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The effect of online customer review and online customer rating on the trust and interest of consumer purchases

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ABSTRACT

This study aims to see how the influence of online customer reviews and online customer ratings on the trust and interest of consumers in the purchase of Sialang Jaya Village. The population in this study is the community in Sialang Jaya Village. The research sample used probability sampling as many as 100 people. The independent variables in this study are online customer reviews (X1), online customer ratings (X2), trust (Y1) and purchase interest variables (Y2). Methods of data collection using questionnaires and library research. Data analysis using path analysis using the SmartPLS 3 program. The results obtained from this study are that both reviews and ratings have a proven relationship to customer purchase interest and are an important feature, but not a factor that causes increased customer confidence. Online customer review indirectly does not affect buying interest through trust, and online customer rating indirectly has a positive effect on buying interest through trust.



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Introduction

In line with the development of technology, it has brought changes in consumer behavior, namely from shopping at an offline shop to an online shop or what is now known as e-commerce. The emergence of E-Commerce creates opportunities for small, medium, or large entrepreneurs in advancing their business (Kamisa et al., 2022). These changes also affect consumer purchasing decisions in buying a product. For this reason, marketers must identify who makes decisions and who provides input in making these purchasing decisions. This decision making is closely related to consumer confidence in the brand (brand trust) and product excellence (brand personality) of a product to be purchased (Anggraeni et al., 2017).

E-Commerce is the use of the internet, websites, and mobile applications, and search windows for business transactions (Asri, 2022). Formally, it enables digital commercial transactions between organizations and individuals. In e-commerce, there are various kinds of businesses that can be run in different levels of complexity (CNN, 2016). Where the e-commerce business is an online buying and selling activity. The development of ecommerce today continues to increase every year (Syarifah & Karyaningsih, 2021). Consumer purchasing habits are changing, and one of the reasons for this is the rise of internet retail. This is in line with the increasing value of e-commerce transactions every year. Although it is easy to buy online, some consumers still prefer traditional methods. That's because people are cautious about making purchases online out of concern about security, fraud, or low product quality. In general, a customer's trust and propensity to make a purchase from an online merchant is affected by the uncertainty inherent in doing so.

Buyers in online stores often have only a reliable description of the seller or a reliable image of the goods when making a purchase decision. Unlike brick-and-mortar stores, online retailers allow customers to see products up close before making a purchase decision. Before the order can be fulfilled, the customer in the online store must first give the seller money. This payment method of course requires trust in the vendor. We can pick up our order immediately and pay cash at a local store. Despite the dangers inherent in making purchases online, intrepid shoppers often find ways to justify the act. One option is to research the store and any items it has sold in the past. So, online shopping apps cover two aspects that we are already familiar with: online consumer reviews and online customer ratings.

Online customer reviews are reviews given by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have bought products from online sellers, (Mo et al., 2015). Online customer review according to (Fileri, 2015) is a form of word of mouth communication in online sales, where prospective buyers get information about the product from consumers who have benefited from the product

Ratings or ratings in online products are one way that consumers think about the quality of online products, although sometimes there is a bias that occurs in its measurement, this is mainly due to product ratings by consumers reflecting overall consumer satisfaction, not only on the product but also on how consumers are served by online sellers (Engler et al., 2015). According to Venkatesh and Davis in (Andryanto, 2016), the Online Customer Rating dimension consists of 2 dimensions, namely Perceived usefulness, Perceived ease of use. Due to the risk when online purchase transactions occur, consumers do many ways to convince themselves to buy these online products. One way is to look for information related to the store and the products that have been offered. For this reason, the online shopping application provides two features, namely online customer reviews, and online customer ratings.

The existence of online reviews and online ratings makes consumers feel happy, where someone can function as a source and recipient of information according to Flanagan & Metzger in (Nur Megawati, 2019). When shopping online, the main thing that a buyer considers is whether they trust websites that provide online shopping and online sellers on the website (Mujiyana & Elissa, 2013). Trust is the stance that web-based businesses should make progress in commerce (Utami, 2020). Trust will also affect consumer interest in making brain-related repurchases that reflect the buyer's plan to buy back certain items that have just been completed (Anuar, 2022). Buying interest is formed from consumer attitudes towards products consisting of consumer confidence in the brand and brand evaluation so that from these two stages an interest in buying arises. The higher the consumer confidence, the higher the consumer's buying interest, (Setiadi & SE, 2019). According to (Saragih & Ramdhany, 2012), purchases made by consumers consist of two types, namely trial purchases and repeat purchases. If a product purchased experimentally turns out to be satisfactory or more satisfactory than the previous brand, then the consumer desires to repurchase, this type of purchase is called repurchase. Repeat purchase according to (Akbari et al., 2014) is a purchase activity that is carried out more than once or several times.

Research conducted by (Farki & Baihaqi, 2016) states that this research is OCR both reviews and ratings are proven to have a relationship with customer purchase interest and become one of the important features, but not a factor that causes increased customer trust. Therefore, online marketplace companies must make reviews and ratings as one of the main marketing tools that can increase company revenue. Furthermore, research conducted by (Rohmatulloh & Sari, 2021) states that hypothesis testing, online customer reviews and trust directly have a significant effect on buying interest. While online customer reviews of buying interest through trust as an indirect influence have a significant influence. The high increase in e-commerce in Indonesia makes research on OCR important to do. This is to support so that customers can have a better online shopping experience than offline shopping. By knowing the factors that influence the decisions of 7 purchases from customers, companies and business people can gain important knowledge to implement better marketing strategies, especially in online media. But it does not rule out the possibility that online customer reviews and online customer ratings are not the only most important features that determine purchasing decisions in customers. So based on the description above, the researcher wants to conduct research with the aim of seeing how the influence of online customer reviews and online customer ratings on consumer trust and interest in purchasing Sialang Jaya Village.

Method

This research is included as associative research. Associative research is research that seeks the relationship or influence of the independent variable (X) on the dependent variable (Y) (Sugiyono, 2017). This study looks for a causal relationship or effect, between the independent variables online customer review (X1) and online customer rating (X2) on the dependent variable (Y) Trust and buying interest. Data processing in this study used the Partial Least Squares (PLS) method. The research instrument uses validity test, reliability test, inner model, and hypothesis testing using path analysis in the Smart PLS application. The data taken in this study is primary data using a questionnaire. Because the population in this study is not known with certainty, the population of this study was sampled to represent the population. Here is Lameshow's formula: $n = z^2 \cdot p(1 - p) / d^2$ Description: n = Number of samples z = Z score on confidence is 95% = 1.96 p = maximum estimate = 0.5 d = alpha (0.10) sampling error = 10%. The number of respondents in this study was 100 respondents. The questions on the questionnaire are divided into 3, namely about the respondent's profile, information on the behavior of the respondent and the last question is the core using a Likert scale. The respondent's profile contains information on age, gender, education, occupation and income. Information on respondent behavior such as shopping frequency, shopping destination, frequently purchased items, and others. The core question contains questions about the online customer review variable using the indicators Credible, expertise, fun, (Nur Megawati, 2019). Online customer rating uses the Perceived usefulness indicator, Perceived ease of use (Andryanto, 2016). Trust using indicators of ability, kindness, integrity (Setyoparwati, 2019). Purchase Interest using indicators of transactional interest, referential interest, preferential interest, exploratory interest (Nur Megawati, 2019).

Results and Discussions

From 100 data obtained, information obtained that 69% are female respondents and 31% are male respondents. Dominated by respondents aged 15-25 years that is equal to 82%. The work is dominated by students or college students by 67% with the majority of respondents' overall income Rp 1,000,000 per month 57%.

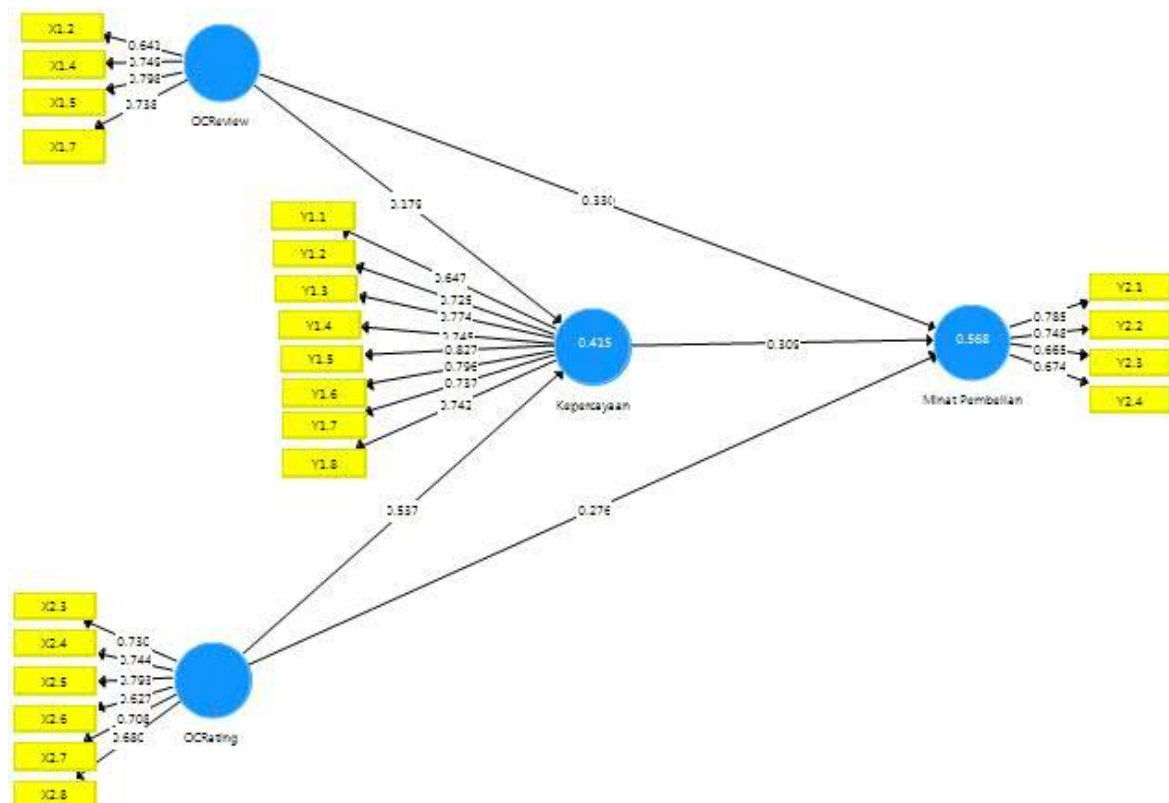


Figure 1. PLS Model

Source: SmartPLS data processing results, 2020

The validity test is shown in Table 1. The magnitude of the AVE value is more than 0.50 and has met the validity requirements.

Table 1. Validity Test

Variable	AVE	SIG	Des
Trust	0.564	0.50	Valid
Buyer Interest	0.518	0.50	Valid
OCRating	0.512	0.50	Valid
OCReview	0.538	0.50	Valid

Source: SmartPLS data processing results, 2020

Composite reliability is used to test the reliability of the data in this study. In Table. 2 The result is that the composite reliability value of all variables is more than 0.70, indicating that the data has met the requirements.

Table 2. Reliability Test

Variable	Com Rel	SIG	Des
Trust	0.911	0.70	Valid
Buyer Interest	0.810	0.70	Valid
OCRating	0.862	0.70	Valid
OCReview	0.823	0.70	Valid

Source: SmartPLS data processing results, 2020

Table 3. Goodness-fit model Test

Variable	R-Square	R-Square Adjus
Trust	0.415	0.403
Buyer Interest	0.568	0.555

Source: SmartPLS data processing results, 2020

Based on Table 4.7, it is known that the R-Square value for the influence of online customer review (X1) and online customer rating (X2) on the trust variable (Y1) is 0.415 or 41.5% and the R-Square value is online customer review (X1), online customer rating (X2) and trust (Y1) on the purchase interest variable (Y2) of 0.568 or 56.8% and the remaining 43.3% is influenced by other variables outside of this study.

Table 4. Hypothesis Test

Hypothesis	T-Statistic	P Value	Information
Trust --> Purchase Interest	2.753	0.006	Accepted
OCRating --> Trust	6.614	0.000	Accepted
OCRating --> Purchase Interest	2.706	0.007	Accepted
OCReview --> Trust	1.838	0.067	Rejected
OCReview --> Purchase Interest	6.068	0.000	Accepted
OCReview --> Trust --> Purchase Interest	1.787	0.075	Rejected
OCRating --> Trust --> Purchase Interest	2.401	0.0017	Accepted

Source: SmartPLS data processing results, 2020

The results of hypothesis testing are in Table. 4, shows that the online customer review variable based on the path test results has no positive effect on trust. The online customer rating variable based on the path analysis results affects trust. The online customer review variable based on the results of path analysis affects purchase intention, this is in line with research conducted by (Farki & Baihaqi, 2016) which states that Vina states that this research is OCR both reviews and ratings are proven to have a relationship with customer purchase interest. The online customer rating variable based on the results of the path analysis affects purchase intention, this is in line with research conducted by (Anita, 2022) which states that there is a direct influence of online customer ratings on buying interest. The trust variable based on the results of the path analysis has a positive and significant effect on purchase interest, this research is in line with research conducted by (Nur Maulida, 2021) which states that Consumer Confidence has a significant effect on Buying Interest.

Based on the results of the path analysis of the online customer review variable through Trust, it does not directly affect purchase intention. So it is better to require consumers to provide reviews on every product that has been purchased, in this way it is expected that all products sold have reviews that will make potential customers can easily assess the products they want to buy, so that the intention to transact can quickly occur. Then the feedback that can be given to consumers who have given reviews can be in the form of providing discounts and shopping vouchers on the next transaction. In addition, it is also necessary to increase consumer

trust, the way it can do is to increase the credibility of the seller. So for future research, it is expected to add other variables in order to find out what factors can affect consumer purchase intent.

Conclusions

From 100 data obtained, information obtained that 69% are female respondents and 31% are male respondents. Dominated by respondents aged 15-25 years that is equal to 82%. The work is dominated by students or college students by 67% with the majority of respondents' overall income Rp 1,000,000 per month 57%. The results of the hypothesis test show that only 5 hypotheses are accepted and 2 are rejected, judging from the significance value or p-value which is above 0.05 or means it is not significant. All relationships were shown to have positive values with no negative values, although only 5 relationships were shown to be significant. Therefore, it is better to require consumers to provide reviews on every product that has been purchased, in this way it is expected that all products sold have reviews that will make potential customers can easily assess the products they want to buy, so that the intention to transact can quickly occur.

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