



The influence of service quality and customer review on purchasing decisions (Study Case of Shopee Marketplace)

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ABSTRACT

The ease of internet access has changed people's shopping behavior, from shopping directly to the store (Offline) to online at the marketplace. This change in behavior also affects consumer buying decisions. In addition, the inconsistency in the results of research conducted by previous researchers on purchasing decisions is the background of this thesis with the aim of answering the formulation of problems regarding the effect of service quality and customer reviews on purchasing decisions in the shopee marketplace. The method used in this research is quantitative method. The technique used for sampling Purposive sampling, because the population is unknown, using the Rao Purba Formula with a sample of 97 respondents. Data was collected through distributing questionnaires online using google form. The results showed that service quality and customer review partially had a positive effect on purchasing decisions. And the results show that service quality and customer review have a significant effect simultaneously or together on purchasing decisions.

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1. INTRODUCTION

The rapid development of technology and communication has changed most of the ways of human activity. So for now the internet is an important necessity for everyone. One of the causes of the development of the internet in Indonesia is based on the number of users which continues to increase every year. (Firmansyah, 2017) Technological developments have succeeded in making consumer behavior from offline purchases to online purchases through E-commerce. The development of online shopping websites is increasing day by day. The process of buying and selling goods online has also become one of the concerns of today's modern society.(Maulani et al., 2021) The evolution that occurs on the internet is one of the most interesting phenomena in technological advancements that are happening now. One aspect that is arguably the main one in this evolution is the emergence of electronic commerce (e-commerce) in the business environment. E-commerce changes almost all the functions of the business area and every activity, from buying and selling to advertising. With the birth of E-commerce, it is easier for consumers to make buying and selling transactions without having to come to

their place.(Subchan & Setiadi, 2020) E-commerce users in Indonesia have grown tremendously in the last few years. It is predicted that the growth of E-commerce will continue to increase in the next few years. The number of E-commerce users in Indonesia from 2017-2023 as recorded by statistik.tempo.com.(Achmad, 2023)

According to a statistical report on E-commerce user data in Indonesia, currently E-commerce users in Indonesia are predicted to increase to 189.6 million users by 2024. Since 2017 there have been 70.8 million E-commerce users and the number increases every year. In 2018, it reached 87.5 million E-commerce users in Indonesia. While for 2020 it reached 129.9 million E-commerce users. And in 2021 it is predicted to reach 148.9 million users. While in 2022 it reached 166.1 million users and 2023 reached 180.6 million users.(Chong & Ali, 2022)

Currently, the Marketplace Industry is growing more and more rapidly. The research found that Shopee is the Marketplace that most people remember and use. As many as 75% of respondents answered that Shopee was the application that became Top of Mind at the end of 2021, followed by Tokopedia with 18% and Lazada 5%. The survey was made by Snapchart with 1000 respondents, Snapchart is an application that offers cashback as well as to monitor real time analytics on consumer shopping behavior.(Pratama, 2020)

Choosing the right product (including services) online can be an exhausting process. The vast variety of products on retailer websites is often overwhelming. To handle such wide-ranging assortments, online customer reviews (OCRs) have emerged as an important information source for customers to evaluate products prior to purchase (Cui, Lui, & Guo, 2012). Online customer reviews (OCRs) have become a major source of information for customers in the Internet.(Kostyra et al., 2016) Another characteristic of online consumer reviews is measurability. In the online consumer review context, consumers can easily observe and measure the quantity and quality of positive and negative opinions because online consumer reviews are published in a written form.(Lee et al., 2008) Shopee also provides a chat feature on the application to facilitate interaction between merchants and potential buyers. Customers Review can be explained as a medium or tool for Customers, the feature is also made for consumers who have shopped at the store share experience and satisfaction in buying the product, so that potential buyers can make comparisons with the same product from different stores.(Putri & Suryani, 2023)

Not only Customer Review, Service Quality can also influence customer decision when purchasing products in the Marketplace. According to Kotler (2019) service quality is a form of assessment or consumer satisfaction with the level of service that has been received with the expected level of service, then the service quality is perceived as good and satisfying.(Lin et al., 2014) Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the provision of delivery in balancing consumer expectations (Basu & Handoko, 2000). Service quality can have many positive effects on the consumer decision process (Kotler & Armstrong, 2012). (Sabuhari et al., 2020)Service quality can increase customer satisfaction and retention (Peter & Olson, 2010). Service quality provides a strategic advantage for companies as competitors will find it difficult to imitate their service quality standards. The assessment of good or bad service quality is closely related to the satisfaction or dissatisfaction of the users of the goods or services. Between service quality and satisfaction are closely related even though both have different meanings and concepts (Assauri, 2013).(Pasaribu et al., 2022)

Referring to previous studies, according to Frans Sudirjo (2023) customer reviews have positive and significant effect on Purchasing Decision at Shopee (Sudirjo et al., 2023). In this research, Customer Review which consists of the easiness in getting product information and the trust to other customer review become the factor customer choose a product to buy. Besides, Service Quality which consist of delivery time, seller response, return system & payment options feature also become trigger a consumer to

have tendencies in buying product. Hopefully by this research, e-commerce service especially online stores at Shopee can improve their performance in building good service quality and paying attention to customer review as indicators of customer satisfaction, so the performance of the shop can be maximized and reach more customers in the future.

2. RESEARCH METHOD

2.1 Quantitative Research

Quantitative research calls for typical research designs where the focus of research is to describe, explain and predict phenomena, uses probability sampling and relies on larger sample sizes as compared to qualitative research designs (Cooper & Schindler, 2006) In comparison to quantitative research, qualitative research uses inductive reasoning (Sekaran & Bougie, 2010) and aims to acquire an in-depth understanding of human behaviour and the reasons of occurrence of that behavior. Qualitative research can also be called as interpretive research as its primary objective is not generalization but to provide deep interpretation of the phenomena (Cooper & Schindler, 2006).(Khalid et al., 2012)

2.2 Sampling Technique

The sampling technique is a sampling technique (Sugiono, 2010). There are various sampling techniques used in quantitative and qualitative research. The sampling technique in this study is nonprobability sampling using accidental sampling technique, which is sampling based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is considered that someone who happens to be met is suitable as a data source (Sugiono, 2010).(Oktaviannur et al., 2020).

The sampling technique in this study used purposive sampling technique, namely a sampling method carried out with certain criteria. the sampling method is carried out with certain conditions that must be met by the respondent. The characteristics of the respondents in this researcher are: (a) The age of the respondent is at least 17 years old in consideration that this age can make decisions wisely. (b) Have made online transactions on the shopee marketplace, (c) Have made online transactions in the shopee marketplace at least 2 times. (d) This is because the buying decision is the dependent variable in this study. Therefore, to be declared to have made a purchase decision, there are at least 2 transactions that have been made.(Aboah et al., 2023)

Because the population in this study is not known with certainty, in determining the number of samples using the Rao Purba formula. According to Rao Purba in research (Daulay, 2020)(Schoenfeld, 1983) if the population is unknown, the number of samples can be determined by the Rao Purba formula(Zulafa, 2023) :

$$n = \frac{z^2}{4(moe)^2} \quad (1)$$

Explanation:

n = sample size

Z = Normal distribution level at a significant level of 5% = 1.96

Moe = margin of error max, which is the maximum error rate of 10% Based on this formula, the following calculation is obtained:

$$n = \frac{1,96^2}{4(moe)^2} \quad (2)$$

$$= 96,4$$

So the number of samples in this study was rounded up to 97 respondents who had used the shopee marketplace.

This research was conducted by distributing questionnaires to consumers who have used or have made transactions through the shopee marketplace. According to Sugiyono (2018: 142) the questionnaire is explained as a data collection technique that is done by giving a set of questions or written statements to respondents to answer. (Zhang et al., 2023) The questionnaire is an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what the respondent can expect. (Palupi, 2014) Researcher uses the google form tool to create an online questionnaire. The reason researchers use online questionnaires is to facilitate the distribution of questionnaires and can save time and costs when collecting and processing data. Researchers use the Whatsapp and Instagram messaging applications to provide links that are directly connected to the google form. (Kerketta et al., 2023)

2.3 Validity Test

According to Sugiyono (2018: 218) Validity is a measure to show the levels of validity or validity of an instrument. A valid instrument has high validity. Conversely, less valid instruments have low validity". Testing the validity of the instrument is intended to obtain a valid and reliable measuring instrument. (Yusup, 2018) To determine the validity of the questionnaire, the value of the results of the questionnaire prepared by the researcher is used. In this study, each item was tested for validity using the Person's product moment correlation formula with rough numbers, as follows: (Motoh et al., 2023)

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n(\sum x^2) - (\sum x)^2][n(\sum y^2) - (\sum y)^2]}} \quad (3)$$

Keterangan :

- r : Correlation coefficient between variables
- X : Each values
- Y : Total value of all variables
- $\sum xy$: The sum of multiplication between variable X and Y
- $\sum x^2$: Sum of square variable X
- $\sum y^2$: Sum of square variable Y
- YN : The number of respondents

2.4 Realibility Test

According to Sujarweni (2015: 172) reliability refers to the understanding that the instrument can be trusted to be used as a data collection tool because the instrument is good. Instrument reliability is a condition of testing the validity of the instrument, therefore a valid instrument is generally reliable but testing the reliability of the instrument needs to be done. To maintain reliability in this study is to calculate the reliability coefficient on the measuring instrument through Cronbach Alpha with the provisions of the Cronbach Alpha value > 0.6. A measuring instrument is said to be reliable and can be processed at the next stage if the Cronbach alpha value is > 0.6. If the measuring instrument has a Cronbach alpha value < 0.6 then the measuring instrument is not reliable. (YESSY & Rahayu, 2019)

2.5 F Test (Partial Test)

The F test is used to test the significant level of the influence of the independent variables simultaneously on the dependent variable (siregar, 2013: 262) The formula used to calculate the F-test is: (Sutrisno et al., 2023)

$$F_{\text{count}} = \frac{R^2/m}{(1 - R^2)n - m - 1} \quad (4)$$

- R^2 : Multiple correlation coefficient
 m : Number of independent variables
 n : number of samples

2.6 T Test (Partial Test)

The T test is used to test the significant level of the effect of the independent variable partially on the dependent variable. The T test is carried out by comparing with the calculated table value and the calculated value can be seen from the results of the coefficient data processing. (Sudirjo et al., 2023). (Ha): Service Quality, H0: $\beta_1 = 0$, There is no positive influence between the service quality variable (X1) on purchasing decisions (Y). H1: $\beta_1 \neq 0$, There is a positive influence between the service quality variable (X1) on purchasing decisions (Y). Customer review, H0: $\beta_2 = 0$, There is no positive influence between the customer review variable (X2) on customer satisfaction (Y). H2: $\beta_2 \neq 0$, There is a positive influence between the variable customer review (X2) on customer satisfaction (Y).

3. RESULTS AND DISCUSSIONS

There are several statistical tools that used in this study which are frequency, descriptive statistics, validity and reliability test, multi regression analysis, correlation analysis, F-Test, T-test and Analysis of Variance (ANOVA) in order to see the extend factors influential to customer buying decision. Variable validity test is used to see whether questions in questionnaire in this study met validity requirements. T-test is used to measure the difference in means between two samples group. It is a parametric analysis tool as it requires computation of the standard deviation. F-test is used to understand the influence of both independent variables toward dependent variables.

Table 1. X1 Variable Validity Test Results (Service Quality)

No	Statements	Coefficient	Criteria	Description
1	Delivery time of goods is no more than the estimated product received in accordance with the seller's description	0,690	> 0,3	Valid
2	The seller's response in shopee is fast and responsive.	0,700	> 0,3	Valid
3	There is a return of goods when the product received is wrong or damaged	0,569	> 0,3	Valid
4	Goods that are sent are packaged well and safely	0,710	> 0,3	Valid
5	There is a shipping facility that relieves consumers	0,524	> 0,3	Valid

Source : Data processing results using SPSS software

From the table above, it shows that the validity coefficient value of each statement is greater than the critical value of 0.30. The results of this study indicate that all statements for the Service Quality variable are declared valid. Therefore, the Service Quality variable questionnaire in this study has met the validity requirements and is appropriate to be used as a tool for collecting data on Service Quality.

Table 2. X2 Variable Validity Test Results (Customer Review)

No.	Statements	Coefficient	Criteria	Description
1	<i>Customer reviews</i> make it easier to search and find information on products	0,681	> 0,3	Valid
2	Trust the online features <i>Customer Review</i> that has been provided by shopee	0,599	> 0,3	Valid
3	Trust the reviews that have been given by other consumers	0,563	> 0,3	Valid
4	Shopee consumer reviews provide information on the advantages and disadvantages of a product	0,664	> 0,3	Valid
5	Positive reviews help consumers make purchasing choices	0,753	> 0,3	Valid

Source : Data processing results using SPSS software

The table above shows that the validity coefficient value of each statement is greater than the critical value of 0.30. The results of this study indicate that all statements for the Customer Review variable are declared valid. Therefore, the Customer Review variable questionnaire in this study has met the validity requirements and is appropriate to be used as a tool to collect data on Customer Review in this study.

Table 3. Y Variable Validity Test Results (Purchase Decision)

No.	Statements	Coefficient	Criteria	Description
1	Choosing shopee as marketplace to shop online	0,585	> 0,3	Valid
2	Having online shop because of the need	0,727	> 0,3	Valid
3	Looking product information through <i>customer reviews</i> before making an online purchase	0,692	> 0,3	Valid
4	Assess similar products from various stores and choose based on the best <i>review</i>	0,725	> 0,3	Valid
5	Decide to buy a product after reading a <i>positive review</i>	0,719	> 0,3	Valid

Source : Data processing results using SPSS software

From the table above, it shows that the validity coefficient value of each statement is greater than the critical value of 0.30. The results of this study indicate that all statements for the Purchase Decision variable are declared valid. Therefore, the Purchasing Decision variable questionnaire in this study has met the validity requirements and is appropriate to be used as a tool to collect data on Purchasing Decisions in this study.

Table 4. X1 Variable Reliability Test Results (Service Quality)

Variabel Penelitian	Cronbach's Alpha	Criteria	Description
Service Quality (X1)	0,767	> 0,60	Reliable
Customer Review (X2)	0,758	> 0,60	Reliable
Purchase Decision (Y)	0,775	> 0,60	Reliable

Source : Data processing results using SPSS software

The calculation results in the testing table above show that the Cronbach's Alpha value for the Service Quality instrument is 0.767; the Cronbach's Alpha value for the Customer Review instrument is 0.758, the Cronbach's Alpha value for the Purchasing Decision instrument is 0.775. This shows that the measurement instruments for Service

Quality, Customer Review, and Purchasing Decisions have a Cronbach alpha value above 0.60, which means that the three instruments are reliable.

Table 5. Parsial Test X1Y (T test)
Coefficients^a

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.137	2.213		6.388	.000
Service Quality	.332	.066	.457	5.008	.000

a. Dependent Variable : Purchase Decision

The Service Quality variable has a Sig. value of 0.000 < 0.05 so that H_0 is rejected or H_a is accepted. This means that it can be concluded that there is a positive and significant influence between the Service Quality variable on Purchasing Decisions at the Shopee Marketplace.

Table 6. Simple Correlation Analysis X2Y
Correlations

		Consumer Review	Purchase Decision
Consumer Review	Pearson Correlation	1	.643 ^{**}
	Sig. (2-tailed)		.000
	N	97	97
Purchase Decision	Pearson Correlation	.643 ^{**}	1
	Sig. (2-tailed)	.000	
	N	97	97

Based on the table above, it can be concluded that Customer Review has a strong positive influence on Purchasing Decisions because the r value is 0.643.

Table 7. Coefficient of Determination X2Y
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.407	2.030

a. Predictors : (Constant), Consumer Review

b. Dependent Variable : Purchase Decision

Based on the above calculations, it can be concluded that Customer Review has an influence contribution of 41.3% to the Shopee Consumer Purchase Decision. While the remaining 58.7% is influenced by other factors.

Table 8. X2Y Partial Test (T Test)
Coefficients^a

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.517	2.167		3.468	.001
Consumer Review	.596	.073	.643	8.175	.000

a. Dependent Variable : Purchase Decision

The Customer Review variable has a Sig. value of 0.000 < 0.05 so that H_0 is rejected or H_a is accepted. This means that it can be concluded that there is a positive

and significant influence between the Customer Review variable on the Shopee Marketplace Purchasing Decision.

Table 9. Multiple Correlation Analysis X1X2Y
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 ^a	.437	.425	1.998

- a. Predictors: (Constant), Consumer Review, Service Quality
b. Dependent Variable: Purchase Decision

Based on the table above, it can be concluded that Service Quality and Customer Review simultaneously have a strong positive influence on Purchasing Decisions because the r value is 0.661.

Table 10. Coefficient of Determination X2Y
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 ^a	.437	.425	1.998

- a. Predictors: (Constant), Consumer Review, Service Quality
b. Dependent Variable: Purchase Decision

Based on the above calculations, it can be concluded that Service Quality and Customer Review simultaneously have an influence contribution of 43.7% to the Shopee Consumer Purchase Decision. While the remaining 56.3% is influenced by other factors.

Table 11. Simultaneous X2Y Test (F Test)
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	291.367	2	145.684	36.488	.000 ^a
Residual	375.313	94	3.993		
Total	666.680	96			

- a. Predictors: (Constant), Consumer Review, Service Quality
b. Dependent Variable: Purchase Decision

The Service Quality and Customer Review variables simultaneously have a Sig. value of 0.000 < 0.05 so that Ho is rejected or Ha is accepted. This means that it can be concluded that there is a positive and significant influence between the variables of Service Quality and Customer Review simultaneously on the Shopee Marketplace Purchasing Decision.

4. CONCLUSION

Service quality in the Shopee marketplace is good, because the average value is 401.88 the score is in the range 330.1 to 407.7 with a good category. Customer Review on the Shopee marketplace is very good, because the average value is 410.14 the score is in the range 407.8 to 485.4 with a very good category. Purchasing decisions in the Shopee marketplace are good, because the average value is 406.67 the score is in the range 330.1 to 407.7 with a good category. There is a positive and significant influence between the Service Quality variable on Purchasing Decisions at Marketplace Shopee because it has a Sig. value of 0.000 < 0.05 so that Ho is rejected or Ha is

accepted. There is a positive and significant influence between the variables of Service Quality and Customer Review simultaneously on Marketplace Purchasing Decisions.

Based on the results of this research conducted at the Shopee online store, the authors want to provide suggestions and inputs that can be useful for the Shopee online shop as well as for further researchers who would like to use this study as a reference. Since its costumers' purchase intentions and purchase decisions are proven to be affected by service quality and website quality, these results have implications regarding the need to increase service quality at Shopee, while it remains an online shopping option for customers. Shopee also must improve and re-evaluate its website to be more qualified and continue to provide innovation and an increasingly attractive visual appearance to further increase the purchase intention and continue to be a terrific opportunity for the company.

In this study, there are limitations: This research examines the purchase decision with the factors that influence it, namely purchase intention, service quality, and service quality. There may be other variables that influence purchasing decisions, including product quality, brand, and application quality, all of which can tested in future studies. The method used in this study is a survey only, through a questionnaire. This study did not conduct interviews directly with customers of Shopee online stores, so the conclusions are based only on data collected using a questionnaire. Future studies will better if interviews with selected key informants are added to the research.

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