

Analysis of Online Customer Reviews Toward Interest Using Blibli as Online Marketplace in UPI Students

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Abstract

Purpose: This study aims to analyze and determinate the influence of online customer reviews toward using online marketplace.

Methodology: The research method is used in an explanatory survey with hypothesis testing with data collection technique employed through questionnaires. The study population are student from indramayu who studied in Univeristas Pendidikan Indonesia 2019 were 135 as respondents. The collected data were then analyzed using simple regression techniques.

Results: The results showed that the online customer reviews variable were categorized as significant and interest of using with a coefficient of 0.691

Applications/Originality/Value: This finding implies that to improve e-commerce, so companies need to more attention to how they can prioritize consumer desires so that good online reviews for the company will be achieved.

INTRODUCTION

Competition in the business world that no longer recognizes regional boundaries causes competition in various industries to be sharper, thus requiring every company to make various efforts so that consumers do not switch to competing companies (Woo, Ahn, Lee, & Koo, 2015). This marketing activity depends on how companies translate market conditions where more and more consumer choices and each other provide almost the same value (Foroughi, Nikbin, Hyun, & Iranmanesh, 2016). Emphasis on customer benefits, companies are encouraged to provide various services in an effort to meet various customer needs and gain market share (Ha and Jang, 2013; Herrmann et al., 2009).

Internet services are growing rapidly (Joo & Sohn, 2008). The internet is an almost perfect market (Wang, Yeh, & Liao, 2013). All information can be accessed instantly and buyers can compare products offered by sellers around the world and the large number of internet-based technology users provides transformative benefits for online companies (Akter 2016: 3 & Hosein, 2012)). The number of online companies continues to increase and try to compete to make online businesses become very competitive (Dehghani & Tumer, 2015). Increasingly competitive industry conditions, one of which occurs in industries based on online services. This is proven by the growth and development of industries based on online services in line with the level of needs and desires and changes in people's lifestyles (Barella, 2017). People are increasingly demanded to have high mobility. This makes research on e-commerce in the world today an interesting topic to study. The increasing growth of e-commerce in Indonesia is also supported by the government that has promised to support growth by developing logistics, infrastructure, financing institutions and other supporting aspects in a sustainable manner (Farki, Baihaqi, & Wibawa, 2016). Increasingly competitive industry conditions, one of which occurs in industries based on online services. This is proven by the growth and development of industries based on online services in line with the level of

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Table 1. Top Five Best Marketplace In Indonesia 2019

Name of Marketplace	Top Five Marketplace in Play Store Apps			
	Rank	Rate	Country of Origin	Since
Tokopedia	2	4.5/5	Indonesia	2009
Shopee	1	4.8/5	Singapura	2015
Lazada	3	4.6/5	Singapura	2012
Blibli	5	4.5/5	Indonesia	2011
Bukalapak	4	4.5/5	Indonesia	2010

Source: Soultech News, 2019.

Based on Table 1. it shows that show online Indonesian marketplace data. Tokopedia is the first online marketplace that was founded in 2009 in Indonesia and these companies are now starting to compete for the market in Indonesia, in the period from late July to August 2019 shopee became the first rank because since it was first launched in the country, shopee has indeed targeted women as its main target market. This can be seen from the brand identity in the form of an orange tote bag (marketeers.com). One factor that can affect customer-based brand equity is marketing communication (Lu’ay Al-Mu’ani, 2015). Developing and shaping an integration of brands requires an optimal marketing communication that requires a marketer to continue to innovate in marketing communications to customers about the brand (Hede & Kellett, 2011).

One of the main problems in the online marketplace industry in the world is the interest in using. Interest in using is very important for marketing management purposes (Tan, Teoh, Tan, Teo, & Tan, 2013). Interest in using consumers is their desire to use products / services from certain companies, interest in using this depends on a complex set of factors, which can directly affect consumers (Rana, Osman, & Othman, 2015). The application of the purchase interest method to measure interest in the product must first determine several ways to convey information about this product to potential consumers (Hosein, 2012). Buying interest is closely related to consumer decisions, if individuals have a high buying interest, there will be a purchase decision that ends in a purchase so that it can increase company sales (Putri, Kumadji, & Sunarti, 2016).

Interest in using can have a direct impact on the survival of a company, because buying interest is the willingness of consumers to buy certain products at certain times or in certain situations (Lu, Chang, & Chang, 2014). The main objective of marketing is to invite consumers to intend to buy products marketed (Hutter, Hautz, Dennhard, & Fuller, 2013). Therefore, it seems logical that consumers’ intention to buy will ultimately produce benefits for a company (Anderson & Knight, 2014). Purchase interest is the final consequence of a number of factors in the shopping context (Das, 2014). In addition, buying interest can be an important indicator for predicting buying behavior (Y. F. Wu, Wu, Lee, & Tsai, 2014).

Considering the issue of buying interest is very important for transportation service companies, then the problem can be overcome with the Consumer Behavior approach which is one of the fields

of Marketing Management which is included in the part of the Buying Decision Process (P. Kotler & Keller, 2016). Schiffman & Kanuk (2004) argues that external influences, awareness of needs, introduction of products and alternative evaluations are things that can cause consumer buying interest. This external influence consists of marketing efforts and socio-cultural factors. According to Rana, Osman, & Othman (2015) there are factors that influence buying interest, namely product quality, brand image, socio-economy, and social influence.

LITERATURE REVIEWS

Online Customer Reviews

Marketing is the most important part for a company in its business activities to deliver and communicate offers of goods or services in order to obtain consumers by providing value to consumers. That is because marketing is one of the activities where the company is directly related to the market and consumers. Kotler and Armstrong (2014) say that marketing is a process carried out by companies to create value for consumers, accompanied by efforts to build strong relationships with consumers so that companies benefit from these relationships. A key challenge in attributing the effect of OCRs on the purchase and return decision is endogeneity and products with better perceived quality may have more favorable OCRs, are more likely to be purchased and are less likely to be returned (Minnema, Bijmolt, Gensler, & Wiesel, 2016).

In the world of online business or e-commerce, online customer reviews can be very helpful for consumers when looking for information about a product, how or where to buy, and when deciding to buy. Reviews are a type of voluntary information about a product or service based on personal use experience with two roles, first providing information and second recommending or scaring others from buying (Hollechowsky, 2015). As a result, personal opinions and experiences about products and services in the form of reviews on the internet have become one of the valuable sources of information to help users when making purchasing decisions (Chang, Cheung & Lai, 2005; Chua & Hanerjee, 2015). The main visitors to the review platform are consumers who are looking for product information about purchases to be made and therefore reviews from other consumers about their buying experience. For this reason, consumer review platforms support the decision-making process for future consumers (Hennig-Thurau et al., 2004). Online consumer behaviour involves the stages of a consumer decision-making process, including problem recognition (i.e. identifying a consumption problem), information search (i.e. searching for information to solve the problem), evaluation (i.e. judging the likelihood of an outcome or event), choice (i.e. deciding which products to purchase) and outcomes (i.e. experiencing satisfaction/dissatisfaction with the product, or disposing of the product) (Darley, 2010).

According to Filleri & McLeay (2013) “*The term OCRs is used to refer to any positive, neutral and negative comments or reviews on products and services created and published on CRW’s by consumers.*” The term OCRs is used to refer to all positive, neutral and negative comments or reviews of goods or services created and published in CRW’s by consumers. Bae & Lee (2011) state that online customer reviews are online information produced by consumers and there are two types of sources of information on the internet in terms of consumers reading reviews online: sites developed by marketers and sites developed by consumers. Hu et al. (2008) added that Online customer reviews are online product reviews by consumers who have previously bought products and are the main source of information for consumers and marketers based on product quality. Consumers tend to behave heterogeneously in an online buying environment. Rohm and Swaminathan (2004) found four types of online grocery shoppers with differing shopping behaviours: (1) convenience

shoppers, (2) variety seekers, (3) balanced buyers, (4) store-oriented shoppers (Nguyen, Leeuw, & Dullaert, 2018).

There are several factors that influence Online customer reviews, namely the experience of Online reviews (experience in Online reviews), the credibility of Online reviews (trust in Online reviews) and susceptibility to interpersonal influence (weakness to interpersonal influences) (Park, Wang, Yao & Kang , 2011). Online customer reviews are also influenced by the quality of information in Online customer reviews, reliable sources, summary information such as overall product ranking and if such a relationship is sufficient with a brief customer involvement with the product or service (Fillieri & McLeay, 2013). Other opinion say that online customer reviews are influenced by number of statements in a review (number of statements in a review), positive and negative evaluation statements (positive or negative evaluations), product-descriptive statements (statements describing the product), reviewer-descriptive statements (statements that are describing reviewers) (Schindler & Bickart, 2012).

Includes the whole opinion above that the factors that influence the online customer reviews are : (1) argument quality (quality of argument / opinion), (2) volume (number of product reviews), (3) valence (review rating), (4) timelines (timeliness) and (5) source credibility. (Scheper, 2015).

Interest of Using

This research uses purchase interest theory to describe the variable using interest. Purchasing interest according to Kotler & Armstrong (2014) is that consumers feel they have a tendency to make a purchase of a brand or take actions related to the purchase and are measured by the likelihood of consumers making a purchase. Buying interest is related to feelings and emotions, if someone is happy and satisfied in buying a product, it will strengthen their buying interest (Kinnear & Taylor in Adi, 2013). According to Blackwell et al. (2012) in (Livia, 2013), the definition of buying interest is what consumers think they will buy.

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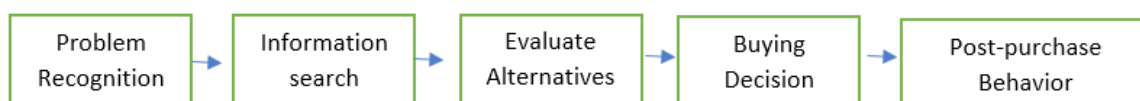


Figure 1. Five Models Of Consumer Purchasing Process.

Source: Kotler & Keller (2016)

Buying interest is related to four consumer behaviors, such as plans that are hesitant to buy a product, expressly buy products, think about buying products in the future and buying certain

products in the future, so that they may not rush to decide to shop within the timeframe the old one (Bhatti, 2013). There are several dimensions that can shape purchase interest. Lucas and Britt in Natali (2008) there are several indicators found in Purchase Interest, among others: 1) Interest which shows the concentration and feeling happy. 2) Desire is shown by the urge to want to have. 3) Confidence (conviction) is shown by the existence of an individual's confidence in the quality, usability and profitability of the product to be purchased. Interest is the behavior of consumers who have the desire to buy a product or take actions related to the purchase of a particular product (Schiffmann & Kanuk, 2012).

The hypothesis that will be proposed in this study illustrates the analysis of online customer review on interest of using The research model proposed by the researcher is shown in [Figure 2](#).

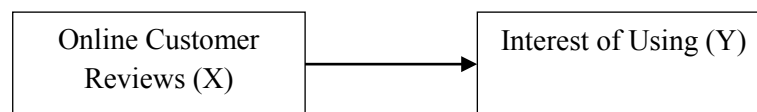


Figure 2. Relationship between online customer reviews and interest of using

RESEARCH METHODS

This research was conducted to analyze the effect of online customer reviews on interest in using the marketplace. The variables examined in this study are online customer reviews (X) with the argument of quality, volume, valence, timeliness and source credibility sub variables. Then the research variables that become dependent variables (endogenous) are interest in using (Y) which includes Interest, Desire and Conviction.

The population and sample are Indramayu students at the University of Indonesian Education (UPI) 2019 with a total are 135 students. Data collection was performed using a questionnaire, then analyzed using descriptive statistics and inferential statistics. Hypothesis testing is done by using regression analysis assisted by SPSS 25.. The collected data was analyzed using a 5-point likert scale scoring system from strongly disagreeing to strongly agreeing to get interval data and given a score or value. Factors that influence interest of using are used a regression model with the following equation

$$Y = a + b_1X_1 + e \tag{1}$$

Information:

Y : Interest of Using

X : Online Customer Reviews

e : Confounding factor

RESULTS AND DISCUSSION

Results

The variables in this research are online customer reviews and interest of using. The description of the research results is based on the calculation of the score of each respondent's answer, so that the results obtained score of the respondent's answers. A general description of the level of online customer reviews and the level of interest of using is obtained from the results of a research questionnaire consisting of 20 items of statement, the following results on students can be seen in Table 2.

Table 2. Overview of Online Customer Reviews Level and Interest of Using Marketplace

Variable	Mean	Category
Online Customer Reviews		
Argument Quality	4.10	Very effective
Source Credibility	3.30	Effective
Timeliness	3.12	Effective enough
Valance	3.18	Effective
Volume	2.72	Enough
Average	3.28	Effective
Interest of Using		
Interest	4.12	High
Desire	3.50	High
Convection	2.11	Medium
Average	3.24	High

Source: Data processed, 2019.

Based on the results of research that has been done that the general picture level of online customer reviews in the effective category and the level of interest of using is in the high category. This indicates that the level of online customer reviews that has been done by respondents has been effective so that it has a high level of interest of using. Data analysis using linear regression with the help of SPSS 25. That is to find out how much influence the online customer reviews on interest of using, can see an Table 3 and Table 4.

Table 3. Coefficients.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	8,017	2,041		3,928	0.000
OCR	0,434	0.025	0.831	17.250	0.000

Source: Data processed.

Table 4. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.831	0.691	0.689	2.921

Source: Data processed.

Based on Table 3 and Table 4, a linear regression equation model can be arranged, i.e

$$Y = 8,01 + 0,434X_1 + 0,545e \tag{2}$$

The results of these equations, it can be seen that the constant of 8.01 means that if there is no change from the variable online customer reviews, the magnitude of interest of using is 6.51. Online customer reviews coefficient of 0.434 it means that every additional 1 unit of online customer reviews will increase by 0.434. To see how much influence the variables of online customer on interest of using can be seen in Table 4, it is known that the coefficient of determination (R²) shows 0.691, meaning that the variable online customer reviews influences the interest of using by 69.2% and the remaining 30.9% influenced by other variables not explained in this research model. Testing the hypothesis of this study using the ANOVA F test can be seen in Table 5.

Table 5. ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
(Combined)	3045,137	39	78,080	11,818	,000
Linearity	2538,324	1	2538,324	384,179	,000
Deviation from Linearity	506,812	38	13,337	2,019	,320
	627,678	95	6,607		
	3672,815	134			

Source: Data processed.

Based on Table 4 it appears that the test results using the Ftest test obtained Fcount of 2.019 less than the Ftable value of 3.91 with a significance level of $0.000 \leq 0.05$ meaning that the variable online customer reviews (X) as a whole the model is fit and there is a relationship between online customers reviews of interest in using.

DISCUSSION

The results show that there is a significant influence of online customer reviews on interest in using. Consumer behavior has a model that shapes it, namely a process in which there are five stages and factors that influence those stages consisting of internal and external, this is related to the concepts expressed by Engel, Blackwell and Miniard in Hawkins (2004: 130) “The model of consumer behavior consists of two parts that process itself (which consist five steps) and the internal and external factors (that influence the process)”. Engel also argues that there are several things that shape these factors, such as internal factors formed by individuals and external factors formed by socio-cultural environment and organizational marketing efforts. In this study identification of the dimensions that make up online customer reviews stated by (Schepers, 2015) Includes the whole opinion above that the factors affecting Online customer reviews are argument quality (quality of argument / opinion), volume (number of product reviews), valence (review assessment), timeliness and source credibility.

Research conducted by (Park et al., 2015) shows that there is an impact of online customer reviews on purchase intention. In previous studies also found that in several industries shows that the interest in using is high / services that are marketed online is influenced by the existence of online customer reviews that are spread on the internet about a product or company. So companies need to pay attention to how they can prioritize consumer desires so that good online reviews for the company will be achieved. Empirical findings in this study indicate that online customer reviews are one of the factors that can be considered in creating interest in using online marketplace in Indonesia that are in effective category. The dimension that has the best response is the argument quality dimension.

The results of this study show that the level of online customer reviews of respondent is already in the effective category. This implies that the shows that the interest in using blibli as online marketplace in Indonesia is in the effective category and the dimension that has the best response is the conviction dimension.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data processing and analysis, show that online customer reviews have a positive and significant influence on the interest in using Blibli as an online marketplace in Indonesia. This is indicated by the magnitude of the t value greater than t table. The magnitude of the influence of online customer reviews on interest in using based on the calculation of the coefficient of determination of 69.1% the rest is influenced by other factors. These findings indicate that the online customer reviews has a positive and significant effect on interest of using. This shows that a high level of interest of using will affect better for online customer reviews so that the knowledge possessed will be more extensive. Based on the findings in this study, the researchers provide the following recommendations:

1. For online marketplace industry, online performance of customer reviews and interest in using it well. But companies need to do an analysis of where the strengths and weaknesses of each of these variables are. Blibli companies need to further improve their performance in order to increase user interest so that the products they market can attract consumers to use it
2. For further researchers, Weaknesses in this study include research conducted at one time (cross sectional) so that there is the possibility of individual behavior that changes rapidly over time, other than that in this study there is only one variable used to identify the creation of interest using.

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