

Decisions at Marketplace Shopee on Islamic Business Ethic Perspective: Determination of Online Consumer Reviews and Rating

Rizky Fadjar Pakaya¹, Mardhiyah Hayati², Siska Yuli Anita^{3*}

¹Student Program Study of Islamic Economic, Universitas Islam Negeri Raden Intan Lampung, Indonesia
rizkyfpakaya@gmail.com

^{2,3} Lectures Universitas Islam Negeri Raden Intan Lampung, Indonesia
mardiyah.hayati@radenintan.ac.id
siskayulianita@radenintan.ac.id

Corresponding author (*)

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Abstract

This study aims to prove and analyze the effect of online customer reviews and online customer ratings on purchase decisions in online shopping at Shopee. This type of research is quantitative research, and the data collection method used is a questionnaire method. This study's population is the Bandar Lampung people who worked and bought products online at Shopee. Purposive sampling technique, with a total sample of 100. The distribution of questionnaires using google forms. The data analysis tool used is Multiple Linear Regression Analysis using the SPSS 26 program for Windows. The results of this study indicate that online customer reviews and online customer ratings have a significant positive effect on purchase decision.

Keywords: Online Consumer Review, Online Consumer Rating, Purchase Decision, Shopee

1. Introduction

The development of the internet has become very fast and effective communication, creating a new lifestyle phenomenon among the public towards the use of the internet and making people's knowledge more open to global knowledge. The internet, which is not limited to the use of information that can be accessed through one media, also influences the buying and selling process which is usually done offline to buying online. Changes affect consumer purchasing decisions and intentions in buying a product. Buying interest of a consumer is an important factor in the business world because a consumer's decision to buy a product is based on the interest that arises as a result of a positive stimulus that creates motivation to allow a consumer to decide to buy a product or service.

The large number of e-commerce that has sprung up in Indonesia with a fairly high number of visitors indicates that there is interest in several existing marketplaces. Several marketplace applications are intensively popping up on television screens including shopee. Shopee is one of many parties taking advantage of e-commerce business opportunities by enlivening the mobile marketplace segment through their mobile application to facilitate buying and selling transactions via mobile devices. In general, they position themselves as e-commerce applications.

With so many e-commerce popping up in Indonesia with a fairly high number of visitors, it shows an interest in online shopping. Usually, consumers first look at product reviews and store ratings where they will shop. Online consumer reviews and online consumer ratings from customers are important factors in selling products or services online. Every review and rating given, both positive and negative, can be used as a basis for consideration in making transactions. Unfortunately, the reviews and ratings given sometimes don't match reality. Many manufacturers create fake online consumer reviews and ratings so that their products always receive positive ratings.

Allah has strictly prohibited someone from telling lies, it is all written in the Al-Qur'an Al-Hajj letter (22) verse 30:

ذَٰلِكَ وَمَنْ يُعْظَمِ حُرْمَتَ اللَّهِ فَهُوَ حَذِيرٌ لَهُ عِنْدَ رَبِّهِ وَأَجَلْتُ لَكُمْ الْأَنْعَامَ إِلَّا مَا يُتْلَىٰ عَلَيْكُمْ فَاجْتَنِبُوا الرِّجْسَ مِنَ الْأَوْثَانِ وَاجْتَنِبُوا قَوْلَ الزُّورِ ۗ ٣٠

“Thus (God's command). And whoever exalts what is honorable in the sight of Allah (*hurumat*) then that is better for him in the sight of his Lord. And all livestock are lawful for you, except for those that are explained to you (its prohibition), so stay away from (worship) those unclean idols and stay away from lying words”. (Q.S Al-Hajj: 30)

This paragraph explains the prohibition to say lies where online consumer reviews are expected to be filled with facts according to the condition of the goods offered and not reduced or exaggerated.

Based on the description above, it is necessary to conduct research entitled *The Influence of Online Consumer Reviews and Online Consumer Ratings as Considerations in Transactions on Purchase Decisions Online Marketplace Shopee in the Perspective of Islamic Economics*.

1.1 Formulation of The Problem

- a. Do online consumer reviews as a consideration in transactions affect purchasing decisions?
- b. Do online consumer ratings as a consideration in transactions affect purchasing decisions?
- c. Do online consumer reviews and online consumer ratings as considerations in transactions for purchasing decisions?
- d. What is the Islamic economic perspective on online consumer reviews and online consumer ratings as considerations in transactions and purchasing decisions?

1.2 Research Purposes

- a. To analyze and determine the influence of online consumer reviews as a consideration in transactions on consumer purchasing decisions.
- b. To analyze and determine the influence of online consumer ratings as a consideration in transactions on consumer purchasing decisions
- c. To analyze and determine the influence of online consumer reviews and online consumer ratings as considerations in transactions on consumer purchasing decisions.
- d. To find out the Islamic economic perspective on online consumer reviews and online consumer ratings as considerations in transacting consumer buying decisions.

2. Literature Review

2.1 Online Consumer Review

Review is part of Electronic Word of Mouth (eWOM), which is a direct opinion from someone and not an advertisement. Review is one of several factors that determine a person's purchasing decision, indicating that people can take the number of reviews as an indicator of the popularity of a product or the value of a product that will affect the willingness to buy a product. However, it is not certain that more reviews and ratings mean that the product will be purchased by customers. Reviews can be interpreted as a feature contained in the Marketplace application to describe the advantages and disadvantages of a product (Lackermair, Kailer, & Kanmaz, 2013).

2.2 Online Consumer Rating

Rating is part of the review but the opinion given by consumers is in the form of a specified scale, usually, the rating set by online stores is in the form of stars where more stars indicate a better value (Lackermair et al., 2013).

2.3 Purchase Decision

According to Buchari Alma, a purchasing decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, and process. To shape the attitude of consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased (Alma, 2018).

3. Research Methods

3.1 Research Approach

The approach used in this research is quantitative. Quantitative research is research that contains numbers that will then be analyzed. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples.

3.2 Study Population

The population is the total number consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn.ⁱ The population in this study are people who live in Bandar Lampung city and who have worked according to the 2014 ISCO (Indonesian Standard Classification of Occupations). The results of the data obtained from the CSA (Central Statistical Agency) for the city of Bandar Lampung are 510,511 residents who work.

3.3 Sample

The sample is part of the number and characteristics possessed by the population which serves to describe the actual state of the population or represent it.ⁱⁱ Using the Slovin method the number of samples is 100 people who have professions in the city of Bandar Lampung.

3.4 Data Collection Technique

a. Questionnaire

A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires can be in the form of closed or open questions or statements (Sugiyono, 2010). The survey was conducted indirectly by distributing questionnaires in the form of a google form to respondents, namely people working in the city of Bandar Lampung with a series of questions related to the influence of online consumer reviews and online consumer ratings on purchasing decisions.

b. Documentation

Documentation is a method of finding data about variables in the form of notes, transcripts, books, newspapers, magazines, practice notes, minutes, agendas, and so on.ⁱⁱⁱ

4. Data Analysis Result

4.1 Multiple Linear Regression Analysis

The solution to solving this research problem was carried out with multiple regression analysis with the help of SPSS 26 which begins with the classical assumption test. The results of the classical assumption test show that the data obtained meet the assumptions of normality, multicollinearity, and heteroscedasticity so that it can be continued with Multiple Linear Regression analysis.

Table 1 Results of Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.055	2.953		3.405	.001
	Online Consumer Review	.220	.089	.274	2.457	.016
	Online Consumer Rating	.537	.157	.380	3.411	.001

Based on the table above by paying attention to the numbers in the Unstandardized Coefficients Beta, the multiple linear regression equation can be compiled as follows:

$$Y = a + b1X1 + b2X2$$

$$Y = 10,055 + 0,220X1 + 0,537X2$$

This equation has the following meaning:

- a. A constant value of 10,055 means that if the online consumer review and rating scores are considered zero or fixed, the given purchasing decision variable will increase by 10%.

- b. The regression coefficient on the online consumer review variable (X1) is 0.220, meaning that if the online consumer review variable (X1) has increased by 1%, then the purchase decision variable (Y) has increased by 0.22%.
- c. The regression coefficient on the online consumer rating variable (X2) is 0.537, meaning that if the online consumer rating variable increases by 1%, then the purchasing decision variable (Y) increases by 0.54%.

4.2 t-Test

Table 2 Result of the t-test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.055	2.953		3.405	.001
	Online Consumer Review	.220	.089	.274	2.457	.016
	Online Consumer Rating	.537	.157	.380	3.411	.001

- a. Hypothesis X1 proposed in this study is as follows:

Ho1 : Online consumer reviews have no positive or significant effect on purchasing decisions

Ha1 : Online consumer reviews have a positive and significant effect on purchasing decisions

The partial test results (t-test) on the online consumer review variable (X1) produce a significance value of 0.016 which is smaller than the alpha error rate of 0.05 (0.016 < 0.05), and a t-count value of 2.457 is obtained with a t-table of 1.661 which means t-count > t-table, so Ho1 is rejected and Ha1 is accepted. This means that the online consumer review variable has a positive and significant effect on purchasing decisions for people working in the city of Bandar Lampung.

- b. Hypothesis X2 proposed in this study is as follows:

Ho2 : Online consumer ratings have no positive or significant effect on purchasing decisions

Ha2 : Online consumer ratings have a positive and significant effect on purchasing decisions

The partial test results (t-test) on the online consumer rating variable (X2) produce a significance value of 0.001 which is smaller than the alpha error rate of 0.05 (0.001 < 0.05), and a t-count value of 3.411 is obtained with a t-table of 1.661 which means t-count > t-table, so Ho2 is rejected and Ha2 is accepted. This means that the online consumer rating variable has a positive and significant effect on purchasing decisions for people working in the city of Bandar Lampung.

4.3 f-Test

Table 3 Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	874.838	2	437.419	25.741	.000 ^b
	Residual	1648.322	97	16.993		
	Total	2523.160	99			

The hypothesis proposed in this study is as follows:

- Ho3 : Online consumer reviews and online consumer ratings have no positive or significant effect on purchasing decisions
- Ha3 : Online consumer reviews online consumer ratings have a positive and significant effect on purchasing decisions

Based on the table above, it is known that the results of the simultaneous significant test (Test F) show a sig value of 0.000 which is smaller than the alpha error rate of 0.05 ($0.000 < 0.05$) and the f-count value $>$ f-table is $25.741 > 3.090$, so thus Ho3 is rejected and Ha3 is accepted. This means that there is a simultaneous influence between online consumer reviews and online consumer ratings on purchasing decisions in people working in the city of Bandar Lampung.

4.4 Determination Coefficient Test

Table 4 Hasil Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.589 ^a	.347	.333	4.12226

Based on the results of the determination test shown in the table above, seen from the nature of the correlation (R) of 0.589 or 58.9%, this means that the relationship between the independent variable and the dependent variable is strong. Whereas the R square value indicates that 0.347 or 34.7% means that the independent variables (online consumer reviews and online consumer ratings) can affect the dependent variable (purchasing decision) by 34.7% while the remaining 65.3% is influenced by other variables that are not examined in this study. The results of the coefficient test above mean that there are still other variables that influence purchasing decisions such as Promotion and Advertising variables. For this reason, further research development is needed.

e. Discussion Of Hypotheses

e.1 Online Consumer Reviews as a Consideration in Transactions Affects Purchasing Decisions

The hypothesis that online consumer reviews have a positive and significant effect on purchasing decisions is **proven**. The results of this study explain that online consumer reviews have a positive effect on purchasing decisions. Based on the observations that researchers have made, before potential consumers buy products at Shopee, potential consumers will first look at reviews from previous consumers to gather information about a product that they will buy. In addition, when potential consumers see many positive reviews of an item, it makes consumers more trusting and interested in buying the product.

The results of this study are in line with research conducted by Asri Nugrahani Ardianti and Widiartanto which states that online consumer reviews have a positive and significant effect on a person's purchasing decisions. In addition, research conducted by Nabilah Sukma Danty, Jushermi, and Aida Nursanti also stated in their research that online consumer reviews have a positive and significant effect on purchasing decisions. This is because reviews are useful for the need to fulfill information about the products or services offered.

e.2 Online Consumer Ratings as a Consideration in Transactions Affects Purchasing Decisions

The hypothesis that online consumer ratings have a positive and significant effect on purchasing decisions is **proven**. The results of this study explain that online consumer ratings have a positive effect on purchasing decisions. From observations made by researchers, it can be seen that respondents' answers to the online consumer rating variable statement were very positive. This is known from the high number of respondents' answers to the statement item "My trust in the shop at Shopee is getting stronger with the store rating feature". This is because consumers will certainly feel confident in a shop at Shopee with a high and good rating. Where there are more or higher ratings, it will affect consumer confidence to shop at the store.

The results of this study are in line with research conducted by Pratiwi Arbaini, ZakariahWahab, and Marlinah Widiyanti which states that online consumer ratings have a positive and significant effect on a person's purchasing decisions. Apart from that, research conducted by Fitriani Latief, and Nirwana Ayustira also stated in her research that online consumer ratings have a positive and significant effect on purchasing decisions.

e.3 Online Consumer Review and Online Consumer Ratings as a Consideration in Transactions Affects Purchasing Decisions

The hypothesis that online consumer reviews and online consumer ratings have a positive and significant effect on purchasing decisions is **proven**. Furthermore, based on testing the independent variables with the dependent variable, the Adjusted R Square results obtained were 0.347 or 34.7%. This means that 34.7% of the variation in the independent variables contributes to the dependent variable, and the remaining 65.3% is influenced by other variables not explained in this research model, such as advertising, promotion, and brand image variables. This means that online consumer reviews and online consumer rating variables if tested together or simultaneously have a positive and significant effect on purchasing decisions.

The results of this study are in line with research conducted by Tumpal Janji Raja Sitinjak, and Vivi Silvia which states that online consumer reviews and online consumer ratings have a positive and significant effect on a person's purchasing decisions. In addition to the research conducted by Novitasari, Asep Maulana stated in his research that online consumer reviews and online consumer ratings have a positive and significant effect on a person's purchasing decisions. This is because consumers usually see information on the goods they want to buy first, both from the store that sells them and the quality of the goods they sell.

e.4 The Islamic Economic Perspective on Online Consumer Reviews and Online Consumer Ratings as Considerations in Transacting Consumer Buying Decisions.

Reviews given by consumers are expected to be filled with honest reviews and the condition of the goods without anything being reduced or exaggerated because the reviews given will be taken into consideration by consumers in the future to help decide whether they will buy the product or not.

Ratings given by consumers should also be a trusted source because buyers will see the store where the item is sold. If the store has a high rating, it will increase consumer interest in buying products at that store. And also these figures are expected to maintain the trust that has been given by consumers by providing the best quality according to the store's rating.

5. Conclusions

Based on the discussion and analysis, several conclusions can be drawn as follows:

- a. Online consumer reviews are factors that influence purchasing decisions. Based on the results of the t-test analysis, states that online consumer reviews have a positive and significant impact on purchasing decisions. Online consumer review is an important factor in helping consumers to decide on their purchase. Online consumer reviews can influence purchasing decisions, especially if the reviews given to the product consist of many positive comments about the item.
- b. Online consumer rating is a factor that influences purchasing decisions. Based on the results of the t-test analysis, states that online consumer ratings have a positive and significant effect on purchasing decisions. Online consumer rating is an important factor in helping consumers to decide on their purchase. Online consumer ratings can affect purchasing decisions if the rating on the store or product has a high rating (star).
- c. Online consumer reviews and online consumer ratings influence purchasing decisions. Based on the results of the F-test analysis, online consumer reviews and online consumer ratings have a positive and significant impact on purchasing decisions. Online consumer reviews and online consumer ratings are several factors that can influence a person's intention and decision to buy a product.
- d. Islamic economics prioritizes honesty in transactions, online consumer reviews and online consumer ratings should be filled in honestly and can also be trusted because reviews and ratings are usually used by potential consumers as their consideration in determining purchasing decisions.

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ⁱ (Sugiyono, 2014)80

ⁱⁱ (Sugiyono, 2014)120

ⁱⁱⁱ (Arikunto, 2013)148