

The Influence Of Consumer Online Ratings And Reviews On Purchase Decisions On Tiktok Shop Marketplace Users

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ABSTRACT

Background: At this time shopping through the marketplace is a common thing, in addition to making it easy, consumers are also faced with many choices and a lot of different information from the seller. Consumers cannot touch and feel the product. This often raises doubts in the minds of consumers, so it takes effort to build consumer trust. Therefore, consumers try to obtain information through reviews and ratings available on various online platforms. **Objective:** This study aims to examine the influence of consumer online ratings and reviews on purchasing decisions on Tiktok Shop marketplace users. **Research Method:** Research is quantitative research with data collection techniques through the distribution of questionnaires to people in the Special Region of Yogyakarta who have made online transactions on the TikTok shop marketplace totaling 180 respondents. The sampling procedure used in this study was non-probability with purposive sampling technique. **Research Results:** The results obtained after data analysis on Consumer Online Rating have a significant influence on purchasing decisions. Review has a significant positive influence on purchasing decisions. And simultaneously Consumer Online Ratings and Reviews have a positive and significant influence on purchasing decisions. This is in accordance with what was hypothesized.

Keywords : Consumer Online Rating, Review, Purchase Decision

INTRODUCTION

In 2020, several countries, including Indonesia, experienced a pandemic due to the COVID-19 (<https://id.wikipedia.org>) virus. This condition changes the habits and activities of the community very significantly, where everyone is prohibited from leaving the house and crowding, school is carried out online, as well as work is also carried out at home, and including buying and selling activities, such as buying clothes that were previously purchased directly without seeing reviews and ratings first but due to this virus, purchases are made online and require consumers to find out in advance about the product to be purchased through reviews and ratings on the platform to match what consumers expect.

The development of the internet in this modern era makes it easier for all consumers to do everything such as buying food, furniture / equipment, ordering vehicles and others using only smartphones. The increasing development of the internet in Indonesia has made many people jump into online business. No wonder lately many e-commerce and marketplaces have sprung up by bringing the conveniences they provide for users such as Shopee, Lazada, Tokopedia, Blibli, Bukalapak, Tiktok shop, and others.

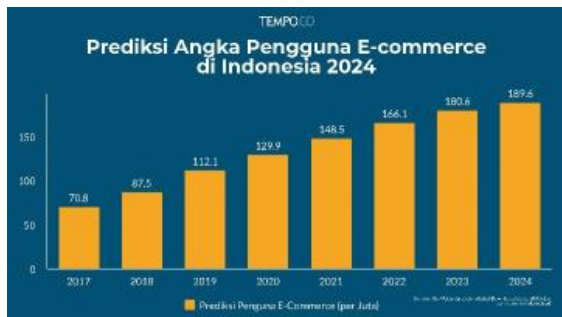
One of the marketplaces that the author wants to discuss is TikTok shop. Quoted from (CampusDigital.id) on April 17, 2021, the TikTok

application in Indonesia officially presents a new feature called TikTok shop. TikTok shop is based on e-commerce for online shopping that allows users to make buying and selling transactions easily, safely and quickly in the payment system, and is supported by strong logistics. According to Ekrut Media, TikTok shop can make it easy for business people to get access to the seller center and take advantage of TikTok shop features. In addition, businesses can also upload and manage information along with product lists to display to TikTok users. The system that TikTok shop does is the receipt of orders and completion of sales with buyers, and can track shipments. In addition, TikTok shop also competes in the preparation of promotional plans, such as affiliate features, use of functions and features such as storefronts.

With the increasing number of TikTok users, the TikTok Shop has become an alternative place to shop online because the TikTok application is visited by many social media users because it can be used as a means of entertainment and can also be used as a means of finding information about products. From reviewing various content on the platform on TikTok that contains information about products, whether or not they are suitable to use a product, potential customers can see how the assessment of the item they want to buy. Therefore, many consumers and social media users are switching to shopping online at the

TikTok Shop marketplace in addition to making it easy to find information on a product until a purchase decision occurs, TikTok Shop also provides many free shipping and cash back vouchers that tempt potential customers.

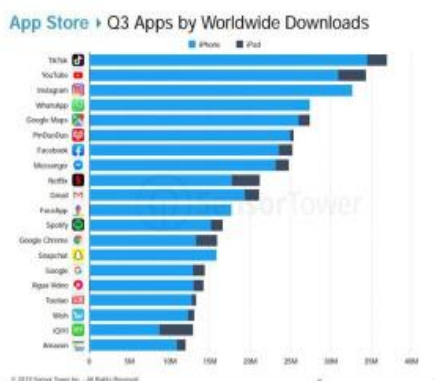
E-Commerce Users in Indonesia



Based on the figure above, it can be seen that e-commerce users in 2017 amounted to 70.8 million users, then in 2018 amounted to 87.5 million users, and in 2019 increased to 112.1 million users. We can see again in 2020 it increased to 129.9 million users, then in 2021 it rose again to 148.5 million users, and the end of 2022 reached an increase of 166.1 million users. This shows that e-commerce users are increasing every year.

Marketplace is a group of places to sell online on the internet that sell certain products or services (Zakky, et al, 2017). At this time, one of the most popular marketplaces is TikTok shop. TikTok shop aims to become the number one e-commerce in Indonesia. TikTok shop has various categories ranging from clothing, cosmetics, electronics, equipment / furniture, food, beverages and others.

Best Selling Apps In Appstore



(Source: Makemac.grid.id)

It can be seen in figure 1.2 above that the TikTok application reached the number 1 rank for the first time the most downloaded on the app store with 37 million downloads. The more people download TikTok, the more they also use TikTok shop. Online customer reviews are comments or opinions

given by consumers related to the evaluation of a product about various aspects, with this information consumers can find out the quality of the product sought through reviews and experiences written by consumers who have purchased products on the platform, (Mo, et al 2015). With the growing popularity of the internet in the world, online consumer reviews have become one of the important sources of information for consumers who want to know the quality of a product (Zhu and Zhang 2010).

Online consumer reviews tend to be more reliable to consumers than information provided by sellers (Chen and Xie 2008). According to Kotler & Keller (2016, p.177), purchasing decisions are an element of customer behavior, yes it is research on how organizations, individuals, or groups that make choices, decide to buy, use, and how experiences, ideas, goods or services are used as a satisfaction of their wants and needs.

Based on the background exposure above, it can be concluded that the formulation of the problem is as follows:

1. Does consumer online rating affect purchasing decisions through the Tiktok shop marketplace?
2. Do consumer online reviews affect purchasing decisions through the Tiktok shop marketplace?
3. Do consumer online ratings and reviews affect purchasing decisions through the Tiktok shop marketplace?

Research Objectives

Based on the formulation of the problem, the purpose of this study is made to find out:

1. Examine the influence of consumer online ratings on purchasing decisions
2. Examine the influence of consumer online reviews on purchasing decisions.
3. Examine the influence of consumer online ratings and reviews on purchasing decisions.

LITERATURE REVIEW

1. Consumer Online Rating

Rating is a part of the review whose system uses a star symbol usually from 1 to 5 to determine the rating of a product given by consumers who have already bought the product. Rating is not only to assess the product but also to assess the way the seller serves consumers.

Rating is the opinion of customers on a certain scale. A popular rating scheme for ratings in online stores is to give stars. Semakin gives a lot of stars, then shows a better seller rating (Lackermair et al., 2013).

According to research conducted by Pratiwi Arbani, et al 2020 shows that consumer online ratings have a positive and significant effect on purchasing

decisions for Tokopedia marketplace users. This research is in line with the results of research conducted by Asri & Widiartanto (2019),

Taesar (2019), Hima (2018), Lidya & Fiman (2018), Masyita (2018) which proves that consumer online rating has a positive effect on purchasing decisions. But in the research of Ahmad Farki, et al 2016 stated that buying interest and trust in the marketplace does not come from consumer online ratings but there are other things.

Based on the framework and theories above, this study has the following hypotheses

H1 : Consumer online rating has a positive effect on the purchase decisions of Tiktok shop marketplace users

2. Reviews

Nowadays many people who make online purchases certainly need a lot of information to know about a product to be purchased. Reviews are very important in doing online shopping because consumers can get information about a product and can know whether the product is what they want or not.

Khammash (2008) explains that "online customer reviews can be understood as one medium for consumers to see reviews from other consumers on a company's products, services and about how a company is a producer". Online consumer review also has a function as a decision-making tool, a mechanism for feedback provided by consumers, and a recommendation system on online shopping platforms.

According to research conducted by Ardiyanti and Widiartanto, M.AB stated that online customer reviews affect purchasing decisions. This result shows to support previous research Wijayanti (2017) with online customer review variables which say Online consumer reviews have a significant effect on purchasing decisions. In Novita Sarmis 2020 research stated that the online consumer review variable based on the path test results did not have a positive effect. Based on the framework and theories above, this study has the following hypotheses:

H2 : Reviews have a positive effect on the purchase decisions of Tiktok shop marketplace users

3. Purchase decision

According to Ujang Sumarwan in Sholikhah (2017) consumer decisions to decide to buy or consume certain products will be initiated by steps, namely the introduction of needs, time, changes in situation, product ownership, product consumption, individual differences, marketing influence, information search, internal search, and external search.

Purchase decision is a process carried out by consumers to make decisions on a product through certain processes. Purchasing decisions are one part of consumer behavior, where consumer behavior is an action that is directly in an effort to obtain, determine, including decision making that precedes and follows these actions.

Research conducted by Latief and Ayustira also states that online customer reviews and ratings have a significant influence on purchasing decisions. In the research of Ahmad Farki, et al 2016 stated that consumer online rating and consumer online review have no effect on buying interest and trust but there are other things.

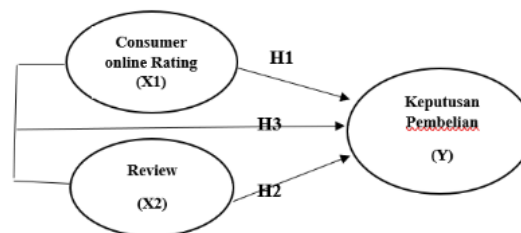
Based on the framework and theories above, this study has the following hypotheses:

H3 : Consumer online rating and review have a positive effect on the purchase decisions of Tiktok shop marketplace users

Mindset

This study aims to determine the influence of consumer online ratings and reviews on purchasing decisions in using the Tik Tok shop marketplace. Whether the 2 independent variables of consumer online rating and review influence consumers in deciding to buy on the marketplace.

Based on the explanation previously explained, the mind-frame model used to facilitate the understanding of the concept is as follows:



METHOD

This study uses 2 types of variables, namely independent variables and dependent variables. An independent variable or variable X is a variable that affects or causes changes in a dependent variable. In this study X1 is online rating and X2 is a review. While the dependent variable or variable Y is a variable that is affected or that is the result of an independent variable. This study variable Y is the purchase decision.

The approach used in this study is a quantitative approach. Quantitative research is a way to evaluate theory by examining the relationship between variables. Variables generally use analysis with statistical procedures, to measure a variable using research instruments so that data consisting of numbers is obtained (Kusumastuti, 2020).

The method used in this study is the survey method. Survey methods are used to obtain data on beliefs, opinions, characteristics, behavior of variable relationships and to test several hypotheses from samples taken in a particular population.

The population in this study is people living in the Special Region of Yogyakarta. The characteristics of respondents who will be used in this study are as follows:

1. Be at least 17 years old
2. Has the TikTok app
3. Have transacted online on TikTok shop
4. People living in the Special Region of Yogyakarta

Research tools or instruments are tools to obtain data, in this study the instruments used are in the form of questionnaire instruments. This study chose a questionnaire because using this method can collect more information in a short time. A questionnaire is a series of questions addressed to respondents and the answers from these respondents will be recorded / recorded.

The sampling procedure used in this study was non-probability with purposive sampling technique. Sugiyono (2019: 133) suggests that purposive sampling technique is a sampling technique with certain considerations. Non probability sampling is a sampling technique where not all individuals get the same opportunities and opportunities to be selected as samples.

RESULT AND DISCUSSION

Characteristics of Respondents

The respondents in this study were people living in the

Work	Total Respondents
Civil servants	2
Private Employees	35
Self employed	24
Student	113
Fresh Graduate	1
IRT	3
Teacher	2

Special Region of Yogyakarta. In this study obtained 208 respondents and only 184 that could be used because they were not domiciled in DIY and did not have the TikTok application, researchers discarded 24 respondents' answers that did not match the criteria that had been set, the characteristics of respondents in this study were having the TikTok application, domiciled in the Special Region of Yogyakarta, and had transacted online at TikTokshop.

1. Characteristics of Gender Respondents

	Man	Woman
Total	44	140

Of the 184 respondents, 44 were male. And female respondents totaled 140 respondents. From this data, it can be seen that the ones who transact a lot on

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,177	1,401		2,268	,024
	TOTAL_R1	,213	,044	,407	4,836	,000
	TOTAL_R0032	,130	,036	,307	3,643	,000

a. Dependent Variable: TOTAL_KP

TikTok Shop are women.

2. Characteristics of Age Respondents

Age	Total Respondents
17-20	37
21-25	114
26-30	19
>31	14

Of the 184 respondents, respondents aged 17-20 years amounted to 37 respondents, then respondents aged 21-25 years amounted to 114 respondents. Furthermore, those aged 26-30 years were 19 respondents and respondents aged more than 31 years amounted to 14 respondents.

3. Characteristics of Job Respondents

Of the 184 respondents, respondents who worked as civil servants amounted to 2 respondents, who worked as private employees as many as 35 respondents, then respondents who worked as self-employed amounted to 24 respondents. 113 respondents as students, 1 respondent as fresh graduates. Furthermore, respondents who as IRT as many as 2 respondents, 2 respondents as teachers, respondents who work as freelance as many as 2 respondents and the last respondent who does not have a job is 2 respondents.

4. Amount of Transactions on TikTok Shop

Transaction	Total Respondents
1 time	40
2 times	20
More than 3 times	124

Of the 184 respondents, 40 respondents or 22% transacted 1 time, 20 respondents or 11% transacted online at TikTok shop more than 3 times or 67%.

Multiple Linear Analysis

The interpretation of the above equation is as follows:

- A constant value of 3.177 can mean that all independent variables (consumer online rating and review) are considered 0 hence the purchase decision is 3.177.
- The value of the regression coefficient $b_1 = 0.213$ means that for every increase in consumer online rating an increase of 1%, the purchase decision increases by 0.213.
- The value of the regression coefficient $b_2 = 0.130$ means that for every review increase of 1%, the purchase decision increases by 0.130.

Partial Test t

- The results of the calculation of the consumer online rating variable t test obtained a t value of 4.836 with a significant level of $0.000 < 0.05$ then H_0 was rejected and H_a was accepted, which can be concluded that consumer online rating has a positive effect on purchasing decisions.
- The results of the calculation of the review variable t test obtained a t value of 3.643 with a significant level of 0.000, then H_0 was rejected and H_a was accepted, which means that the review variable has a positive effect on the purchase decision.

ANOVA ^a					
Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	902,663	2	451,332	73,796	,000 ^b
Residuals	1106,989	181	6,116		
Total	2009,652	183			
a. Dependent Variable: TOTAL_KP					
b. Predictors: (Constant), TOTAL_R1_R2					

Simultaneous Test (F Test) ANOVA^a

Based on the results of the table above, the calculated F value is $73.796 >$ the table is 3.05. With a significance level of 0.000. This means that the calculated F value is $>$ large from the F table ($73.796 > 3.05$). It was concluded that the significance level was less than 0.05. So the hypothesis that states

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.443	2,473
a. Predictors: (Constant), TOTAL_R1, TOTAL_R2				
b. Dependent Variable: TOTAL_KP				

"Consumer online ratings and reviews have a significant effect simultaneously on purchasing decisions is proven"

Coefficient of Determination (R²) Model Summary^b

In the table of the results of the coefficient of determination test, the Adjusted R Square value of 0.449 is obtained, this means that the influence given by the consumer online rating and review variables is 44.9%, while the remaining 55.1% is influenced by other variables.

CONCLUSION AND RECOMMENDATION

From the data obtained and analyzed in this study, what can be concluded is as follows:

- Consumer Online Rating has a positive effect on purchasing decisions on TikTok shop marketplace users. With the rating given, online consumers increase purchase decisions to buy on the TikTok shop marketplace.
- Reviews have a positive influence on purchase decisions on TikTok shop marketplace users. With the increase in reviews of the TikTok Shop marketplace, it increases purchase decisions.
- Consumer Online Ratings and Reviews positively affect purchase decisions on TikTok shop marketplace users. With the increase in Consumer Online Ratings and Reviews felt by consumers on the TikTok shop marketplace, it increases the purchase decision to buy a product on TikTok Shop.

RECOMMENDATION

Based on the results of the study above, suggestions that can be proposed for the next researcher are:

- a. It is expected that researchers will then add the number of samples to be carried out for research.
- b. Researchers are then expected to add data collection methods other than questionnaires such as using interview methods to get significant results.
- c. It is expected that researchers can then add other variables such as price, promotion and brand ambassador.

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