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*by* Naskah Sukardi

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# **The Influence of Online Customer Reviews, Online Customer Ratings and Ease of Use on Fashion Product Purchase Decisions on the Shopee Marketplace (Case Study on the Shopee Marketplace User Community in Yogyakarta)**

Sri Berliana Santi Putri Setiawan<sup>1</sup>, Dr. Sukardi, M.M<sup>2</sup>  
{sri1800011276@webmail.uad.ac.id<sup>1</sup>,sukardi@mgm.uad.ac.id<sup>2</sup>}

Ahmad Dahlan University, Jalan Kapas No. 9, Semaki Yogyakarta 551661<sup>1</sup>, Ahmad Dahlan University,  
Jalan Kapas No. 9, Semaki Yogyakarta 551661<sup>2</sup>

**Abstract.** The purpose of this study is to determine the impact of online customer reviews, ratings, and ease of use on purchasing decisions for fashion products on the Shopee Marketplace. The population in this study was all Yogyakarta Shopee marketplace users, and purposive sampling was used with a sample of 230 respondents from Yogyakarta Shopee marketplace users. This research employs quantitative methods. A Google form link is used in the data collection technique. Multiple Linear Regression, T test, and F test were used for data analysis with the SPSS 25 application. The findings demonstrate that online customer reviews, online customer ratings, and ease of use all have a significant impact on employee performance, with online customer reviews having a partial positive and significant impact on purchasing decisions, online customer ratings having a similar positive and significant impact on purchasing decisions, and ease of use also having a similar positive and significant impact on purchasing decisions. A R Square value of 0.401 shows that online customer reviews, online customer ratings, and ease of use can each account for 40.1% of purchasing decisions, with the other 59.9% being explained by factors outside the scope of this study.

**Keywords :** Online Customer Review, Online Customer Rating, Ease of Use and Purchase Decision

## **1 Introduction**

In the current era technology is developing very rapidly, all conveniences can be felt with the development of technology. Ease of shopping is one that can be felt by humans because of this very rapid technological development. In the current era, shopping is easier because buyers don't have to come to the store directly to buy and fulfill their needs, but they can shop online through a medium called a marketplace.

Online customer reviews are opinions (reviews) made by consumers on the product or service experience that has been felt on purchases at e-marketplaces, online customer reviews are an important factor because Consumer decisions in buying coveted products or services in e-commerce are based on the opinions of consumers who have purchased these products or services because they feel that the information is much more honest [1].

Online customer rating can be defined as customer comments on a certain scale, the scale is in the form of an assessment by distributing stars, in the online customer rating there are 5 stars where the more stars given, the better the quality of the product, the rating is important because it relates to a benchmark for the quality of a product/service, so that consumers can find out how high the quality of the product/service is [2].

Ease of use is a belief about the decision-making process. The ease of use of an application is one of the important things that need to be considered from e-commerce service providers, considering that buyers in e-commerce have very diverse levels of convenience ranging from ease of selecting goods, getting goods (delivery) [3].

The purchase decision is one of the steps taken by consumers to purchase a product based on reviews that have been given by other consumers from several online shops in the marketplace. Purchasing decisions at online shops can be defined as a stage when consumers decide to spend their money on online buying and selling sites (online shops) in accordance with the wishes of consumers to meet their needs.[4].

Shopee as one of the most visited marketplaces in Indonesia provides a product review feature in every online shop in it so that consumers can more easily make decisions to buy the goods they want. Consumers can see a direct review of the quality of the goods whether the goods are in accordance with the price and quality they get [5].

## 2 Theory Study

### 2.1 Online Customer Reviews

Online customer review is defined as a positive and negative review of a product that has been sold at an online shopping mall [6]. According to [7], online customer review is an evaluation of information and goods or services attached to third-party sites and retailers, created by consumers.

The quality of the information contained in the reviews provided by consumers can have an effect on perception and credibility. When shopping online, a consumer will face many choices, besides that consumers are also limited in getting information directly from the product to be purchased because consumers cannot touch and feel the product directly.

### 2.2 Online Customer Rating

According to [8], relating the rating to the complexity of the customer's decision. Ratings themselves can be seen as an evaluation of users' preferences for a product based on their emotional and psychological states as they interact with virtual goods in a mediated environment. [9].

One way for customers to express their opinions about a product's quality is to rate it online. Although there can occasionally be measurement bias, this is mainly because customer ratings of products reflect overall customer satisfaction, which includes not only how well sellers treat customers in online stores but also how satisfied they are with the products themselves.

### 2.3 Ease of Use

In making an online purchase, it is believed that when a consumer feels positive convenience, they will tend to have an attitude towards the decision to shop online [10]. According to [11], suggests that ease of use is part of the technology acceptance model (TAM) which has the perception that a person's behavior is related to the usability of a technology to analyze the adaptation process of an information.

From some of the definitions above, it can be concluded that ease of use is a belief of individuals or consumers in the purchase decision-making process where they believe that by using an easy technology system they will be free from a big effort.

### 2.4 Purchase Decision

According to [12] they contend that consumers develop preferences for brands within the choice set throughout the evaluation stage. A purchase decision is a decision among two or more different options, therefore for a person to make such a choice, some type of consumer behavior is required. [13].

Purchasing decisions provide benefits for sellers to find out the decision-making behavior by consumers to purchase a product with awareness or fulfillment of the needs and desires of the community [14].

## 3 Research Methodology

This research was conducted using 230 samples of Shopee marketplace users for a total of 46 statements using non-probability sampling, a sampling method that does not give every component or member of the population equal chances to be chosen as samples [15]. Purposive sampling, a sort of non-probability sampling that has some considerations, is the approach that was used with the following criteria:

1. Minimum age 15 years and over.
2. Shopee marketplace users in Yogyakarta

The data collection technique employs a questionnaire delivered via a Google form link and formatted in a Likert scale, while the data analysis method employs Multiple Linear Regression with SPSS 25.

## 4 Results and Discussion

### 4.1 Validity Test

Table 4.1 Validity Test Results

X <sup>1</sup>	X <sup>2</sup>	X <sup>3</sup>	Y	Status
0.648	0.713	0.729	0.674	Valid
0.682	0.688	0.711	0.593	Valid
0.655	0.734	0.746	0.640	Valid
0.610	0.761	0.701	0.753	Valid
0.711	0.774	0.705	0.734	Valid
0.632	0.724	0.749	0.754	Valid
0.635	0.732	0.759	0.700	Valid
0.642	0.715		0.602	Valid
0.714	0.674		0.680	Valid
0.702			0.717	Valid

0.743	0.723	Valid
0.727	0.638	Valid
0.673	0.639	Valid

Based on the study's findings, it can be said that 43 out of 46 question items on all variables are legitimate in accordance with the standard, meaning they have loading factors larger than 0.50 and no negative values.

#### 4.2 Reliability Test

**Table 4.2 Reliability Test Results**

Reliability Test Results	Cronbach's Alpha	Information
Online Customer Reviews	0.900	Reliable
Online Customer Rating	0.887	Reliable
Ease of Use	0.852	Reliable
Buying Decision	0.907	Reliable

Based on the reliability test table above, it can be seen that all variables are declared reliable because the Cronbach alpha value of each variable is more than 0.60.

#### 4.3 Multiple Linear Regression Analysis

**Table 4.3 Multiple Linear Regression Analysis Results**

Multiple Linear Regression Model	Unstandardized Coefficients B
(Constant)	0.916
Online Customer Reviews (X1)	0.294
Online Customer Rating (X2)	0.215
Ease of Use (X3)	0.293

Based on the results of calculations using IBM Statistics 25, it can be seen that the multiple linear regression equation is:

$$Y = 0.916 + 0.294X1 + 0.215X2 + 0.293X3 + e$$

#### 4.4 Partial Test (T Test)

**Table 4.4 Partial Test Results (T Test)**

T . Test Results	Test results	Test results	Information
	T count	Signification	Significant
Online Customer Reviews (X1)	4.695	0.000	Significant (Positive)
Online Customer Rating (X2)	3.214	0.002	Significant (Positive)
Ease of Use (X3)	4.844	0.000	Significant (Positive)

According to the significance value in the table, the online customer review variable has a significance value of 0.000. Because the online customer review variable's significance value is less than 0.05, it can be concluded that H1 is accepted, namely that the online customer review variable has a partially positive and significant effect on purchasing decisions. According to the significance value in the table, the online customer rating variable has a significance value of 0.002. Because the significance value of the online customer rating variable is less than 0.05, it can be concluded that H2, namely that the online customer rating variable has a partially positive and significant effect on purchasing decisions, is accepted. According to the significance value in the table, the ease of use variable has a significance value of 0.000. Because the significance value of the ease of use variable is less than 0.05, it can be concluded that H3, namely that the ease of use variable has a partially positive and significant effect on purchasing decisions, is accepted.

#### 4.5 F Test (Simultaneous Test)

**Table 4.5 F Test Results (Simultaneous Test)**

F Test Results (Simultaneous)	Significance
50,427	0.000

Based on the data in table above, it can be deduced that H4 is accepted, the online customer review, online customer rating, and ease of use simultaneously have a significant impact on purchase decisions. The computed F is 50.427, and the significance value is  $0.000 < 0.05$ .

#### 4.6 Coefficient of Determination Test

Table 4.6 Coefficient of Determination Test Results

Model	R Square
1	.401

It is clear from the table that R Square is equal to 0.401. (40.1 % ). This indicates that online customer reviews, online customer ratings, and ease of use account for 40.1% of decisions to buy fashion products on the Shopee marketplace. While the remaining 59,9% could be explained by factors not covered in this research..

## 5 Conclusions and Suggestions

### 5.1 Conclusion

1. Online Customer Review (X1) has a positive and significant effect on purchasing decisions (Y) for fashion products in the Shopee marketplace.
2. Online Customer Rating (X2) has a positive and significant effect on Purchase Decisions (Y) for fashion products on the Shopee marketplace.
3. Ease of Use (X3) has a positive and significant effect on purchasing decisions (Y) for fashion products on the Shopee marketplace.
4. Online Customer Review (X1), Online Customer Rating (X2), and Ease of Use (X3) simultaneously influence the Purchase Decision (Y) of fashion products in the Shopee marketplace

### 5.2 Suggestions

Shopee as one of the marketplaces in Indonesia in the future will add more features that can make it easier for users or consumers to make transactions online. In addition, existing features will be further developed so that users or consumers can more easily access the information they need not only about fashion products but also for other products available on Shopee.

This research can be used as reference material and information for further research in order to develop other variables that are thought to have an influence on improving purchasing decisions outside the variables in this study. Judging from the R Square value in this study of 0.401 (40.1%), so that in the future it can develop other variables that can improve Purchase Decisions such as Price, Trust and Promotion variables based on research [16] or other variables outside the study.

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