type of research used in this research is quantitative research.

#### Population and Sample

The population in this study was all FEB students at Batam University, totaling 181 people, with the sample used in this research being 125 respondents.

#### Data collection technique

The data collection techniques used in this research are:

Using a questionnaire instrument with primary data using the Purposive Sampling technique is because it requires certain criteria so that the samples taken are in accordance with the research objectives, namely FEB students who have shopped at Tokopedia.

### 4. RESULTS AND DISCUSSION

#### Data analysis technique

##### Validity test

The following are the results of the validity test:

**Table 1. Validity Test Results**

No.	Statement	r value		Sig value.	Note.
		r-count	r-table		
1	X1.1	,515	0.472	0.004	Valid
2	X1.2	,697	0.472	0,000	Valid
3	X1.3	,638	0.472	0,000	Valid
4	X1.4	,496	0.472	0.005	Valid
5	X1.5	,636	0.472	0,000	Valid
6	X1.6	,662	0.472	0,000	Valid
7	X1.7	,489	0.472	0.006	Valid
8	X1.8	,713	0.472	0,000	Valid
9	X1.9	,743	0.472	0,000	Valid
10	X2.1	,778	0.472	0,000	Valid
11	X2.2	,857	0.472	0,000	Valid
12	X2.3	,845	0.472	0,000	Valid
13	X2.4	,833	0.472	0,000	Valid
14	X2.5	,756	0.472	0,000	Valid
15	X2.6	,767	0.472	0,000	Valid
16	X2.7	,807	0.472	0,000	Valid
17	X2.8	,807	0.472	0,000	Valid
18	X3.1	,795	0.472	0,000	Valid

19	X3.2	,839	0.472	0,000	Valid
20	X3.3	,774	0.472	0,000	Valid
21	X3.4	,790	0.472	0,000	Valid
22	X3.5	,657	0.472	0,000	Valid
23	X3.6	,864	0.472	0,000	Valid
24	X3.7	,638	0.472	0,000	Valid
25	X3.8	,330	0.472	0.075	Valid
26	X3.9	,839	0.472	0,000	Valid
27	X3.10	,863	0.472	0,000	Valid
28	X3.11	,920	0.472	0,000	Valid
29	X3.12	,862	0.472	0,000	Valid
30	Y.1	,863	0.472	0,000	Valid
31	Y.2	,801	0.472	0,000	Valid
32	Y.3	,856	0.472	0,000	Valid
33	Y.4	,786	0.472	0,000	Valid
34	Y.5	,741	0.472	0,000	Valid
35	Y.6	,569	0.472	0,000	Valid
36	Y.7	,833	0.472	0,000	Valid
37	Y.8	,801	0.472	0,000	Valid

Based on Table 1, it can be seen that all calculated r values are greater than table r. So it can be concluded that all statement items in this study are declared valid.

##### Reliability Test

The following are the results of the Reliability Test:

**Table 2. Reliability Test Results**

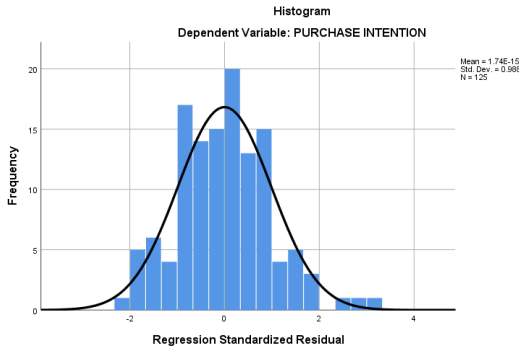
Reliability Statistics	
Cronbach's Alpha	N of Items
,827	37

From the results of the reliability test analysis in the table above, it is known that the Cronbach's Alpha value is 0.827 > 0.7. From these results it can be concluded that all statement items are reliable.

##### Classic assumption test

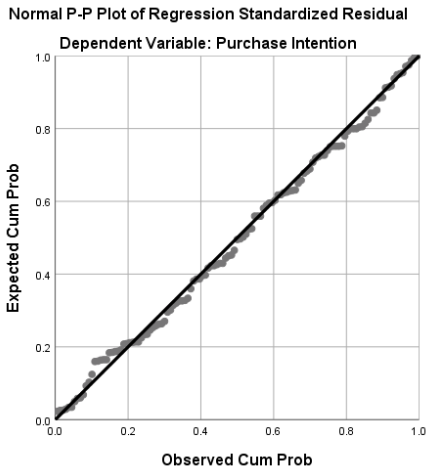
##### Normality test

The following are the results of the Normality Test:



Graph 1 Histogram Normality Test

Based on the graph above, the normality test using the histogram approach shows that the variables are normally distributed, this is indicated by the data distribution not skewing to the left or skewing to the right.



Graph 2 PP Plot Normality Test Based on the graph above, the PP Plot approach normality test shows that the points are spread around the diagonal line and follow the direction of the line. This means the data is normally distributed.

**Multicollinearity Test**

The following are the results of the Multicollinearity test:

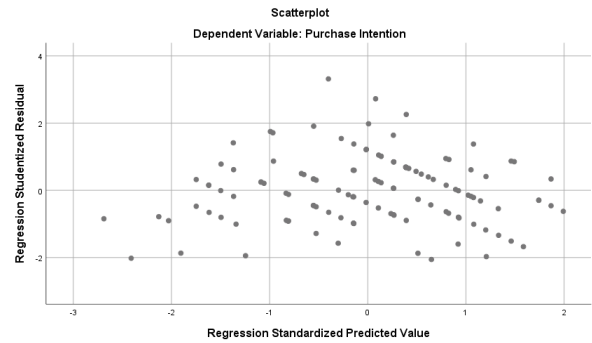
**Table 3. Multicollinearity Test Results**

Model	Collinearity Statistics	
(Constant)	Tolerance	VIF
<i>Online customer reviews</i>	0.387	2,584
<i>Online customer ratings</i>	0.442	2,262
<i>Price</i>	0.440	2,271

The table above shows that the VIF value of all independent variables in this study is less than 5, while the tolerance value of all independent variables is more than 0.10, thus it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model .

**Heteroscedasticity Test**

The following are the results of the Heteroscedasticity test:



Graph 3 Scatterplot of Variable Y

The image above shows that the points are spread randomly, do not form a clear pattern, and are spread both above and below the number 0 on the Y axis, this means that there is no deviation from the classic assumption of heteroscedasticity in the regression model created.

**Hypothesis test**

**Multiple Linear Regression Analysis**

The results of the regression test analysis can be arranged in the form of a multiple regression equation as follows:  $Y = 1.539 + 0.512X_1 + 0.234X_2 + 0.151X_3 + e$ . The regression table can be described as follows:

**Table 4. Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients
(Constant)	1,539
<i>Online customer reviews</i>	0.512
<i>Online customer ratings</i>	0.234
<i>Price</i>	0.151

**t test (Partial Test)**

The following are the results of the t test (partial test):

**Table 5. t test results**

Model	t-count	Sig.
(Constant)	0.511	0.611
<i>Online customer reviews</i>	5,591	0,000
<i>Online customer ratings</i>	2,490	0.014
<i>Price</i>	1,822	0.071

The t table obtained for 125 respondents was 1.9796. Based on the output results in the table above, it can be seen that:

- 1) The influence of *online customer reviews* (X1) on *purchase intention*. *Online customer review* variable (X1) shows the sig value. 0.000 is smaller than 0.05 ( $0.000 < 0.05$ ) and the t-count value is 5.591, which means it is greater than the t-table value ( $5.591 > 1.9796$ ), meaning that the online customer review variable (X1) has a partially positive and significant effect on *purchase intention* through Tokopedia and H1 is accepted.
- 2) The influence of *online customer rating* (X2) on *purchase intention*. *Online customer rating* variable (X2) shows the sig value. 0.0314 is smaller than 0.05 ( $0.014 < 0.05$ ) and the t-count value is 2.490, which means it is greater

than the t-table value ( $2.490 > 1.9796$ ), meaning that the online customer rating (X2) variable has a partially positive and significant effect on *purchase intention* through Tokopedia, and H2 is accepted.

- 3) The influence of *price* (X3) on *purchase intention*. *Online customer review* variable (X1) shows the sig value. 0.071 is greater than 0.05 ( $0.071 > 0.05$ ) and the t-count value is 1.822, which means it is smaller than the t-table value ( $1.822 < 1.9796$ ), meaning that the price variable (X3) has a partially positive but not significant effect on *purchase intention* through Tokopedia. And H3 is rejected.

**f Test (Simultaneous Test)**

The following are the results of the f test (simultaneous test):

**Table 6 Test Results f**

Model	F-table	F-count	Sig.
Regression	2.68	66,440	,000
<i>Online customer reviews</i>			
<i>Online customer ratings</i>			
<i>Price</i>			

Based on the table above, the F test obtained from the results of data processing using the SPSS program obtained sig. amounting to 0.000 ( $0.000 < 0.05$ ) with an F-count of 66,440 and an F-table of 2.68 ( $66,440 > 2.68$ ), this shows that the variables *Online Customer Review*, *Online Customer Rating* and *Price* simultaneously influence *Purchase Intention* and H4 is accepted.

**Determination Coefficient Test**

The following are the results of the R<sup>2</sup> Test:

**Table 7. Determination Coefficient Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,795 <sup>a</sup>	,631	,622	1.27922	1,770

Based on the analysis results in the table above, it shows that the Adjusted R Square value is 0.622. This means that all variables \_\_\_\_\_ from this research.

**Discussion**

***Online customer review of partial purchase intention.***

*Online customer reviews* have a significant effect on *purchase intention* via Tokopedia among FEB UNIBA students. This is shown by the t-count value of 5.591 and t-table of 1.9796. This means that t-count > t-table with a significant value of 0.000 < 0.05. The results of this research show that *online customer reviews* have a positive and significant effect on *purchase intention* through

Tokopedia for FEB UNIBA students. This means that if *the online customer review* given by previous customers is good, it can lead to beliefs, attitudes and behavior in buying interest.

*Online customer reviews* are related to *purchase intention* because *reviews* and *ratings* are one of several factors that determine the emergence of online purchasing decisions. With *online customer reviews*, consumers will consider shopping at the online marketplace more because it will raise beliefs, behavioral attitudes and most importantly the desire or interest in buying.

***Partial influence of online customer ratings on purchase intention***

*Online customer ratings* have a significant effect on *purchase intention* via Tokopedia among FEB UNIBA students. This is shown by the t-count value of 2.490 and t-table of 1.9796. This means that t-count > t-table with a significant value of 0.014 < 0.05. The results of

this research show that *online customer ratings* have a positive and significant effect on *purchase intention* via Tokopedia among FEB UNIBA students. This means that if *the online customer rating* given by previous customers is good, it can lead to beliefs, attitudes and behavior in buying interest.

To anticipate a low *rating*, sellers need to pay attention to service as well as anticipating a bad *rating*. It is necessary to create a strategy so that consumers do not give low *ratings*, such as providing cheap prices, giving discounts and providing compensation if there are no goods ordered so that consumers do not give low *ratings*.

***Partial influence of price on purchase intention***

*Price* does not have a significant effect on *purchase intention* via Tokopedia for FEB UNIBA students. This is shown by the t-count value of 1.822 and t-table of 1.9796. This means that t-count < t-table with a significant value of 0.071 > 0.05. The results of this research show that *price* has a positive but not significant effect on *purchase intention* via Tokopedia among FEB UNIBA students. This means that *the price* on Tokopedia does not significantly influence consumer *purchase intention*.

This is because the prices of each marketplace in Indonesia are competitive with each other and there is no difference between the Tokopedia marketplace and other marketplaces in Indonesia. Price is a comparison for consumers to make a purchase transaction for a particular product. Basically, when a consumer buys a product, the first thing they see is the price of the product.

***The influence of online customer reviews, online customer ratings and price on purchase intention***

*Online customer reviews, online customer ratings* and *price* simultaneously and significantly influence *purchase intention* via Tokopedia among FEB UNIBA students. This is shown by the F-count value of 66,440 and the F-

table of 2.68. This means that  $F\text{-count} > F_{\text{table}}$  with a significant value of  $0.000 < 0.05$ . The results of this research show that online customer reviews, online customer ratings and price simultaneously have a positive and significant effect on purchase intention via Tokopedia among FEB UNIBA students. All variables.

*Online customer reviews* and *online customer ratings* are one of the online shopping features where *online customer reviews* and *online customer ratings* can make things easier for consumers

## 5. CONCLUSION

- a. *online customer review* variable (X1) in this research partially has a positive and significant effect on *Purchase Intention* via Tokopedia and H1 accepted.
- b. *online customer rating* variable (X2) in this study partially has a positive and significant effect on *purchase intention* via Tokopedia and H2 is accepted.
- c. The variable *price* (X3) in this study partially does not have a positive but not significant effect on *purchase intention* via Tokopedia and H3 is rejected.
- d. The variables *online customer review* (X1), *online customer rating* (X2), and *price* (X3) in this study simultaneously have a positive and significant effect on *purchase intention* through Tokopedia and H4 is accepted.

## SUGGESTION

1. It is hoped that the results of this research will provide knowledge, suggestions and input for companies regarding marketing strategies, as well as how companies can utilize and maximize *review* and *rating features* as supporting factors in attracting consumers' interest in shopping.
2. Make sure each of you responds to bad *reviews* and *ratings* from

consumers because this really affects sales. Review each consumer to fill in *the review* and *rating* after shopping, then *reward* consumers who have filled in the appropriate *review* and *rating* and *pay attention* to whether *the review* and *rating* given by the consumer is appropriate or not. Warnings can be given to consumers who provide inappropriate *reviews*.

3. Efforts are made to ensure that the prices offered are lower than other marketplaces. Provide bigger discounts or promotions more often so that price can become a significant factor for shopping at Tokopedia by paying attention to competitors in terms of price, in order to provide lower prices. Add *the tagline* "lowest price guarantee" to attract interest from potential consumers.

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