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Submission date: 12-Jun-2024 01:53AM (UTC+0900)

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Online Customer Reviews and Price Discounts on Online Purchasing Decisions on The Shopee Marketplace

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Abstract

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Consumers can purchase products via the internet. This research aims to analyze the influence of online customer reviews and price discounts, both simultaneously and partially, on online purchasing decisions in the Shopee marketplace. This research is causality research. The population in this research is consumers in Indonesia who have made purchases through the Shopee Indonesia application. The sampling technique used was purposive sampling with a sample size of 100 people. Multiple regression analysis is used as a data analysis technique. The results showed that online customer reviews and price discounts simultaneously influence online purchasing decisions at the Shopee marketplace. Online customer reviews partially affect online purchasing decisions, and price discounts partially affect online purchasing decisions in the Shopee marketplace.

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Keywords : online customer reviews, price discounts, online purchasing decisions.

1. INTRODUCTION

The rapid development of information technology has changed people's habits, one of which is the habit of purchasing products. The habit of buying by visiting physical stores is no longer the only way to shop. Another way to shop is to shop online. Using information and communication technology applications for every transaction is a characteristic of online shopping. Consumers prefer online shopping (Rita et al., 2019).

There are many marketplaces that consumers can choose as online shopping platforms, such as Shopee, Lazada and Tokopedia. Indonesia is the country that contributes the most visits to the Shopee site, namely an average of 124.9 million per month or the equivalent of 27% of global monthly visits. Then followed by Vietnam with 59.8 million visits, Taiwan with 55.9 million visits, the Philippines with 53.4 million visits and Thailand with 50.7 million visits per month (Annur, 2024). The top ranking with the highest number of visitors in Indonesia throughout 2023 is Shopee with 2.35 billion visits (Ahdiat, 2024).

A well-designed online shopping platform has features that appeal to customers, provides a large selection of goods at competitive rates, and allows for a variety of payment and delivery methods, all of which help the purchasing process go smoothly. Shopee Marketplace as one of the marketplaces in Indonesia offers various features and conveniences to continue online buying and selling activities. Shopee as a marketplace provides various kinds of products, such as fashion products, electronics, cosmetics, health products, and others. Shopee Marketplace comes with various attractive offers in terms of products, prices, services and promotions.

Online shopping makes it very easy for consumers and consumers can browse various things related to products just through their fingertips. Online shopping is fun, practical shopping, without having to visit a physical store, thereby saving travel costs. Online shopping can be easily done without leaving home and online shopping can also

be done by consumers wherever they are. At this time many consumers have switched to online shopping (Ji et al, 2023). Online shopping allows consumers to view a variety of retail brands. They can also get notifications about new products (Adibfar et al, 2022). Consumers have many choices of products and brands that they can choose freely when shopping online.

Online purchasing decisions are shopping decisions that do not visit a physical store, meaning that consumers cannot see the product directly. Consumers cannot touch the product and cannot observe it in detail. A way that consumers can do is to look at reviews. Online customer reviews reflect the opinions and experiences in purchasing product. They reveal things related to the products they have purchased so that they become a source of accurate information for consumers who want to buy. Online customer reviews can help consumers find out product quality. Then consumers can also save time in searching for products and of course avoid the risk of making a bad purchase.

Online customer reviews are expected to be able to form potential buyers' initial expectations before making a purchase (Rinaja et al, 2022). Online customer reviews serve as a valuable informational resource for other prospective customers by showcasing consumers' evaluations of the goods they have purchased. Online customer reviews are very helpful to other potential buyers. Customer reviews are very important in customer decision making (Lackermair et al, 2013).

Another thing that is an important concern for consumers in purchasing decisions is price. Price is the amount of money that the buyer must pay to the seller to get the product. Price can influence purchasing decisions (Chandra & Nurbasari, 2022). If consumers are interested in a product to buy, then price is also a consideration for them. One of the policies in setting prices is price discounts. Price discounts are price reductions given by sellers (Roviqoh & Supriati, 2022). Price discounts make consumers pay a cheaper price than the normal price.

Price discounts are usually able to encourage buyers to decide to buy products that are given discounts and encourage buyers to buy in larger quantities. Consumers also assess price discounts as savings in their purchases compared to buying without discounts or buying at normal prices. This also means that price discounts can influence consumers to make purchasing decisions.

Online purchase decisions are influenced by online customer reviews and price discounts simultaneously (Nahera & Evelina, 2023). Online customer reviews influence online purchasing or shopping decisions (Martini et al, 2022; Zed et al, 2023; Melati & Dwijayanti, 2020; Miah et al, 2022; Hariyanto & Trisunarno, 2020; Welsa et al, 2022, Nahera & Evelina, 2023; Arbaini et al, 2020). Price discounts influence purchase decisions (Sulaeman & Mujriah, 2024; Julia et al, 2023; Nahera & Evelina, 2023; Astuti & Susila, 2022; Saputra et al, 2022; Nurainun & Syamsuri, 2022).

This study was conducted to analyze the influence of online customer reviews and price discounts on online purchasing decisions made by consumers on the Shopee marketplace. The influence is analyzed simultaneously and partially.

2. LITERATUR REVIEW

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Online customer reviews reflect electronic word of mouth or e-WOM. Word of mouth marketing involves customers (Kotler & Keller, 2009). This also means that customers talk about the products to other people. Online customer reviews in this research include source credibility, valence, argument quality, and volume of reviews. Consumers can obtain product information through online customer reviews that appear on online buying and selling platforms (Mo et al, 2015).

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The amount of money paid to obtain a product is called price. Price is one element of the marketing mix (Kotler & Keller, 2009). The policy attached to price to encourage purchases is price discounts. Price discounts are price reductions (Kotler & Keller, 2009). Price reductions given by sellers to buyers can be made in case of purchases within a certain period, for those who buy in larger quantities, there are certain events and so on. Price discounts in this research include the amounts, time period, the savings and category of products that receive discounts.

The seller, as the party who makes the decision, determines the size of the discount (Ji et al, 2023). The amount of price discounts given must be decided logically by the seller. This is because with price discounts consumers feel it as an advantage without underestimating the product being given the discount. Sellers must be able to determine the amount of discounts that are appropriate, balanced and in accordance with their marketing objectives. The existence of price discounts should make consumers feel that this is a price reduction given by the seller as a price that is truly lower than the normal price at other times of sale for the same product. In general, online retailers provide many purchasing opportunities, one of which is in the form of discounts (Sheehan et al, 2019).

The steps involved in making a purchase choice are problem identification, information searching, alternative evaluation, purchase decisions, and post purchase behavior. (Kotler & Keller, 2009). The purchasing decision is a step that shows that the consumer has decided to buy the product. Consumers can buy by visiting physical stores and can also buy online via the internet. Online purchasing decisions are seen as a stage that consumers go through when choosing and buying products online.

3. RESEARCH METHOD

Reviews provided by buyers are reviews related to various aspects of the product. Information about the product can be obtained from these reviews. Online customer reviews really help other potential buyers in making purchasing decisions. Then price discounts as a reduction in the product price from the normal price become the basis for consumer considerations in purchasing. This is considering that consumers' views about price also form the basis of purchasing decisions (Kotler & Keller, 2009).

Hypothesis : (H1) Online customer reviews and price discounts simultaneously influence online purchasing decisions; (H2) Online customer reviews partially influence online purchasing decisions; (H3) Price discounts partially influence online purchasing decisions.

Causality research as a type of this research. Causality research is research that seeks explanations in causal relationships between several variables (Ferdinand, 2014). This research population is consumers in Indonesia who have shopped using the Shopee Indonesia application. Purposive sampling technique was used to take samples.

1 The criteria : consumers are at least 17 years old, have made purchases on the Shopee marketplace through their own account and based on their own decisions and have paid attention to online customer reviews before purchasing. The number of samples was set at 100 respondents. Data collection techniques using questionnaires.

Validity and reliability tests were also carried out. The minimum requirement is considered valid if it meets the requirement $r = 0.3$ (Sugiyono, 2016) and reliable if the Cronbach Alpha value > 0.7 (Ghozali, 2013). Multiple linear regression is the data analysis technique for this study.

4. RESULTS

4.1 Respondent Characteristics

A summary of the characteristics is in table 1.

Tabel 1. Characteristics of Respondent

Base	Category	Freq.
Gender	Man	27
	Woman	73
Last education	SMA	63
	S1	31
	Other	6
Age	17- 21 years old	42
	More than 21 - 25 years old	48
	More than 25 years	10
Income/pocket money	Less than 3 million	35
	More than 3 million - 5 million	54
	More than 5 million	11

Source: Primary data, 2024

Table 1 shows that the largest gender category is women, SMA, $> 21 - 25$ years old and the highest income/pocket money category is > 3 million - 5 million. Most respondents are women and have income/pocket money that can support them in shopping online.

All items are valid and reliable or r value > 0.3 and Cronbach Alpha value > 0.7 . A summary of the average total scores is in table 2.

Tabel 2. A Summary of Total Mean Score

Variabel	Total Mean Score
X1	4,49
X2	4,61
Y	4,60

Source: Primary data processed, 2024

4.2. Multiple Linear Regression

A summary of test results is in table 3.

Tabel 3. A Summary of Multiple Linear Regression

Variabel Dependen (Y)	Variabel Independen (X)	Koef. Reg	t	Sig
Online Purchasing Decisions (Y)	Online Customer Reviews (X1)	0,306	4,659	0,000
	Price Discounts (X2)	0,475	7,096	0,000
R Square = 0,730	F = 131,186			
Adj R Square = 0,725	Sig F = 0,000			

Source: Data Processing Results, 2024

Simultaneous test results show that F value more than F table or 131.186 more than 3.09 so that the first hypothesis is declared accepted. The contribution of all independent variables is 72.5%. Partial test results show that all t values > t table. For online customer reviews, t value more than t table or 4.659 more than 1.985 so that the second hypothesis is declared accepted. Price discounts, t value more than t table or 7.096 > 1.985 so that the third hypothesis is declared accepted.

5. Discussion

The more detailed product information that appears through reviews often includes product details not mentioned in the official description, such as advantages and disadvantages, conformity to the product description, quality, and practical daily use. This information helps potential buyers make purchasing decisions. Then price discounts which actually make prices cheaper than normal prices are also able to influence consumers to make online purchases.

Online customer reviews on the **Shopee** marketplace provide information from real users who have purchased and used products. This provides a high level of credibility because potential buyers tend to trust the experiences and opinions of fellow consumers more than information provided solely by the seller. Source credibility can influence online purchasing decisions. Argument quality arguments refer to the strength of the argument in the form of an invitation to consumers who want to buy. Argument quality is integrated into the information conveyed through reviews. Better argument quality can influence online purchasing decisions.

Valence is the nature of reviews given by buyers, which can be positive or negative. The more positive the review can encourage consumers to make a purchase. Furthermore, products that have lots of reviews often appear higher in search results on online shopping platforms. This increases the possibility that the product will be chosen by potential buyers. The volume of reviews can encourage consumers to buy.

Price discounts set by sellers can make consumers feel a reduction in payments compared to normal prices. Consumers feel happy with the reduction in prices with the validity period of the discounts set by the seller. Price discounts make consumers feel that they are getting greater benefits from the purchase. Consumers feel savings in their purchases. In a highly competitive marketplace, discounts can be one way to attract customers from competitors. Price discounts can shift consumer purchasing priorities.

6. CONCLUSION

Purchasing products online is no longer foreign to consumers. Consumers not only have the choice of shopping by directly visiting physical stores, but are starting to get used to purchasing online. Purchasing online also means that consumers can make purchases anytime and anywhere on the available marketplace. Online customer reviews and price discounts are very important in online purchasing decisions because these variables have a simultaneous and partial influence.

In the **Shopee** marketplace, online customer reviews have become an important source of information for **consumers**. They can find out information about products based on the experiences of other people who have purchased them and this influences online purchasing decisions. Price discounts also have an important role in online purchasing decisions.

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