

# The Influence Of Online Customer Reviews, Online Customer Ratings, And Cash On Delivery On Purchasing Decisions On The Shopee Application In Palopo City

Alma Zugra<sup>1\*</sup>, Suhardi M Anwar<sup>2</sup>, Muhammad Aqsa<sup>3</sup>

<sup>1</sup>Faculty of Economics and Bussines, University of Muhammadiyah Palopo, 91922, Indonesia

<sup>2</sup>Faculty of Economics and Bussines, University of Muhammadiyah Palopo, 91922, Indonesia

<sup>3</sup>Faculty of Economics and Bussines, University of Muhammadiyah Palopo, 91922, Indonesia

Corresponding Author Email: [almazugra217@gmail.com](mailto:almazugra217@gmail.com)

## Abstrak

The ease of doing business through e-commerce makes it easy for business people to promote products through digital business media. One of the e-commerce sites that has emerged as the pioneer of the most popular online shopping site is the Shopee application. Shopee was founded by technology company Sea Limited and has become one of the largest e-commerce platforms in Southeast Asia. This research aims to determine the influence of Online Customer Reviews, Online Customer Ratings, and Cash On Delivery on Purchasing Decisions. The data collection method used in this research is quantitative research. The data collection technique is distributing online questionnaires that evaluate consumer perceptions of Online Customer Reviews, Online Customer Ratings, Cash On Delivery. In this research the number of samples used was 100 respondents. The population used in this research is the people of Palopo City who visit the online shopping platform, namely the Shopee application. The collected data was analyzed using SmartPLS Software. The results of this research show that Online Customer Reviews do not significantly influence purchasing decisions, Online Customer Rating and Cash On Delivery significantly influence purchasing decisions on the Shopee application in the city of Palopo.

Keywords: Online Customer Review; Online Customer Rating; Cash On Delivery; Purchasing Decision

## 1. Introduction

Rapid technological advances in the Modern Era have brought changes to human behavior, especially in terms of purchasing. Now we no longer need to leave the house to shop, all we need is a smartphone and an internet connection to order the goods we need. The spread of the internet has led to the creation of many new things, including market places. In a market place there are several online shopping applications. One of them is Shopee. Shopee is a mobile application-based e-commerce that is currently quite advanced. Forrest Li founded Shoppe in 2009 and made its debut in Singapore in 2015. In 2018, Shopee set a new milestone for the Indonesian e-commerce market by completing 1.5 million transactions in one day [1].

[2] The development of the use of online marketing media, namely e-commerce, is supported by the level of trust that its users have. Even though there are so many Shopee users, currently there are still many people who do not trust the online buying and selling system (Shopee) specifically for the people of Palopo City. Where, the people of Palopo city are still aware of the trend of buying and selling transactions via e-Commerce, especially the Shopee application. They think about the negative stigma about the Shopee application where they are afraid that the goods they buy will not be promising and satisfactory when received [3]. Due to the phenomenon of public distrust of the Shopee application, Shopee offers

various features designed to provide users with a better shopping experience. Features such as Online Customer Review, Online Customer Rating, and Cash On Delivery.

Latief and Ayustira (2020) Online Customer Reviews allows users to freely and simply post comments and thoughts online about various goods and services, can significantly influence a visitor's choice to make a purchase. Online Customer Rating is an expression of that opinion on a certain scale. Star is the most frequently used scale. A product is of higher quality if customers give it more stars (Mokodompit, Lopian, 2022). According to Menurut [6] Cash on Delivery (COD) is when a buyer receives goods, they then pay using cash when the goods are received. According to (Muslimah, Hamid, and Aqsa 2020) purchasing decisions are a process carried out by consumers to buy a product after receiving information and comparing it with other product brands.

Online Customer Reviews are assessments left by previous customers on an online store about a business or product. Consumer product reviews offer details about an item's quality, benefits, and drawbacks, as well as a comparison of the characteristics listed in the product description with the product the customer actually received. When such information is available, customers or potential buyers can decide whether they want to purchase the item or not. Online Customer Review is one aspect that influences consumer product choices . [8]. According to Putri and Wijaksana (2021) Online Customer Review is a marketing strategy to increase consumer desires and decisions in purchasing products. Where Online Customer Reviews provide benefits for consumers or producers in evaluating products and can also improve product quality to surpass other products. Online Customer Review indicators according to Lackermaid, Kailer, and Kanmaz (2013) are: (1) Awareness, (2) Frequency, (3) Comparison,(4) Effect.

According to Putri and Lestari (2022) Online Customer Rating is part of a review to assess products according to the opinions of consumers who have made purchases online by providing reviews in the form of stars on the products they have purchased. The review in the form of stars is the level of consumer satisfaction with the product purchased. The greater the number of stars given, the better the product sales ranking. Online Customer Rating has three indicators according to Elwalda (2016), including: (1) Perceived of Usefulness of OCR, (2) Perceived enjoyment of OCR, (3) Perceived control of OCR.

E-commerce is a term used to refer to the rapidly growing field of online business. E-commerce is a type of trade transaction that allows sales and purchases to occur without the need for direct meetings between buyers and sellers. The online business service feature provided by E-commerce is the Cash On Delivery feature. This feature is available in the Shopee application.

Cash On Delivery is a payment method where buyers pay the amount of their order in cash to the courier. In other words, payment is made when the goods or services are received or have arrived in the hands of the consumer. Cash is the only form of payment accepted by couriers who deliver goods or services. With Cash On Delivery, consumers or potential consumers who make purchases, especially on the Shopee application, can influence consumers to make purchases or transactions on the Shopee application [13].

According to Halaweh (2017) explains the cash on delivery (COD) service indicators as follows: (1) Security, namely COD payments made in cash will provide security from internet risks/threats.

(2) Privacy, namely payment by COD makes consumers free from their privacy data being spread, this is in order to anticipate personal data being misused. (3) Trust, namely payment with COD which makes consumers have better confidence in products that arrive as expected (according to orders) because the product is paid for after the goods arrive.

According to Noviani and Siswanto (2022) purchasing decisions are problem-solving activities carried out by individuals in selecting from various alternatives that suit certain interests which are considered the most profitable action in purchasing by first going through the stages of the decision-making process. The stages in the purchasing decision making process are problem identification, information search, evaluation, alternatives, purchasing decisions and post-purchase behavior. According to Kotler and Keller (2016) there are four purchasing decision indicators, namely: (1) The stability of a product means producing a product of very good quality which can build consumer trust so that it can support consumer satisfaction. (2) The habit of buying products is to make continuous purchases of the same product. (3) Providing recommendations to other people is by informing and encouraging other people to join that there is something that can be trusted. (4) Repurchasing is where an individual makes a second purchase and subsequent purchases after the first purchase decides to buy it again. Therefore, the second and subsequent purchases are called repeat purchases.

### Conceptual Framework

In this research the author tries to describe "The Influence of Online Customer Reviews, Online Customer Ratings, and Cash On Delivery on purchasing decisions on the Shopee Application". After discussing it, the author creates a conceptual framework as follows:

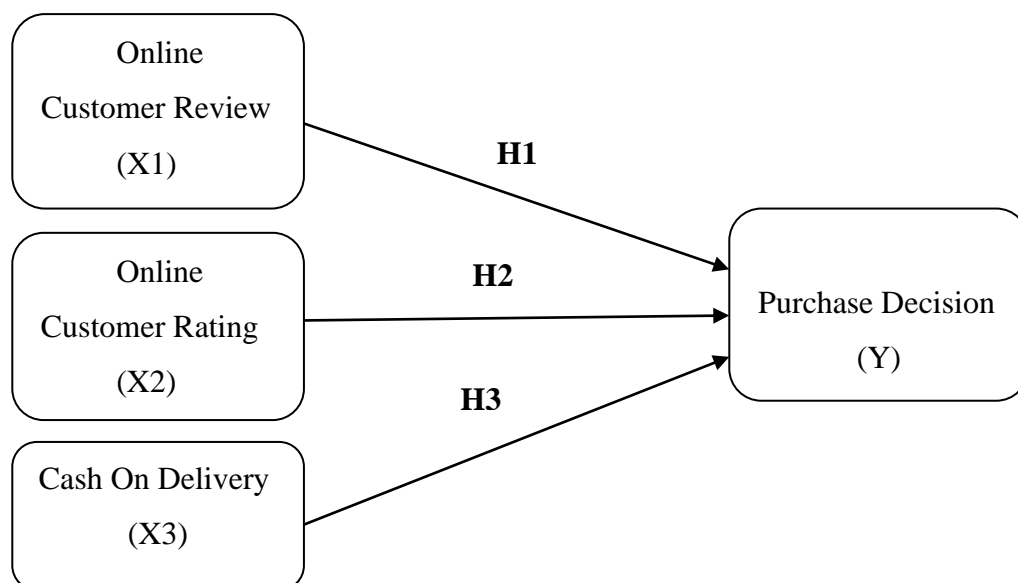


Figure 1. Conceptual Framework

## 2. Methodology

This study uses a quantitative approach. Quantitative research is research that produces findings that can be measured or achieved through a statistical approach. The purpose of quantitative research is to test theories about the emergence of phenomena or problems by carefully and comprehensively examining them using objective measurements in an effort to establish facts or truth [16].

The population used in this research is the people of Palopo City who visit the online shopping platform, namely the Shopee application. The data collection technique is distributing online questionnaires that evaluate consumer perceptions of Online Customer Reviews, Online Customer Ratings, Cash On Delivery. In this research, the number of samples used was 100 respondents. Data collection using this questionnaire is in the form of a Google form. In collecting primary data, there are several indicators, namely variables X1 in this case (Online Customer Review), X2 (Online Customer Rating), and X3 (Cash On Delivery). Where the independent (free) variable is X and the dependent (bound) variable is variable Y, which is Variable Y which is the purchasing decision. This technique is used to find the relationship between one variable and other variables.

In determining the sample size, researchers used the Lemeshow formula. In this study, the population size is unknown, so the researchers used the Lemeshow formula. The Lemeshow formula is as follows:

Information:

n= Number of Samples

z= z score at 95% confidence= 1.96

p= maximum estimate= 0.5

d=sampling error=10%

Using the formula above, the number of samples to be used can be calculated as follows:

$$n = \frac{Z^2 P(1-P)}{d^2}$$
$$n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,1^2}$$
$$n = \frac{3,8416 \cdot 0,25}{0,01}$$
$$n = 96,04 = 100$$

By using the Lemeshow formula above, the sample value (n) obtained is 96.04 which is then rounded to 100 people.

The data used are primary data and secondary data, primary data was collected through observations, interviews and distributing questionnaires to respondents. Meanwhile, secondary data was collected through literature and journal studies related to the research conducted.

### 3. Result and Discussion

The analysis carried out to determine the influence between variables in this study used variance-based Structural Equation Modeling (VB-SEM) analysis with the help of SmartPLS 3 software. SmartPLS is a variance-based SEM statistical method designed to complete multiple regression when specific problems occur in the data, such as small study sample sizes, the presence of missing data and multicollinearity [17].

#### 3.1 Result

##### 3.1.1 Validity Test

There are two ways to determine the validity of the SEM model using convergent validity techniques, namely looking at the outer loading (factor loading) value and the average variance extracted (AVE) value.

##### Outer Loading

The required factor loading value is  $> 0.7$ . In the validity test carried out there were still indicators that had a value of  $< 0.7$ , namely items X1.4, X3.2 and X3.4. For this reason, the item must be removed from the model and an outer loading test must be carried out. The results of the second test show that there are still indicators that have a value  $< 0.7$  so these indicators must be removed from the model. Outer loading processing after the item is removed, the SEM model which has been declared valid is presented in the image below:

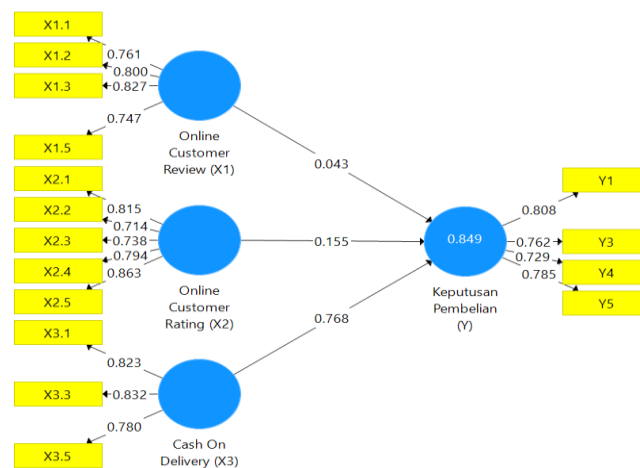


Figure 2. SEM Outer Loading Model Test

Source: SmartPLS, 2023

##### Average Variance Extracted

The value that is used as a measure is average variance extracted (AVE) with an expected value of  $> 0.5$ . The results of the validity test to see the AVE value are shown in the table below:

**Table 1. Average Variance Extracted (AVE) Values**

Variable	Average Variance Extracted (AVE)
Online Customer Review (X1)	0,615
Online Customer Rating (X2)	0,619
Cash On Delivery (X3)	0,659
Buying Decision (Y)	0,595

*Source: SmartPLS, 2023*

Based on the results above, it is known that the AVE value of all variables observed in this study is  $> 0.5$ , so it can be said that all variables are valid and can be used to test the SEM model.

### 3.1.2 Reliability Test

Reliability is a measure of an indicator's consistency in measuring its variables. The values used to determine the level of reliability of the SEM model are Composite reliability and Cronbach Alpha. This type of reliability functions to determine the level of internal reliability of variable indicators.

**Table 2. Composite Reliability and Cronbach Alpha values**

Variable	Cronbach's Alpha	Composite Reliability
Online Customer Review (X1)	0,792	0,865
Online Customer Rating (X2)	0,845	0,890
Cash On Delivery (X3)	0,743	0,853
Buying Decision (Y)	0,775	0,854

*Source: SmartPLS, 2023*

The standard Cronbach's Alpha value for a variable so that it is declared reliable is  $> 0.6$ , while the standard value for Composite Reliability is  $> 0.7$ . Therefore, based on the table above, it is known that all variables have a Cronbach's Alpha value  $> 0.6$  and a Composite Reliability value  $> 0.7$  so it can be stated that the SEM model analyzed is reliable.

### 3.1.3 Analysis of the Influence between Variables and Hypothesis Testing

SEM analysis aims to test the magnitude of the influence of the independent variable on the dependent variable. The SEM analysis model results of the influence between variables are shown in the image below:

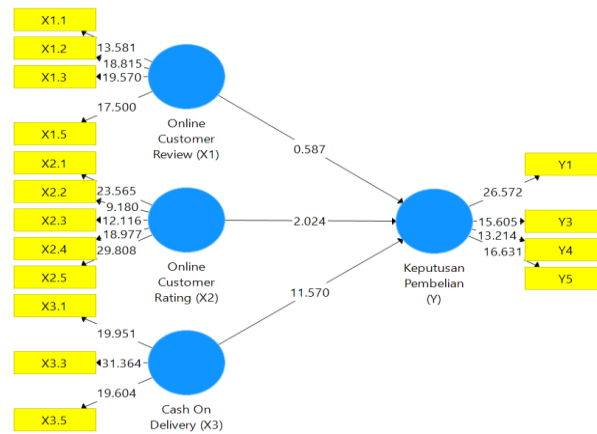


Figure 3. SEM Model of Influence Analysis Results

Source: SmartPLS, 2023

### Influence Between Research Variables

Analysis of the influence of the variables analyzed in this research is the influence of the variables Online Customer Review (X1), Online Customer Rating (X2), Cash On Delivery (X3) and purchasing decisions (Y). This analysis is also used to test research hypotheses. The magnitude of the influence of these variables is shown in the table below:

Table 3. Direct Effect of Research Variable

Direct Influence	t Count	t table	P Values	Cut of value
Online Customer Review (X1) > Buying Decision (Y)	0,587	1,661	0,557	0,05
Online Customer Rating (X2) > Buying Decision (Y)	2,024	1,661	0,004	0,05
Cash On Delivery (X3) > Buying Decision (Y)	11,570	1,661	0,000	0,05

Source: SmartPLS, 2023

### 3.1. Discussion

#### The Influence of Online Customer Reviews on Purchasing Decisions.

Based on the research results, Online Customer Reviews do not have a significant effect on purchasing decisions. This means that the higher the Online Customer Review displayed on the product to potential consumers, the less influence it will have on the consumer's level of buying interest in determining a purchase. Due to the results of the T statistical analysis, the calculated t value = 0.587 > t table = 1.661 with a P value of 0.557 or smaller than the cut off value of 0.05. This means that Online Customer Reviews do not have a positive and significant effect on purchasing decisions. So it can be stated that the first hypothesis is not accepted. This is in line with research by Makhmudah et al. (2022) that this research shows that the Online Customer Review variable does not have a significant effect on the decision to purchase Wardah cosmetics. Lestari, Lukitaningsih, and Hutami (2022) results show that the Online Customer Review variable does not have a significant effect on purchasing decisions,

where online customer reviews carried out by consumers cannot necessarily improve consumer purchasing decisions and do not guarantee a contribution to increasing product sales. Rahmawati (2021) results show that online customer reviews have no influence on online purchasing decisions at Shopee for FEB University PGRI Semarang students. Online customer reviews do not influence purchasing decisions because not all consumers think that reviews from other consumers regarding products or services can determine purchasing decisions.

### **The Influence of Online Customer Ratings on Purchasing Decisions**

Based on research results, Online Customer Rating has a positive and significant effect on purchasing decisions. The results of the T statistical analysis showed that the calculated t value =  $2.024 > t_{table} = 1.661$  with a P value of 0.004 or smaller than the cut off value of 0.05. This means that Online Customer Rating has a positive and significant effect on purchasing decisions. So it can be stated that the second hypothesis is accepted. This is in line with research (Sonie Mahendra and Primasatria Edastama 2022) Based on the research results, it was found that ratings have a significant and positive effect on purchasing decisions. These results indicate that the higher the previous rating given by consumers to casual clothing products, the more likely it will be to make purchasing decisions in the marketplace. [22] From the research results, Online Customer Rating has a significant and positive influence on Purchase Decisions in Shopee E-commerce (Study of Shopee Customers in Malang). From the results of this research, it can be interpreted that there is an influence of Online Customer Rating on purchasing decisions at Shopee E-commerce in Malang. [22] results show that online ratings have a significant influence on consumer purchasing decisions on the Shopee and Tokopedia marketplaces.

### **The Influence of Cash On Delivery on Purchasing Decisions.**

Based on research results, Cash On Delivery has a positive and significant effect on purchasing decisions. The results of the T statistical analysis showed that the calculated t value =  $11.570 > t_{table} = 1.661$  with a P value of 0.000 or smaller than the cut off value of 0.05. This means that Cash On Delivery has a positive and significant effect on purchasing decisions. So it can be stated that the third hypothesis is accepted. This is in line with research [5] that Cash On Delivery has a significant influence on purchasing decisions via TikTok shop for Equil Choir consumers. [23] that the COD (Cash On Delivery) feature shows significant and positive results on purchasing decisions at the Kalidawir Mutif Shop. [3] results show that COD services have a significant and positive effect on purchasing decisions for Shopee marketplace users in the city of Tasikmalaya.

## **4. Conclusion**

The conclusion of this research is that online customer reviews, online customer ratings, and cash on delivery have the potential to influence consumer purchasing decisions. The meaning that can be given is as follows:

Online Customer Reviews do not have a significant effect on purchasing decisions. This means that the higher the number of Online Customer Reviews displayed on a product to

potential consumers, the less influence it will have on the consumer's level of buying interest in determining a purchase. Online Customer Rating, online customer ratings have a significant influence, business people can focus on improving their products and services to get positive reviews from consumers. Fast and positive responses to consumer reviews can strengthen the positive image of the company or business person on the Shopee application. Cash On Delivery, has a significant impact, business people can consider special promotional offers or discounts for payments using this method. This can stimulate purchasing interest in consumers who might choose this payment option.

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