Management Of Track Records Data An Impact On Buying Decision By Customers Online Stores

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Abstract— This study aimed to analyze the effect of online customer review/rating and online vlogger review on purchasing decisions in online shop applications. This type of research is quantitative research. The data used in this study are primary data obtained from questionnaires using google from which were distributed to students of the Islamic economics and business faculty of (FEBI) IAIN Langsa who have shopped at the online shop application and know how to use the online shop application. The sampling technique used in this research is the purposive sampling method, the number of samples that the authors use 94 samples. This study concluded that the online customer review rating tested jointly did not have a positive effect but significantly influenced purchasing decisions on the online shop application with several 2,419 < 2,630, vlogger reviews had a positive and significant influence on buyer decisions with the number 3,620 > 2,630. Simultaneously, online customer reviews and vlogger reviews positively influence purchasing decisions on online shop applications with numbers 36,314 > 4.84.

Keywords : Online Customer Review/Rating, Online Vloger Review, Buying Decision.

1. INTRODUCTION

In line with the development of increasingly sophisticated technology based on the internet, it has become an effective tool in conducting buying and selling transactions, product promotions, etc. Various kinds of ideas, creativity, and innovation have become prevalent activities. Technology in this modern era can change consumer behavior in shopping, where previously purchases were only through offline shops, namely meeting directly with sellers and seeing the items they wanted to buy. However, now purchases are made through online shops, where customers can make buying and selling transactions anywhere at any time, even without meeting directly with the seller of the product. The difference between an offline shop and an online shop is the ability where the buyer can assess an item so that it creates a desire to buy goods and makes it easier for buyers to find information about the item through directions given by the seller through reviews, blogs or other information, one of which starts from the specifications, the advantages, disadvantages, and prices of the product.

E-commerce sells goods on the website, and the seller is the owner of the website. He does not permit other sellers to sell goods on the website. Besides that, there is no bargaining process because the price set is the right price. Examples include zalora.com and berrybenka.com. In comparison, the marketplace is an online site or application that functions by buying and selling from different stores. Examples of marketplaces are

shopee.co.id, lazada and tokopedia.co.id [1]. In a report submitted by iPrice recently, Shopee found a way to attract the most customers from month to month, which is more than 93 million. Individual. In the price authority report reported by Bisnis.com, the stage which operates in the Southeast Asia region also occupies the first position in the play store and AppStore. Meanwhile, through online media, Shopee was visited by 477.3 thousand followers on Twitter, 6.4 million on Instagram, and 19,587 million followers on Facebook.
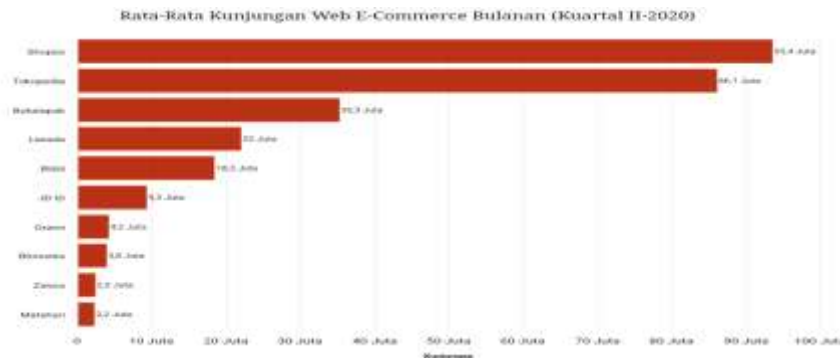

Figure 1: Normal Month to Month Online Business Web Visits (Quarter II-2020)

Shopee application dominates the internet business market depending on the number of monthly average visits in the second quarter of 2020. Regular month-to-month visits are 93.4 million. Moreover, Shopee occupies the first position in the AppStore and Playstore. The next most popular web visitors are Tokopedia, with 86.1 million average visits every month, Buka lapak 35.4 million, and Lazada 22 million.

The existence of online customer reviews makes prospective buyers happy, where online reviews and ratings serve as information on an item to be purchased. The information for online customer reviews is a review or comment from a customer who has already purchased a product at the online store. Online reviews contain the goodness or quality of the product, the speed of delivery, the response from the seller, and others. So that it attracts readers to buy the product [2]. The online customer rating is also one of the main tools that every visitor to an online shop pays attention to, where this customer rating gives a star symbol in expressing opinions on product quality and the beauty of the online store that he visits, from every item or product that has been purchased and received by the customer. The online shop asks buyers to give stars to the product.

While vlogger reviews make vlogs and content and upload them on social media, these vloggers review goods that must be by the actual reality not to harm potential buyers. This provides information to the audience about the products shown through the review vlog. Viewers become more confident in the products they buy without having to drown in ignorance of the products they want to buy [3].

2. THEORETICAL STUDY

a. Marketing Manajemen

Understanding Marketing Management is getting, retaining, and growing customers through creating, delivering, and communicating superior customer value [4].

b. *E-Commerce*

Online business is electronic commerce, merchandise sales, or administration with electronic systems via the web [5]. Web-based business is essential for e-business, where the scope of e-business is broader, trade and combines cooperation with colleagues, client care, job opportunities, and others.

c. Types of *E-Commerce*

In E-commerce theory, there are 7 (seven) kinds of web-based businesses, namely business to business (B2B), business to shopper (B2C), customer to buyer (C2C), the buyer to business (C2B), business to organization (B2A), shoppers to organizations (C2A), online to offline (O2O).

1) Business to business (B2B)

B2B is a kind of exchange that incorporates all the electronic exchange of merchandise or administration that is carried out between companies. Usually people who use this type are traditional makers and dealers. An illustration of B2B internet business in Indonesia is bizzy.com.

2) Business to buyer (B2C)

B2C is a kind of business conducted between money managers and customers as it is between organizations or companies that sell and offer their goods to buyers as usual. Makers cooperate by selling and promoting their goods to buyers without criticism from buyers to cooperate back to makers (not buying). This implies that the organization is simply a client or a buyer. This type of web-based business is overgrowing due to the help for site development and the number of virtual shops and even web shopping centers selling various local necessities. Several organizations in Indonesia that run this web-based business are bninneka.com, berrybenka.com, and tiket.com.

3) Buyer to buyer (C2C)

C2C is a web-based business that combines all the electronic exchange of labor and products between customers. These exchanges are generally carried out by third parties who provide online platforms or known as marketplaces. Examples of the use of C2C on websites in Indonesia are Bukalapak.com, shopee.com, lazada.com, tokopedia.com, and blanja.com.

4) Buyer to business (C2B)

C2B is an action plan where people can offer different items/administration to a specific organization to buy/pay for products or administration. This idea is something of the opposite of B2C. This internet business is a commercial hub that sells photo components, images, media, and plans for free. Examples of organizations that do C2B are istockphto.com, priceline.com, and mybloggerthemes.com.

5) Business to administration (B2A)

B2A is a kind of internet business that combines all online led exchanges between organizations and public organizations. This kind of web-based business has grown recently with speculations carried out through e-government or government organizations. An illustration of a policy management site running B2A is tax.go.id.

6) Buyer to administration (C2A)

Type C2A incorporates all electronic exchanges conducted between people and public organizations. Examples of areas that do internet business like this are:

    a) Practice data dissemination, distance learning measurement, and so on.
    b) Jamsostek-data distribution, installments, and others.
    c) Recording of fees, installments of fees.
    d) Health settings, disease data, delivery of health administration.

7) Online to offline (O2O)

O2O is an internet business that attracts clients from online channels to actual stores. While web-based businesses can replace many conventional retail practices, real shopping has a component that is impossible to do with care. For example, a shopper orders a staple food online at a website claimed by a dealer and then gets the item in person at a nearby store owned by the company. Organizations that run this kind of business are Transmart (carrefour.co.id) and Mataharimall.com.

d. Online Customer Review/Rating

Review is one of several factors that determine an individual's purchase choice, indicating that individuals can accept the number of surveys as an indicator of the existence of an item or the value of an item that will affect the ability to purchase an item [6]. The online customer rating is part of a review that uses the star image type to express the client's perspective after completing a purchase. Ratings can be interpreted as evaluating the client's propensity for items on their experience, alluding to their mental state and enthusiasm for a living when communicating with virtual items in the media. There are several online customer review (rating) indicators as follows:

1) Trust in the information provided.
2) The truth of the information provided.
3) Score or rating according to the quality of the goods.
4) How many items are reviewed.
5) Recommendation of goods [7].

e. Vlogger Review

Review vloggers are individuals who influence an object by sharing their reviews in the form of a video. Vlogger review is included in the OCR concept, which is a medium for consumers to see reviews from other consumers on a product, company service, and the state of a company [8]. Five online Vogler review indicators (celebrity endorsers) are described as TEARS (trustworthiness, expertise, attractiveness, respect, similarity) consisting of:

1) Trustworthy (Truthworthiness).
2) Expertise.
3) Physical attractiveness (attractiveness).
4) Quality is appreciated (respec).
5) Similarity with the intended audience (similarity)

d. Buying Decision

The buying or purchase decision is a choice of two choices, meaning that the conditions for a person to make a decision must be several choices. The purchase decision is buying behavior in using or consuming a product [9]. There are several processes in buyer decision making, in particular [10].

1) Recognition of Needs
2) Information Search
3) Evaluation of Alternatives
4) Buyuing or Purchase Decision
5) Post Purchase Behavior

Online purchasing decisions are influenced :

1) Efficiency for search (fast time, easy to use, and easy search effort).
2) Value (competitive price and good quality).
3) Interaction (information, security, load time and navigation).

3. RESEARCH METHODS

The approach taken in this research is quantitative. The quantitative approach in this study is in numbers and analysis of the SPSS [11]. Quantitative research collects, processes, and presents data based on the number of respondents studied to test a hypothesis with predetermined general provisions [12]. This research was conducted at the Faculty of Economics and Business, IAIN Langsa. The time of this research was carried out in 2021 until the completion.

The population is a universe. The universe can be in the form of people, objects, symptoms, or areas that researchers want to know to study and then draw conclusions [13]. The population in this study were FEBI IAIN Langsa students who had purchased products online on a marketplace or online shop application and knew how to use an online shop application. The number of active IAIN Langsa FEBI students is 1,618 students. In this study, the researcher used the purposive sampling method to determine the sample, which was carried out with considerations based on the specified characteristics. The researchers took samples from even semester FEBI students who had shopped at online shop applications such as Shopee, Tokopedia, Lazada, Akulaku, and JD.ID,

The data collection technique in this research was done by giving a questionnaire. This study was distributed via google using the Linkert scale measurement. With answers strongly, undecided, disagree, and strongly disagree. Data reduction, data presentation, and conclusion drawing are the data analysis technique used.

4. RESEARCH RESULT

a. Description of Research Data

Respondents in this study were students of the faculty of economics and Islamic business IAIN Langsa. They knew how to use the online shop application and had made online purchases on the online shop application. The number of samples used was 94 samples. The characteristics of the respondents that the authors get include gender, age of respondents, study program, semester, whether shopping at online store applications, and applications used when shopping online.

Table 1. Results of Characteristics of Respondents by Gender

Gender	Respondents	Persentage
Male	16	17 %
Female	78	83 %
Total	94	100 %

The tables it shows that female respondents dominated in this study, amounting to 78 people (83%), while male respondents were only 16 people (17%).

Table 2 Results of Respondents' Characteristics Based on Ever Shopping Online Have ever shopped online

		Frequency	Percent
Valid	yes	94	100.0

Based on the processed data from SPSS, it shows that 94 respondents (100%) in this study have made online purchases on the online shop application.

Table 3. Results of Characteristics of Respondents Based on What Applications Are Used For Online Shopping The Applications Used.

	OL Shop	Frequency	Percent
Valid	Shopee	70	74.5%
	Tokopedia	14	14.9%
	Lazada	10	10.6%
	Total	94	100.0%

Based on the table above, it is explained that the 94 respondents in this study made online purchases using the Shopee application, 70 people (74.5%), using Tokopedia as 14 people (14.9%), Lazada as many as ten people (10.6%).) while the Akulaku and Jd.Id applications have no respondents using them.

b. Validity test

The validity test is carried out with the help of a statistical product and service solution computer program or better known as SPPS. Version 16.0 for windows aims to determine that each question item or statement submitted to the respondent has been declared valid or invalid. The technique used in this study is a correlation technique, namely by comparing the results of the correlation coefficient count with the table. If the correlation coefficient rcount > rtable, then the points of this study are declared valid. Using n = 94, we get rtable = 0.263 and compare the calculated probability with the determined probability of 0.01.

Table 4. Validity test results

No. Item	r Account	r Table	Probability	Description
Online Customer Review/Rating (X_1)				
X1.1	0,723	0.263	0,000<0,01	Valid
X1.2	0,695	0.263	0,000<0,01	Valid
X1.3	0,727	0.263	0,000<0,01	Valid
X1.4	0,668	0.263	0,000<0,01	Valid
X1.5	0,690	0.263	0,000<0,01	Valid
X1.6	0,665	0.263	0,000<0,01	Valid
X1.7	0,609	0.263	0,000<0,01	Valid
X1.8	0,577	0.263	0,000<0,01	Valid
X1.9	0,615	0.263	0,000<0,01	Valid
X1.10	0,614	0.263	0,000<0,01	Valid
Online Vloger Review (X_2)				
X2.1	0,610	0.263	0,000<0,01	Valid
X2.2	0,773	0.263	0,000<0,01	Valid
X2.3	0,660	0.263	0,000<0,01	Valid
X2.4	0,678	0.263	0,000<0,01	Valid
X2.5	0,710	0.263	0,000<0,01	Valid
X2.6	0,641	0.263	0,000<0,01	Valid
X2.7	0,647	0.263	0,000<0,01	Valid
X2.8	0,555	0.263	0,000<0,01	Valid
X2.9	0.633	0.263	0,000<0,01	Valid
X2.10	0.622	0.263	0,000<0,01	Valid
Buying Decision (Y)				
Y1	0,653	0.263	0,000<0,01	Valid
Y2	0,624	0.263	0,000<0,01	Valid
Y3	0,721	0.263	0,000<0,01	Valid
Y4	0,725	0.263	0,000<0,01	Valid
Y5	0,740	0.263	0,000<0,01	Valid
Y6	0,775	0.263	0,000<0,01	Valid
Y7	0,653	0.263	0,000<0,01	Valid
Y8	0,599	0.263	0,000<0,01	Valid

a. Impact of Customer Reviews/Ratings on Purchase Decisions on Online Shop Applications

An excellent online customer review/rating on an online store can make the store of choice in making purchases because every buyer is looking for the right store to review honestly. The results showed that the online customer review rating had a negative but partially significant effect on purchasing decisions in the online shop application. The results of the t-test evidence this obtained t-count 2,419 < t table value 2,630 with a significant value of 0.018 based on the provisions, the value of sig < 0.05 (0.018 < 0.05) then there is a significant contribution X1 to buying decisions on the online shop application. A negative but significant effect indicates that the online customer review/rating variable significantly influences purchasing decisions.

Table 5. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.876	3.217		1.826	.071
	ONLINE CUSTOMER REVIEW/RATING	.271	.112	.285	2.419	.018
	ONLINE VLOGER REVIEW	.398	.110	.426	3.620	.000

a. Dependent Variable: Buying Decision

b. Impact of Vlogger Review on Purchase Decisions on Online Shop Applications

Vlogger review is a variable that influences further for someone in making online purchases because, with vlogger reviews, buyers can see the details on the product, making it easier to make purchasing decisions. The results showed that the vlogger review had a positive and significant effect on purchasing decisions on the online shop application. This is evidenced by the results of statistical tests obtained t-count (3.620) > ttable (2.630). With a significant value of 0.000 based on the provisions, if the value is 0.000 <0.05, then there is a significant X2 contribution indicating that the vlogger review influences purchasing decisions on the online shop application. So the better the vlogger review owned by the online shop application, it will affect the users of the online shop application.

c. The Impact of Online Customer Review Ratings and Vloger Reviews on Purchase Decisions in Online Shop Applications

The results showed a positive and significant influence on online customer review rating and vlogger review together (simultaneously) on purchasing decisions on online shop applications. This is indicated by the results of the F test, which obtained the fcount 36.314 > ftable 4.84 and a significant level of F 0.000 < 0.005. The coefficient of determination test results shows that the value of r square is 0.444, which means that 44.4% of the variation in purchasing decisions at online shops is determined by two influential variables, namely the influence of online customer review ratings and vlogger reviews. In contrast, other variables not included in the equation explain the rest (100 - 44.4 = 55%). This means that the increase in online customer reviews (ratings) and online vlogger reviews will increase purchasing decisions in online shop applications.

Table 6. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	614.273	2	307.136	36.314	.000[a]
	Residual	769.653	91	8.458		
	Total	1383.926	93			

a. Predictors: (Constant), Online Vloger Review, Online Customer Review/Rating

b. Dependent Variable: Buying Decision

5. CONCLUSION

a. Online customer review rating (X1) influences purchasing decisions at online shops (Y). The online customer review rating variable (X1) significantly affects purchasing decisions at the online shop (Y). This can be seen from the column sig X1 of 0.018 < from 0.05. Nanum for a total t-table of 2,63094. The t-count value for the X1 variable is 2,419 for the t-table value of 2,630. Then it is known that the value of tcount (2.419) < ttable (2.630). So the hypothesis for Ha is rejected, and H0 is accepted. It means that each has no effect in a partial or test, while it has a significant positive effect on purchasing decisions at the online shop.

b. The effect of vlogger review (X2) on purchasing decisions at online shops (Y). the tcount value for the online vlogger review variable (X2) is 3.620, while the t-table value is 2.630. Then it is known that tcount (3.620) > ttable (2.630). And for a significant value of 0.000 <0.05. So that the hypothesis which reads that there is a significant influence between vlogger reviews on purchasing decisions at online shops is accepted (Ha is accepted, H0 is rejected), meaning that there is a partial and significant influence between vlogger reviews on purchasing decisions at online shops.

c. The influence of online customer review rating and online review on purchasing decisions tested together has a positive and significant effect on the variable (Y). With the results of the simultaneous test, the f-count value obtained is 36,314 while the f-table value f(k;n=k) f =(2;94-2), f-table =(2;92) = 4.84 so that fcount > f-table or 36.314 > 4, 84 and a significant level of 0.000 < 0.005, then h0 is rejected and h3 is accepted.

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