

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND E-SERVICE QUALITY ON BUYING DECISIONS IN ELECTRONIC COMMERCE

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Abstract

Tokopedia online store has seen a drop in visitors; the drop in online shop visitors at Tokopedia can be interpreted as consumer purchasing decisions at Tokopedia remaining unappealing to the general public, so the Tokopedia online store redoubles its efforts to prevent customers from switching to other online store websites. Requirements for elements that impact purchasing decisions at the Tokopedia online store, such as online customer reviews and the influence of e-services. The purpose of the review is to decide and assess the impact. 1. Determine the impact of an online client survey on purchasing decisions. 2. To determine the impact of e-services on purchasing decisions. 3. To determine the simultaneous impact of online customer reviews and e-service quality on purchasing decisions. Exploration utilizing quantitative methodologies. As many as 278 people participated in the exploratory test. SPSS is used to manage the testing. Given the effect of reviews that online customer reviews influence purchase choices at the Tokopedia online store, e-service quality influences purchase choices at the Tokopedia online store, the concurrent impact of online customer reviews and e-service quality on purchasing decisions at the Tokopedia online store. Tokopedia is an online shopping mall.

Keywords: *Online Customer Reviews, E-Service Quality and Purchasing Decisions.*

Abstrak

Toko online Tokopedia mengalami penurunan pengunjung; Turunnya pengunjung toko online di Tokopedia dapat diartikan keputusan pembelian konsumen di Tokopedia masih belum menarik bagi masyarakat umum, sehingga toko online Tokopedia menggandakan usahanya untuk mencegah pelanggan beralih ke website toko online lainnya. Persyaratan elemen yang memengaruhi keputusan pembelian di toko online Tokopedia, seperti ulasan pelanggan online dan pengaruh layanan elektronik. Tujuan dari tinjauan adalah untuk memutuskan dan menilai

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dampak. 1. Tentukan dampak survei klien online terhadap keputusan pembelian. 2. Untuk mengetahui dampak e-services terhadap keputusan pembelian. 3. Untuk menentukan dampak simultan tinjauan pelanggan online dan kualitas layanan elektronik terhadap keputusan pembelian. Eksplorasi menggunakan metodologi kuantitatif. Sebanyak 278 orang mengikuti tes eksplorasi. SPSS digunakan untuk mengelola pengujian. Mengingat pengaruh ulasan bahwa ulasan pelanggan online memengaruhi pilihan pembelian di toko online Tokopedia, kualitas layanan elektronik memengaruhi pilihan pembelian di toko online Tokopedia, dampak bersamaan ulasan pelanggan online dan kualitas layanan elektronik terhadap keputusan pembelian di Tokopedia online toko. Tokopedia adalah pusat perbelanjaan online.

Kata kunci: Ulasan Pelanggan Online, Kualitas E-Service dan Keputusan Pembelian.

1. INTRODUCTION

The development of the internet in the world and especially in Indonesia, is very influential in various aspects of life, one of which is the business world in Indonesia. The business world on the internet can also make it easier for people to fulfill their daily needs such as shopping online at online stores or e-commerce Julianti & Yulfita, (2019), along with the development of e-commerce there has been a change in people's behavior starting from the beginning shopping directly at supermarkets, basic food shops and malls. Since the emergence of e-commerce, people have begun to switch to shopping using the online system, the convenience of the public in accessing the internet, this can lead to competition between e-commerce which is sure to compete in providing convenience in shopping so that purchasing decisions arise. Sinurat & Ali, (2020). Therefore, Tokopedia is one of the e-commerce companies that has emerged in Indonesia. Tokopedia was founded in 2012 and has been developing until now, the growth of e-commerce is increasing Latief & Ayustira, (2020), because the response from the public to shop at e-commerce the response was very good. Tokopedia e-commerce always enters the top 5 most popular e-commerce in Indonesia and apart from Tokopedia e-commerce there are various other types of e-commerce, as follows:

Table 1 Web Data for Online Store Visitors in Indonesia 2020–2022

Online Store Name	2020	2021	2022
Shopee	172,814,200	274,527,500	390,826,700
Tokopedia	521,231,700	320,333,500	355,556,000
Bukalapak	381,541,231	266,222,500	142,913,700
Tokopedia	215,481,300	147,141,600	105,357,100
Blibli	138,255,600	123,200,200	50,170,100

Source: Data at Sports Researcher 2023, <https://iprice.co.id/insights/mapofecommerce/>
Table 1. Data on e-commerce web visitors in Indonesia for 2020-2022 are in first place, occupied by e-commerce Shopee, followed by Tokopedia, Bukalapak and lastly occupied by Tokopedia. Tokopedia e-commerce visitor data starting from 2020-2022 has experienced a significant decline where in 2020 Tokopedia visitor data is 521,231,700, in 2021 there are 320,333,500 and in 2022 it has decreased by 355,556,000. The decline in e-commerce visitors at Tokopedia can be said that consumer purchasing decisions at Tokopedia are still not attractive to the public, so it is necessary to pay attention to Tokopedia e-commerce to minimize

consumers switching to other e-commerce websites. Tokopedia E-commerce apart from selling on the website,

Table 2 Ranking Data for Appstore and Playstore Online Stores in Indonesia 2022 Quarter 4

Online store	App store ratings	Play store ranking
Shopee	1	1
Tokopedia	2	4
Bukalapak	7	7
Tokopedia	3	3

Source: Data in 2023 Researcher Sports,

In table 2, the appstore and playstore ranking data for online stores in Indonesia, quarter 4, Tokopedia occupies the 3rd position in the appstore and playstore. Shopee took the first position, so that Tokopedia was unable to compete with the online store, Shopee. The decline in visitors to the Tokopedia e-commerce website and Tokopedia's e-commerce loss in the appote and playstore rankings, before making a purchase decision for a product, consumers usually look for information in various ways, one of which is through previous customer reviews regarding product reviews they have purchased starting from specifications, the advantages and disadvantages of the productLatief & Ayustira, (2020). Factors that influence purchasing decisions are online customer reviews where according to Elwalda et al (2016) inLatief & Ayustira (2020)Online Customer Reviewsor commonly abbreviated OCR is a facility that provides access for consumers freely, making it easy to write comments and consumer responses online about products and services. when consumers after evaluating and feel the need to buy the product, then consumers will decide to make a purchase. Consumer purchasing decisions depend on the good and bad comments of a review on the online store, therefore online customer reviews are indicated to influence consumer purchasing decisions at the Tokopedia online store.

FORMULATION OF THE PROBLEM

Based on the background that has been described, several research problems can be formulated as follows:

1. How much influence do online customer reviews have on purchasing decisions at the Tokopedia online store?
2. How much influence does e-service quality have on purchasing decisions at the Tokopedia online store?
3. How big is the simultaneous influence of online customer reviews and e-service quality on purchasing decisions at the Tokopedia online store?

PROBLEM OBJECTIVE

Based on the formulation of the problem that has been described, the purpose of this study is to know, analyze and explain:

1. To find out the influence of online customer reviews on purchasing decisions at the Tokopedia online store.

2. To determine the effect of e-service quality on purchasing decisions at the Tokopedia online store.
3. To find out how much simultaneous influence there is between online customer reviews and e-service quality on purchasing decisions at the Tokopedia online store.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Online Customer Reviews

In the features of the online shopping application, there is one interesting feature for consumers in determining the purchasing process, namely online customer reviews. Consumers generally tend to look at features that see reviews as a reference in determining purchasing decisions. Online customer review is a form of electronic word of mouth (WOM) which refers to user-generated content posted on online sites or third-party websites (Mudambi & Schuff in Kamila, KT, Suharyono, & Perwangsa Nuralam, 2019). Mo et al., (2015: 420) explains that customer review is an audit given from customers in relation to items or administrations that have been purchased in connection with different angles providing additional data that helps different buyers by tracking data about items by providing an outline the nature of the items through the survey gave.. According to Elwalda et al (2016) in Latief & Ayustira (2020) *Online Customer Reviews* or commonly abbreviated OCR is a facility that provides access for consumers freely, making it easy to write online consumer comments and responses about products. This Online Customer Review can influence the purchase decision of visitors.

2.2. E-Service Quality

In online shopping the problem is when buying a product where the consumer cannot feel the item to be purchased physically, it is different when shopping directly at a market or mall so that the problem of trust or trust in a product arises, consumers can only judge a product as good whether or not the product images are posted, and reviews from other consumers or trust in application service quality (E-Service Quality). According to Wu (2014) in Magdalena & Jaolis (2018) E-Service Quality is a service provided on the internet network as an extension of the ability of a site to facilitate shopping, purchasing and distribution activities more effectively and efficiently.

2.3. Buying decision

According to Kotler & Armstrong (2016:177) Purchasing decisions are important to buyer behavior Customer behavior is the investigation of how people, associations, and associations select, buy, use, and how products, administration, thinking, or meeting meet their wants and needs.

2.4. HYPOTHESIS DEVELOPMENT

Research paradigm

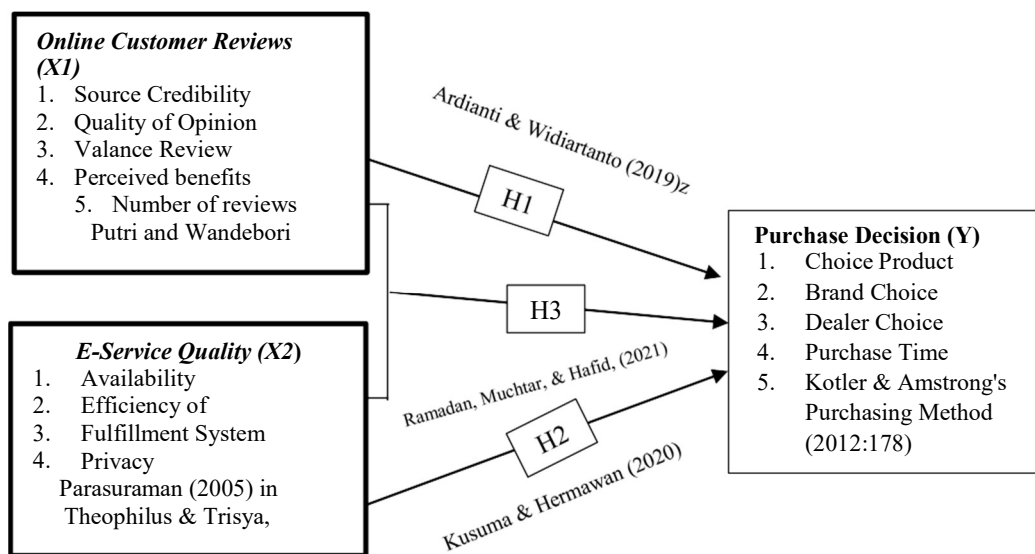


Figure 2. Research Paradigm Influence of Online Customer Reviews and E-Service Quality on Purchasing Decisions at the Tokopedia Online Store

Source: Author, (2023)

Research Hypothesis

Based on the theoretical studies of experts and the paradigms that have been described, the researcher wants to explain the hypothesis in this study, as follows:

- 1) There is an influence of online customer reviews on purchasing decisions. Ardianti & Widiartanto (2019), Julianti & Yulfita, (2019), Elwalda & Lü, (2016). Showing that online customer service has a positive and significant relationship to purchasing decisions, based on the conclusions of previous researchers, the researcher makes the following hypothesis.
 H01 : It is suspected that there is no significant effect between online customer reviews on purchasing decisions.
 Ha1 : It is suspected that there is a significant influence between online customer reviews on purchasing decisions.
- 2) There is an influence of e-service quality on purchasing decisions. Nonik Ismayanti, Suardana, & Kusuma Negara (2015), Nurmanah & Nugroho (2021), Sinurat & Ali, (2020). Shows that e-service quality has a positive and significant relationship to purchasing decisions, based on the conclusions the researcher makes the following hypothesis.
 H02 : Suspected not found significant influence between e-service quality on decisions purchase.
 Ha2 : It is suspected that there is a significant influence between e-service quality on purchasing decisions.
- 3) There is a simultaneous influence between online customer reviews and e-service quality on purchasing decisions. Ramadan, Muchtar, & Hafid, (2021), Showing that the simultaneous influence of online customer service and e-service quality on purchasing decisions, based on the conclusions of

previous researchers, the researcher makes the following hypothesis.

H03: It is suspected that there is no simultaneous influence between online customer reviews and e-service quality on purchasing decisions.

Ha3: It is suspected that there is influencesimultaneously between online customer review and e-servicequalityon purchasing decisions.

3. RESEARCH METHODS

Based on the formulation of the problem that has been selected, the method that will be used is the quantitative approach method, according to Sugiyono (2015:2) research method is basically a scientific way to get data with a specific purpose and use.

1) Type of Research and methods used

This research method uses descriptive and verification techniques. By using this research strategy, it will be known the critical impact or the relationship between the factors that are concentrated to achieve the goal which will make an overview of the article in question.

2) Variable Operationalization

The research variable is the main idea of the review to be analyzed. More explicitly, these factors must be streamlined into sub-factors or aspects of the study according to the hypothesis used in the review. Factors must be quantified with markers so that they can be identified in more detail according to hypotheses and field studies. The number of research instruments depends on the number of research variables that have been set to be studied. "The Influence of Online Customer Reviews and E-Service Quality on Purchasing Decisions at the Tokopedia online store". There are 3 instruments that need to be made, namely:

- a) Instrument to measure online customer review.
- b) Instruments for measuring e-service quality.
- c) Instrument for measuring purchasing decisions.

3) Population

According to Sugiyono (2017:80) The population is a speculative area consisting of articles or subjects that have special characteristics that are not defined by scientists to concentrate and then make a decision. This check is on the public, more precisely the people who are interested, the information is from sources all adherents of the web-based entertainment Tokopedia internet business, how much can one know. That the population in this study was 34,769,780 for this situation will be examined for this review.

4) Sample

Sample according Sugiyono (2017:81) is part of the number and characteristics possessed by the population. In this study, researchers used probability sampling. According to Sugiyono (2017:82) "Probability sampling is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to be selected as a sample." Probability sampling consists of direct random testing, proportionally plotted irregular testing, obliquely separated random testing, area (group) testing. In this study, scientists used proportionally defined arbitrary research, then, at the time, as indicated by Sugiyono (2016: 120) Proportionally defined arbitrary inspection is in the same place as the strategy that it does if society has inhomogeneous and relatively segregated components. To determine the size of the sample taken from the population, the researcher used the 10% error rate formula and used

the Isaac and Michael formula. Sugiyono, (2015:126).

$$s = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2(N - 1) + \lambda^2 \cdot P \cdot Q}$$

$$s = \frac{2.706 \times 34,769,780 \times 0.5 \times 0.5}{0.052(34,769,780 - 1) + 2.706 \times 0.5 \times 0.5}$$

$$s = \frac{23,521,756,170}{87,600.9475}$$

$$s = 268,510.29402$$

Information:

S = Number of samples = 268,510.29402 rounded up to 278

λ^2 = Chi-Square, whose value depends on the price of freedom and error rate. Chi-Square Value Error 5% freedom, Chi-Square value = 3.841. Chi-Square value for 1% error = 6.634. Chi-Square Error 10% = 2.706

N = Amount

Population = 34,769,780

P = Correct odds (0.5%)

Q = Probability of being wrong (0.5%)

d^2 = The difference between the sample mean and the population mean. The difference can be 0.05

So it can be concluded, the sample in this study used 278 respondents.

5) Sampling Technique

According to Sugiyono (2017:81) put forward the sampling technique is as follows: "Sampling technique is a sampling technique. Proportionate stratified random sampling method of sampling using must know in advance the number of population in each sub-group. This study found out that the number of followers on Tokopedia e-commerce social media, including Instagram, Twitter and Facebook, was determined using the proportionate stratified random sampling formula. Sela, Lengkong, & Trang, (2018):

$$n = \frac{\text{Populasi kelas } X \times \text{Jumlah Sampel yang ditentukan}}{\text{Populasi Keseluruhan}}$$

$$\text{Instagram} = \frac{2.975.370 \times 278}{34.769.780} = 23$$

$$\text{Facebook} = \frac{31.364.410 \times 278}{34.769.780} = 243$$

$$\text{Twitter} = \frac{430.000 \times 278}{34.769.780} = 3$$

Based on the calculation results, from Instagram, Facebook and Twitter, the total number of respondents is 278.

4. RESULTS AND DISCUSSION

4.1. Tokopedia Online Store Profile

Tokopedia, which launched in 2012, is the premier web-based shopping and sales center in Southeast Asia, located in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As a biological system reformer in online business in Southeast Asia, through a commercial center stage supported by a variety of outstanding marketing services, endless useful information. Tokopedia has helped 135,000 local and worldwide dealers, as well as 3,000 items to serve 560 million buyers in the Southeast Asia region. The internet-based shop Tokopedia offers a wide range of goods in different classes from hardware, design, family products and many others that fulfill daily needs. As one of Tokopedia's obligations to advance a captivating online shopping experience for buyers, Tokopedia offers various payment strategies, considering cash-for conveyance (COD), complete customer support, and easy return administration through our first and last mile transportation administration, Tokopedia, and also with more than 100 strategy partners. The larger Tokopedia group's shareholding is claimed by the limited alibaba group's ownership. (<https://www.Tokopedia.co.id/about/> accessed on 20 September 2021)

4.2. Validity Test Results

According to Ghazali, (2016:52-53) Validation test is the use of estimates of whether a poll is valid. Assuming the survey is deemed valid, the questions in the poll could reveal something the poll would predict. To test whether the questions have the same perspective estimates, the analyst uses legitimacy development, and the trick is to observe the relationship between each question and the all-out score using the two-item specific equation. In testing the validity of everything, object investigation is used, namely connecting the score of everything with a score. absolute which is the sum of the scores of each thing. So that from the results of the estimation of the legitimacy test of development with a coefficient above 0.30 it tends to be considered that the information obtained from all the questions is substantial information.

4.3. Reliability Test Results

Reliability test to decide whether the questionnaire used in this review showed a level of precision, accuracy, and consistency despite the fact that this survey was used two or more times at several other points. The unwavering reliability test is carried out on matters of articulation in a substantial announced poll. The dependability value is communicated by the Cronbach's Alpha coefficient considering the standard for the least diminishing immutable quality constraint is 0.60. If the test rules are met, the poll is declared solid or essentially, the exploratory or survey instrument can be reused in additional checks.

Table 3 Reliability Test

Variable	R count	R table	Information
<i>Online Customer Reviews</i>	0.862	0.60	reliability
<i>E-Service Quality</i>	0.861	0.60	reliability
Buying decision	0.900	0.60	reliability

Source: SPSS data processing results, 2021

Table 3 shows that the three variables examined in this study are considered reliable,

which means that the measuring instruments in this study are consistent and reliable.

4 Classical Assumption Test Results

Normality test

The normality test is used to determine whether a data follows a normal distribution or not by using the Kolmogorov-Sminov method. The stipulation is that if the variable has a calculated value greater than 0.05, then the variable follows the normal distribution. The results of the normality test start from the online customer review variable X1, e-service quality X2 and purchasing decisions.

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized residual	
N		278
Normal Parameters, b	Means	,0000000
	std. Deviation	6.03236778
Most Extreme Differences	absolute	.042
	Positive	.042
	Negative	-.031
Test Statistics		.042
asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS data processing results, 2021

The results of the normality test show that all variables follow a normal data distribution because the significant value a count of all variables is 0.200 which is more than 0.05.

4.5. Heteroscedasticity Test

According to Ghazali, (2016:134) This test was carried out to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another.

Table 5 Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		standardized	t	Sig.
	B	std. Error	Betas		
(Constant)	6,729	1.017		6,614	,000
ONLINE CUSTOMERS REVIEWS	-.081	.034	-,167	-2,411	,017
E-SERVICE QUALITY	,016	.038	.030	,426	,670

a. Dependent Variable: Abs_Res

Source: SPSS data processing results, 2023

Based on table 5 it can be seen that the online customer review variable has a significance of $0.017 \geq 0.05$, meaning there is no heteroscedasticity. The e-service quality variable has a significance of $0.670 \geq 0.05$, meaning there is no heteroscedasticity and the regression model is good for use.

4.6. Multicollinearity Test

Multicollinearity test aims to test the regression model to determine the correlation between independent variablesGhozali, (2018).

Table 6 Multicollinearity Test

Coefficients ^a						
Model	Unstandardized		standardized	Collinearity		
	Coefficients		Coefficients	Statistics		
	B	std. Error	Betas	t	Sig.	toleranceVIF
1 (Constant)	5,358	1,650		3,247	,001	
ONLINE CUSTOMERS REVIEWS	,266	.055	,276	4,873	,000	,7631,311
E-SERVICE QUALITY	,447	.062	,406	7,167	,000	,7631,311

a. Dependent Variable: PURCHASE DECISION

Source: SPSS data processing results, 2023

Based on table 6 of the Multicollinearity Test, it can be seen that the independent variable has a tolerance value greater than >0.10 , meaning that multicollinearity does not occur and the VIF value is less than <10.00 , meaning that multicollinearity does not occur. So there is no multicollinearity in this study and the regression model is said to be good because there is no multicollinearity.

4.7. Multiple Regression Analysis Test Results

According toGhozali, (2018),Multiple linear regression analysis is used to determine

the direction and how much influence the independent variables have on the dependent variable.

Table 7 Multiple Linear Regression Analysis

Coefficients ^a					
Unstandardized		Standardized			
-		Coefficients			
Coefficients					
Model		Bstd. Error	Betas	t	Sig.
1	(Constant)	5,358	1,650	3,247	,001
	<i>Online Customers Reviews(X1)</i>	,266	.055	,2764,873	,000
	<i>E-Service Quality(X2)</i>	,447	.062	,4067,167	,000

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS data processing results, 2023

Based on the form of the equation from the calculation of the regression value from table 7, namely, as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 5.358 + 0.276X_1 + 0.406X_2$$

Interpretation of the multiple regression equation:

1. The constant value is positive and shows the influence of the independent variables X1 and X2.
2. In X1 (0.276) where the value of the regression coefficient of the variable X1 to Y. is if the variable X1 increases by one unit, Y will increase by (0.276 or 27.6%).
3. In X2 (0.406) where the value of the regression coefficient of variable X2 to Y. is if variable X2 increases by one unit, Y will experience an increase of (0.406 or 40.6%).

4.8. Significance Test

Simultaneous Test (Test f)

Simultaneous hypothesis testing using analysis of variance for regression, as follows:

Table 8 Simultaneous Test (Test f)

ANOVA ^a						
Model		Sum of Squares	Df	Means Square	F	Sig.
1	Regression	5246,160	2	2623,08071,546		,000b
	residual	9752,376	266	36,663		
	Total	14998,535	268			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), E-Service Quality (X2), Online Customer Reviews (X1)

Source: SPSS data processing results, 2023

In table 8 then Analysis the regression variance obtained the magnitude of Fcount =

71.546 with a significance of 0.000 through the ANOVA test and F_{table} 3.03 it can be seen that $F_{count} > F_{table}$ is $71.546 > 3.03$ then it is explained that H_0 is rejected where the relationship between online customer review variables and e-service quality simultaneously influences purchasing decisions.

Partial Test (t test)

According to Ghozali, (2018:98) The t test was conducted to determine the effect of each independent variable on the dependent variable.

Table 9 Partial Test (t test)

Coefficients ^a					
Model	Unstandardized		Standardized		
	<u>Coefficients</u>		Coefficients		
	B	std. Error	Betas	t	Sig.
(Constant)	5,358	1,650		3,247	,001
<i>Online Customer Reviews</i> (X1)	,266	.055	,276	4,873	,000
<i>E-Service Quality</i> (X2)	,447	.062	,406	7,167	,000

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS data processing results, 2023

In table 9 it can be seen the magnitude of tcount of each variable through the t test, namely the online customer review variable has a significant effect on purchasing decisions where $t_{count} > t_{table}$ is equal to $4.873 > 1.969$ for the online customer review variable with a P-value significance value of $0.000 < 0.05$. The e-service quality variable is $7.167 > 1.969$ with a Pvalue significance value of $0.000 < 0.05$. Then the explanation is that online customer review and e-service quality variables have a positive and significant effect on purchasing decisions for the Tokopedia online store.

a) Test Analysis Coefficient of determination (R2)

Analysis of the coefficient of determination is used to measure how far the ability of the model is in order to explain the variation of the dependent variable Ghozali, (2018).

Table 10 The coefficient of determination

Summary models				
Model	R	R Square	djusted R Square	std. Error of the Estimate
1	,591a	,350	,345	6.05500

a. Predictors: (Constant), E-Service Quality (X2), Online Customer Reviews (X1)

Source: SPSS data processing results, 2023

Based on table 10 the coefficient of determination above is influenced by the coefficient value of R square (R2) of (0.350 or 35%). The interpretation of the magnitude of the influence of the independent variable on the dependent variable is (0.350 or 35%), the remaining 65% is influenced by other variables or variables not examined by the researcher.

5. DISCUSSION

***Online customer review* has a positive and significant influence on purchasing decisions at the Tokopedia online store.**

The results of this study indicate that the influence of online customer reviews is positive and critical on purchasing decisions, these results also show the reality of past exploration by Ardianti & Widiartanto (2019) that online customer reviews are positive and significant for purchasing decisions through market places and research Julianti & Yulfita, (2019) that web-based client audits are positive and large on purchasing choices of web-based commercial centers, consequences of various analysts indicate that there are online customer reviews that have a large and positive value on purchase decisions Elwalda & Lü, (2016). Purchasing decisions depend on good and bad reviews from surveys on online stores, therefore, a good web-based client audit can influence customer purchasing choices at Tokopedia online store..

***E-service quality* has a positive and significant influence on purchasing decisions at the Tokopedia online store.**

This research shows that the influence of e-service quality is a factor influencing purchasing decisions. The Tokopedia online shop not only provides a wide range of products to meet consumer needs at the right price, it also offers a pleasant and comfortable shopping experience for consumers to attract consumer purchasing decisions. So that service quality is one of the factors that influence purchasing decisions, this can also be proven true from previous research by Nonik Ismayanti, Suardana, & Kusuma Negara (2015) that e-service quality is positive, there is a significant effect on the decision to purchase accommodation in Bali on the booking.com site and in research Nurmanah & Nugroho (2021) shows that e-service quality is positive and significant for purchasing decisions for the online shop Bukalapak, the results of other studies also show that there is positive and significant e-service quality for purchasing decisions in research Sinurat & Ali, (2020).

***Influence in simultaneous between online customer reviews and e-service quality* on purchasing decisions at the Tokopedia online store.**

Based on the results of testing the hypothesis, it shows that online customer review and e-service quality affect purchasing decisions based on the ANOVA test and F test. It can be seen that online customer review and e-service quality variables simultaneously influence purchasing decisions. The results of research that has been tested by Ramadan, Muchtar, & Hafid, (2021) demonstrated that the synchronous impact of demonstrating online client auditing and e-administration quality on purchasing choices through commercial centers. Through the trade center for STIE Muhammadiyah Mamuju students who show that the more confident the inspection of an item or goods will further develop purchasing choices and the better the quality level of e-administration provided by the trade center to customers will increase purchasing choices through the commercial center.

6. CONCLUSION

Based on the research that has been done, it can be taken regarding the influence of online customer reviews and e-service quality on purchasing decisions as follows:

- 1) Based on the results of data processing, it shows that online customer reviews have a positive and significant effect on purchasing decisions at the Tokopedia online store. This is evidenced by the results of the t-test, it is known that the significance value of these results shows that online customer reviews have a positive and significant influence on purchasing decisions.
- 2) Based on the results of the data processing test, it shows that e-service quality has a positive and significant effect on purchasing decisions at the Tokopedia online store. These results indicate that e service quality has a positive and significant influence on purchasing decisions.
- 3) The simultaneous influence of online customer reviews and e-service quality on purchasing decisions based on the ANOVA test and f test can be seen that online customer reviews and e-service quality simultaneously influence purchasing decisions at the Tokopedia online store. It has been proven by the results of data processing that has been described.

SUGGESTION

- Advice for practical people is that Tokopedia already has a good influence, and it is better for Tokopedia to improve online customer reviews and e-service quality in order to increase trust and facilitate easy access, namely to anticipate low ratings, sellers must pay attention to service and make strategies so that consumers do not giving a low rating such as submitting a complaint proposal or compensation if an item is defective or does not match the order. Meanwhile, improving e-servive quality can be done by frequently carrying out periodic maintenance on the online shop website so that it does not experience errors when consumers visit it. To consumers so that Tokopedia online store users write good reviews, and the quality of application and website pages in accessing pages so that they are faster. Increase the response from customers in the form of complaints or problems in transactions so that customers or users feel that Tokopedia's online store services are good in the eyes of consumers so that they influence the buying decision process.
- Suggestions for theorists:
 - 1) Further researchers can use the addition of other variables such as: Trust, and Brand Equity which can influence purchasing decisions.
 - 2) Subsequent researchers can see the results of this study used for comparison or reference material, as well as material for further consideration in further research.

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