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THE INFLUENCE OF ONLINE CUSTOMER REVIEW, SOCIAL MEDIA MARKETING, AND SALES PROMOTION ON PURCHASE DECISION OF SHOPEE CUSTOMER

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Abstract – This study uses a quantitative descriptive method with the aim of analyzing the influence of online customer reviews, social media marketing, and sales promotion on purchase decisions of Shopee customers. Primary data source by distributing questionnaires via Google Form. The research sample used a non-probability sampling technique by means of accidental sampling of 100 respondents, namely Shopee customers domiciled in DKI Jakarta at Shopee and have seen Shopee's social media marketing. Data processing using IBM SPSS Statistics 26. Partially, online customer reviews, social media marketing, and sales promotions have a significant effect on purchase decisions of Shopee customers. Simultaneously, online customer reviews, social media marketing, and sales promotions have a significant influence on Shopee customer purchase decisions. The test results for the coefficient of determination were 0.424, meaning that online customer reviews, social media marketing, and sales promotion had an effect on purchase decisions of 42.4% and the remaining 57.6% were influenced by other variables.

Keywords: Online Customer Review, Social Media Marketing, Sales Promotion, Purchase Decision

I. INTRODUCTION

Technology developments have resulted in changes in various fields of human life, especially in the economic field. The circulation of information via the internet is a huge opportunity for marketers to advertise product offerings with a wider and faster reach. The increase of social media usage shows the increasing acceptance of society towards technological developments that facilitate daily activities. In this digital era, the act of direct transactions was facilitated by the internet and electronic media to make purchases online with just the tap of a finger through e-Commerce or electronic commerce. The following is data on the increase in e-Commerce transaction nominal in Indonesia from 2018 to 2021, disclosing how Indonesians have used e-Commerce as transaction media.

Picture 1. E-Commerce Transaction Nominal in Indonesia
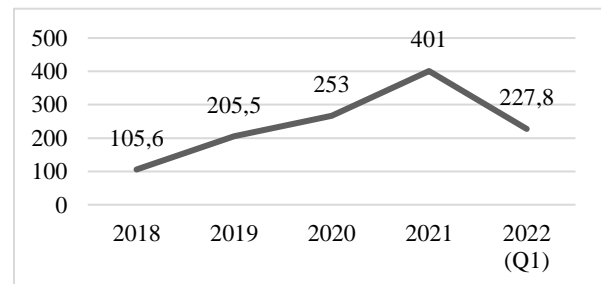
(Bank Indonesia, 2022)

Producers and consumers are currently faced by a variety of marketplaces that are part of the e-commerce. Choices of products offered from various marketplaces are similar in terms of type and brand. For example, iPhone by the brand Apple were sold through Shopee and other marketplaces such as Tokopedia. This causes high competition between existing marketplaces so that various strategies are needed to compete. From 2021 to 2022, Shopee ranks first in the marketplace competition in Indonesia, sourced from iPrice Insights, based on app downloads by users on the AppStore and PlayStore.

Tabel 1. Marketplace Competition in Indonesia Based on Application Download Rankings in AppStore

No.	Tahun 2021				Tahun 2022	
	Q1	Q2	Q3	Q4	Q1	Q2
1.	Shopee	Shopee	Shopee	Shopee	Shopee	Shopee
2.	Tokopedia	Tokopedia	Tokopedia	Tokopedia	Tokopedia	Tokopedia
3.	Lazada	Lazada	Lazada	Lazada	Lazada	Lazada
4.	Zalora	Sociolla	Zalora	Zalora	Zalora	Zalora
5.	Sociolla	Zalora	Sociolla	Sociolla	Sociolla	Blibli

(iPrice Insights, 2022)

Tabel 2. Marketplace Competition in Indonesia Based on Application Download Rankings on PlayStore

No.	2021				2022	
	Q1	Q2	Q3	Q4	Q1	Q2
1.	Shopee	Shopee	Shopee	Shopee	Shopee	Shopee
2.	Lazada	Lazada	Lazada	Lazada	Lazada	Lazada
3.	Sociolla	Sociolla	Tokopedia	Sociolla	Tokopedia	Blibli
4.	Tokopedia	Tokopedia	Sociolla	Tokopedia	Sociolla	Tokopedia
5.	Bukalapak	Bukalapak	Bukalapak	Blibli	Blibli	Bukalapak

(iPrice Insights, 2022)

Online customer reviews have an effect on purchase decisions at Lazada (Priangga & Munawar, 2021). However, others stated online customer reviews have no effect on product purchase decisions at Tokopedia (Putri et al., 2022). Research also shows that there is an influence which is not very significant between social media marketing on purchase decisions at Shopee (Alvinayanti et al., 2022). Other studies have found that there is an influence of social media marketing on purchase decisions on 3Second (Safitri & Basiya, 2022). According to

previous research, sales promotion had an effect on the purchase decision of Ketchup ABC (Iswandir, 2020). While the results of research on the effect of sales promotion on purchase decisions at Alfamart have a negative influence (Anggelina & Sanjaya, 2021). Moreover, some theories related to the research variables are explored in this paper.

In this era of information, a lot of people choose online activities in their daily life. Online means connected through computer networks, the internet, and so on (Kurniawan, 2020). Shopee as the object of this research is a marketplace which is a form of application of information technology bridged by the internet. A marketplace is a platform that acts as an intermediary for sellers and buyers on the internet, a marketplace becomes a third party in online transactions by providing a place to sell and payment facilities (Suryani et al., 2020). Digital-based, in carrying out marketing plans for Shopee it also utilizes social media such as Instagram, Facebook, TikTok, YouTube and Twitter. According to Richter and Koch, social media are applications, platforms and online media that aim to facilitate interaction, collaboration and content sharing that enables people to create and share information with others (Anggraini et al., 2023).

Online customer reviews are a variety of negative, positive, neutral comments, ratings, ratings on products, services or brands by consumers and distributed to other consumers in a structured format (Filieri & McLeay, 2014). Another definition of online customer review is the features available in marketplace applications, where these features have the benefit of describing the advantages and disadvantages of a product (Lackermair et al., 2013). The higher the volume or number of online customer reviews, the more information and knowledge about products received by consumers and can assist in purchase decisions to minimize negative risks for consumers who want to make purchases (Wardhani et al., 2021). The following is an online customer review indicator according to Lackermair et al. in 2013 (Priangga & Munawar, 2021):

1.   Awareness, which means being aware of views and judgments and using

information deliberately in the selection process.

2. Frequency which means how often to use reviews as a source of information.

3. Comparison means reading the reviews carefully and comparing them with the opinions of other users.

4. Significant effects of reviews can be considered important if they influence product selection.

Social media is a means for consumers to share images, text, audio and video information with other consumers or with companies and vice versa (Philip Kotler, 2016). Social media marketing is a form of direct or indirect marketing that marketers use to create awareness, recognition, retention and action for brands, businesses, products, people or other entities using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunelius, 2011). The shift of social activities to cyberspace has made companies view social media platforms as a vital tool for marketplace success (Ebrahim, 2020), especially because of the real-time system of interaction and sharing of information anytime and anywhere (Jamil et al., 2022). Social media marketing indicators consist of content creation, content sharing, connecting, and community building according to Gunelius in 2011 (Alvinayanti et al., 2022). Here's an explanation:

1. Content creation, namely marketers create content that is distributed to represent the brand, has benefits, and attracts the target market.

2. Content sharing, namely marketers distribute business-related content to the target market, if possible, this content can be redistributed (republished) by online audiences so as to reach a wider potential market.

3. Connecting, namely marketers ensure that the content created can be connected with online audiences and other social networks, so that brand credibility and loyalty can be created.

4. Community building, namely the creation of a social community that allows people

with the same interests to meet each other, where this can encourage expanding business networks and reaching audiences online.

Sales promotion is a short-term offering effort made to encourage consumers to trial or purchase goods or services (Philip Kotler & Keller, 2007). According to Kotler and Armstrong, sales promotion tools consist of cashback, premiums, product samples, coupons, special prices, special advertising items, games and sweepstakes (Arfah, 2022). A limited number of sales promotion offers can encourage customers to immediately make a purchase decision (Wardhani et al., 2021). According to Kotler and Keller in 2007, sales promotion indicators consist of frequency, quality, quantity, timing, and accuracy (Iswandir, 2020). Here's an explanation:

1. Sales promotion frequency, namely the number of sales promotions carried out at a time through sales promotion media.

2. The quality of sales promotion, namely the benchmark for how well the sales promotion is carried out.

3. Quantity of sales promotion, namely the value or amount of sales promotion given.

4. Sales promotion time, namely the duration of the promotion carried out.

5. Accuracy or suitability of sales promotion targets, namely the factors needed to achieve the desired target.

Purchase decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, buy, and use goods, services, ideas or experiences that can satisfy their needs and desires (Phillip Kotler & Keller, 2016). Purchase decisions affect business success, if purchase decisions increase, sales volume can also increase so that this has a positive impact on the company in maintaining its business (Aminah et al., 2022). Purchasing decision indicators according to Kotler and Keller consist of five, namely product choice, brand choice, dealer choice, purchase time, and purchase amount (Meithiana, 2019). Here I will provide short explanations:

1. Product choice, namely customer decision about the product they want to buy. Product choice factors such as the need for

products, various product variants, and product quality.

2. Brand choice, namely consumers make decisions about which brand to choose. Brand choice factors such as brand trust and popularity.

3. The choice of dealer, namely the consumer makes the decision which dealer to choose. Factors in the choice of dealers such as proximity to location, price, complete inventory, and others.

4. Time of purchase, namely consumers will estimate the time of purchase of a product. For example buying a product once a day, once a week or once a month.

5. Number of purchases, namely consumers make decisions about the number of products they want to buy, usually measured by the number of consumers' needs for the product.
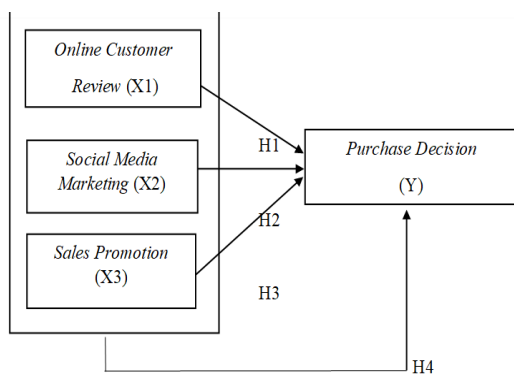
Research Framework

Fig 2. Research Framework

Based on the description above, the hypothesis can be taken as follows:

H1: It is suspected that online customer reviews have an effect on Shopee customer purchase decisions.

H2: It is suspected that social media marketing influences the purchase decision of Shopee customers.

H3: It is suspected that sales promotion has an effect on the purchase decision of Shopee customers.

H4: Allegedly online customer reviews, social media marketing, and sales promotions simultaneously influence the purchase decision of Shopee customers.

II. METHODS

This study uses a quantitative descriptive research method. The unit of analysis for this research is individuals, namely Shopee customers in the DKI Jakarta area who have seen Shopee's social media marketing and have purchased Shopee. The independent variables of this study in this study consisted of online customer reviews, social media marketing, and sales promotion while the dependent variable was purchase decision. The population of this research is all customers in DKI Jakarta. The research sample used a non-probability sampling method by means of accidental sampling. The number of the Shopee population is large and the numbers change over time so that the population in this study is not known for certain, so in determining the sample if the population is large and the numbers are unknown or changing, you can use the Lemeshow formula as follows:

$$n = \frac{Z^2 \times P\,(1-P)}{d^2}$$

Fig 3. Sample Calculation Formula

Keterangan:
n = Amount of samples
Z = Z score at trust level of (95%) = 1,96
P = Maximum estimation (50%) = 0,5
d = Alpha or sampling error (10%) = 0,1

$$n = \frac{1,96^2 \times 0,5\,(1-0,5)}{0,1^2} = 96,04$$

Calculations using the Lemeshow formula above obtained a result of 96.04, and the sample in this study was rounded up to 100. The type of data used was primary, sourced from a questionnaire. This study conducted validity and reliability tests on 30 respondents, normality tests, autocorrelation tests, heteroscedasticity tests, and multicollinearity tests. To determine the effect of variables, this study conducted multiple linear regression tests, t tests, F tests, and tests of the coefficient of determination.

III. RESULTS AND DISCUSSION

Validity and Reliability Test

Tabel 3. Validity Test Result

Item	Purch Decis Cal r	Onln Cust Rev Cal r	Soc Med Markt Cal r	Sales Prom Calc r	r (table)	Result
1	0,751	0,656	0,770	0,574	0,361	Valid
2	0,801	0,802	0,892	0,744	0,361	Valid
3	0,728	0,716	0,858	0,794	0,361	Valid
4	0,679	0,789	0,855	0,811	0,361	Valid
5	0,695			0,824	0,361	Valid

Tabel 4. Reliability Test Result

Variable	Cronbach's Alpha	N of Items	Result
Purchase Decision	0,756	5	Reliable
Online Customer Review	0,725	4	Reliable
Social Media Marketing	0,864	4	Reliabel
Sales Promotion	0,810	5	Reliabel

Each statement item on the online customer review variable, social media marketing, sales promotion, and purchase decision has an r count that is greater than the r table of 0.361. The results of the reliability test using Cronbach's Alpha, each variable has a value greater than 0.60. Then each variable statement is declared valid and reliable because it meets the requirements of the validity and reliability tests.

Classic Assumption Test

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.45145956
Most Extreme Differences	Absolute	.055
	Positive	.038
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
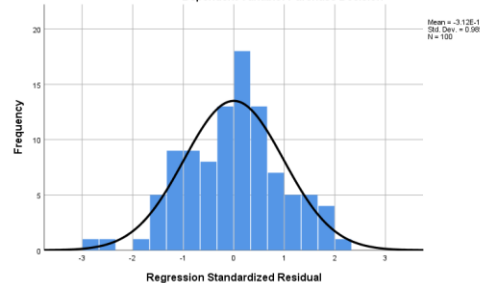d. This is a lower bound of the true significance.
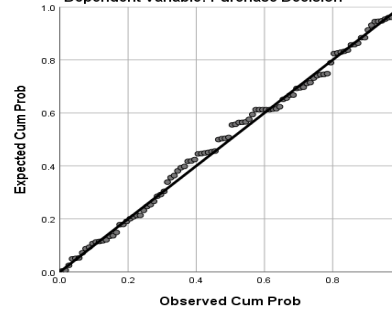
Fig 4. Validity Test Result

Based on the normality test using Kolmogorov Smirnov, a significance value of 0.20 was obtained, where this value was greater than 0.05. Based on the normality test by looking at the results of the normal probability plot graph, the graph results show that the distribution of dots follows the diagonal line. Based on the normality test by looking at the results of the histogram graph, this study has a bell-shaped distribution of data, neither skewed to the left nor skewed to the right. The research meets the normality test requirements, so it can be seen

that the research data is normally distributed and is suitable for use.

Autocorrelation Test

Runs Test

	Unstandardized Residual
Test Value[a]	.19414
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	53
Z	.402
Asymp. Sig. (2-tailed)	.688
a. Median	

Fig 5. Autocorrelation Test Result

Based on the autocorrelation test using the run test, this study fulfills the test requirements that there is no autocorrelation with the Asymp value. Sig. (2 tailed) of 0.688 where this value is greater than 0.05.
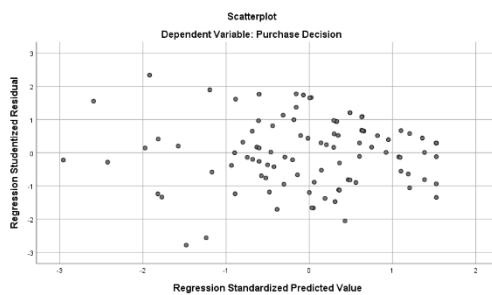
Heteroscedasticity Test

Fig 6. Heteroscedasticity Test Result

Based on the heteroscedasticity test by looking at the scatterplot, the dots spread above and below the number 0 and the Y axis or do not form a certain pattern. So this study met the requirements of the heteroscedasticity test, namely there were no symptoms of heteroscedasticity.

Multicollinearity Test

	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Online Customer Review	.734	1.362
Social Media Marketing	.599	1.670
Sales Promotion	.572	1.749

Fig 7. Multicollinearity Test Result

Based on the multicollinearity test by comparing VIF values and tolerance values, the three independent variables, namely online customer reviews, social media marketing, and sales promotion, have a VIF value of less than 10 and a tolerance value of more than 0.1. So this study meets the requirements of the multicollinearity test, where there is no correlation between the three independent variables.

Multiple Linear Regression Test

The following is the multiple linear regression equation in this study:

$$Y = 2{,}604 + 0{,}332X_1 + 0{,}367X_2 + 0{,}308X_3$$

Based on the multiple linear regression test, the constant value is 2.604 which is the pure value of the purchase decision variable (Y) without being influenced by the independent variables. The online customer review variable (X1) has a regression value of 0.332, meaning that if the online customer review variable increases by 1 unit, it will affect the change in the purchase decision variable by 0.332. The social media marketing variable (X2) has a regression value of 0.367 meaning that if the social media marketing variable increases by 1 unit, it will affect the change in the purchase decision variable by 0.367. The sales promotion variable (X3) has a regression value of 0.308 meaning that if the sales promotion variable increases by 1 unit, it will affect the change in the purchase decision variable by 0.308.

T Test

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.604	2.281		1.141	.257
Online Customer Review	.332	.141	.210	2.358	.020
Social Media Marketing	.367	.122	.297	3.009	.003
Sales Promotion	.308	.105	.296	2.938	.004

Fig 8. T Test Result

The calculated t value of the online customer review variable (X1) is 2.358 where this value is greater than the t table of 1.985. It is known that the significance value of 0.020 is smaller than 0.05. then online customer reviews have a significant effect on purchase decisions of Shopee customers. The calculated t value of the

social media marketing variable (X2) is 3.009 where this value is greater than the t table of 1.985. It is known that the significance value of 0.003 is smaller than 0.05. then social media marketing has a significant effect on purchase decisions of Shopee customers.

The calculated t value of the sales promotion variable (X3) is 2.938 where this value is greater than the t table of 1.985. It is known that the significance value of 0.004 is less than 0.05, so sales promotion has a significant effect on Shopee customer purchase decisions.

F Test

	Sum of Squares	df	Mean Square	F	Sig.
Regression	470.884	3	156.961	25.327	.000[b]
Residual	594.956	96	6.197		
Total	1065.840	99			

Fig 9. F Test Result

Online customer review (X1), social media marketing (X2), and sales promotion (X3) variables simultaneously or together have a significant effect on purchase decision (Y). Based on the hypothesis test with the f test, if you compare the value of f count with f table, it is known that the calculated f value is 25.327 greater than f table 2.70. The significance value is 0.000. It is known that the significance value is less than 0.05 and the calculated f is greater than the f table, then online customer reviews, social media marketing, and sales promotion together have a significant effect on the purchase decision of Shopee customers.

Determination Coefficient Test (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.665[a]	.442	.424	2.489

Fig 10. Determination Coefficient Test Result (R^2)

Based on the test of the coefficient of determination, online customer review variables (X1), social media marketing (X2), and sales promotion (X3) simultaneously or together have an influence of 42.4% on purchase decision (Y) and the remaining 57.6 % is influenced by other variables not examined in this study. So it can be seen that online customer reviews, social media marketing, and sales promotion have an effect of 42.4% on the purchase decision of Shopee customers.

Discussion

Based on the research results, it can be seen that all hypotheses are accepted. This means that the better the customer reviews, social media marketing, and sales promotion will increase the purchase decision of Shopee customers. The results of the comparison between research conducted by researchers and previous studies can be concluded that there are similarities in research results which show results that partially influence the independent variables consisting of online customer reviews, social media marketing, and sales promotion on the dependent variable, namely purchase decision. There is a difference with previous studies, namely there is no effect. The results of this study are in line with research conducted (Priangga & Munawar, 2021) online customer reviews have a significant effect on purchase decisions at Lazada. However, the results of research conducted by (Putri et al., 2022) found that online customer reviews partially did not have a significant effect on purchase decisions at Tokopedia.

The results of research by (Safitri & Basiya, 2022) found that social media marketing has a significant effect on purchasing decisions for 3Second products. The results are different from research conducted by (Setiawati & Wiwoho, 2021), it is said that social media marketing has no effect on the purchase decision of Jims Honey products. Other research shows that there is an influence but not significant between social media marketing on purchase decisions at Shopee (Alvinayanti et al., 2022). The results of this study are in line with the results of previous research conducted by (Iswandir, 2020) sales promotion has a significant effect on ABC Ketchup purchase decision. The results are the same as the research conducted by (R. V. Putra et al., 2021) sales promotion has an effect on purchase decisions for book products published by CV.

Greetings

In carrying out the sales promotion, Shopee will provide information through social media, this is intended so that all audiences know the information on the implementation of the sales promotion so that more and more users use the sales promotion and have an effect on increasing customer purchase decisions. In addition, positive online customer review results uploaded via social media indirectly become testimonials that can increase customer trust and decide to make purchases at Shopee. According to previous research conducted (Muljadi et al., 2022), online customer reviews and social media marketing both influence the purchase decision of Shopee customers. Other research has a significant influence between promotions through social media and product reviews on Shopee purchasing decisions for STIE Pasaman students (E. Putra, 2020).

IV. CONCLUSION

Partially online customer reviews, social media marketing, sales promotion have a significant influence on purchase decisions of Shopee customers. Simultaneously online customer reviews, social media marketing, and sales promotions have a significant effect on Shopee customer purchase decisions. The test results of the coefficient of determination found that online customer reviews, social media marketing, and sales promotion simultaneously had a 42.4% effect on Shopee customer purchase decisions and the remaining 57.6% were influenced by other variables not examined in this study.

Recommendation

a. In the online customer review variable, the indicator with the lowest score is the statement "Believes that online customer reviews at Shopee are honest views and assessments". For this reason, Shopee must be able to innovate to develop an online customer review feature. From the seller's point of view, if there are customer reviews that are not in accordance with the facts or there are negative fake reviews, it would be better if the review removal process was made easier. Because negative reviews can affect customer purchase decisions. Customers can also read fact-based reviews. In addition, Shopee created a system for changing ratings on the online customer review feature, but there is a specified time period from the time of purchase. If it is past this time period, the customer cannot change the review. It's good that Shopee doesn't provide a timeframe for changing ratings, because customers need time to gain product experience. If over time the product disappoints and creates dissatisfaction, the customer can still change the review.

b. In the sales promotion variable, the indicator with the lowest value is in the statement "Shopee does sales promotion for a long period of time". This means that the majority of respondents feel that Shopee is not good at providing sales promotions. Shopee can increase or extend the sales promotion implementation period and increase the frequency of sales promotion offers to create customer enthusiasm and ultimately increase purchases. Shopee can take advantage of the momentum of giving discounts on holidays and special dates such as 1/1 or discounts given on the 1st of January. Shopee can also offer more free shipping vouchers. Because purchases through online customers are burdened with shipping costs so that to increase purchase decisions can be done by giving free shipping vouchers or subsidizing product shipping costs. Apart from that, you can also get product discounts, cashback, flash sales, giveaways, and more.

c. In the social media marketing variable, the indicator with the lowest score is the statement "Shopee creates social media marketing content that is clear, interesting, entertaining, and represents the brand". This means that the creation of Shopee content must be further improved and be able to attract the target market. Shopee can create interesting social media marketing content by following existing trends. Shopee can take advantage of all interactive features on social media such as on Instagram, namely the question box

feature to the poll feature which invites audience responses so that from this interaction engagement can be created. However, the strategy implemented by Shopee in accessing social media marketing by the audience is good, because Shopee connects the social media used in marketing so that product offering information is easily accessible to customers. An example is giving a YouTube link on a TikTok profile.

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