

The Impact of Online Customer Reviews, E-Service Quality, Celebrity Endorsement and Tagline on Purchasing Decisions



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ABSTRACT: This study aims to analyze the influence of online customer reviews, e-service quality, celebrity endorser, and tagline on Shopee purchasing decisions for teenagers in Kebumen City. This study uses quantitative research methods, sampling techniques using non probability sampling with purposive sampling technique. The sample in this study are 125 respondents. The results of this study explain that online customer review, e-service quality, celebrity endorser, and tagline variables simultaneously have a significant effect on purchasing decisions. Online customer reviews partially had a positive and significant effect on purchasing decisions. E-service quality partially had no significant effect on purchasing decisions. Celebrity endorser partially had no significant effect on purchasing decisions. Tagline partially had a positive and significant effect on purchasing decisions

KEYWORDS- *Online Customer Review, E-Service Quality, Celebrity Endorser, Tagline and Purchase decisions*

I. INTRODUCTION

Shopee is the largest marketplace in Indonesia. Shopee is a digital platform created specifically to provide an easy, safe, and fast online shopping experience with a strong payment system and logistics support (Pratiwi et al., 2020). The Shopee marketplace makes it easy for people to conduct online businesses at a low cost with a wide market share.

The proliferation of e-commerce in Indonesia has led to fluctuations in Shopee's visitor numbers. Shopee experienced an increase from 2020 to 2021. In 2020, Shopee ranked first with 129,320,800 visitors and ranked second in 2021 with 138,776,700 visitors. However, there was a decrease in visitor numbers in 2022 to 7,480,033 (source: <https://iprice.co.id/insights/mapofecommerce/>). Due to the decrease in visitor numbers, Shopee needs to implement new strategies to keep consumers interested in making purchases without switching to other e-commerce platforms.

Shopee's strategy includes providing an online customer review section to allow consumers to obtain information from other consumers about their purchasing experiences (Ramadan et al., 2021). This information serves as a consideration or evaluation for consumers when making purchasing decisions. Consumers also consider the quality of service before making a purchase (Prayogo et al., 2021; Pramudita & Agustia, 2020). Additionally, the presence of celebrity endorsers serves as an attraction for consumers by conveying promotional information on the marketplace (Shimp & Andrews, 2013). Taglines are also used to influence consumers and make them interested in making a purchase (Haniscara & Saino, 2021).

Based on this phenomenon, there is a question about what factors influence consumer decision-making in Shopee, including online customer reviews, e-service quality, celebrity endorsers, and taglines.

II. LITERATURE REVIEW AND RESEARCH DEVELOPMENT

Online Customer Reviews

According to Elwalda et al in Latief & Ayustira (2020), online customer review is a service that makes it easy for consumers to write comments and responses online about products, and provides easy access to do so. According to Mo et al. (2015) in Ramadan et al. (2021) explained that online customer review is an assessment given by buyers regarding an item they have purchased, which covers various aspects and provides additional information that helps other buyers in finding information about the item. Customer reviews provide an overview of the quality of goods through the ratings given.

The easier internet access and online shops make it easier for people to shop online from home. In the marketplace there are many types of products that we can buy. But the problem is not all of these sellers serve the goods that meet consumer

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expectations. So that it can cause doubts by consumers who will buy the product. The existence of an online review feature is expected to be able to give confidence to potential consumers when looking for and wanting to buy a product. Online reviews must also be able to provide benefits as consumer reference material, so that with this online customer review it can influence the purchasing decisions of potential consumers.

Based on previous research from Ramadan et al. (2021), Audria et al. (2022), Ayu et al. (2022), Fitriani et al. (2020), Habibah et al (2018) & Aini (2019), Sianipar & Yoestini (2019), Haniscara et al. (2021), Laeli & Prabowo (2022) show that online customer reviews have a positive effect on purchasing decisions.

H1: Online customer reviews have a positive and significant effect on purchasing decisions.

E-service quality

Tjiptono (2019) e-service quality is an evaluation of the ability of a platform to provide effective and efficient facilities to facilitate the shopping process, from purchasing, ordering, to delivery. According to Laurent (2016) in Prayogo et al (2021), e-service quality is an effective and efficient website in providing shopping activities, product and service delivery and purchases. Service quality plays a very important role in consumer purchasing decisions. If the services provided by the marketplace are satisfactory, the consumer's interest in shopping there will expand. Assessment of service quality, good or bad, depends on service providers who can meet customer expectations consistently. Consumers can receive shopping, purchasing and distribution facilities services effectively and efficiently.

Based on research results from Prayogo et al. (2021), Pramudita & Agustia (2020), Laili et al. (2020), Susilo et al. (2019), Hartono et al. (2021), Ramadan et al. (2021), Emeraldita (2020), Audria & Batu (2022), Putri & Ali (2020), Agustina (2020), Putri & Patrikha (2021) show that e-service quality has a positive effect on purchasing decisions.

H2: E-service quality has a positive and significant effect on purchasing decisions.

Celebrity endorsers

Shimp & Andrews (2013) explains that a celebrity endorser is someone who is famous or popular and is invited to be a resource person in advertisements. Parengkuan et al. (2014) in Laili et al. (2020) celebrity endorsers are individuals who are widely known by the public and take advantage of their popularity to promote consumer products by appearing with the product in an advertisement.

Using well-known figures as endorsers who have many followers, successful careers, and increased popularity will provide added value for consumers to the brand being promoted. The more optimal the celebrity chosen as an endorser to promote a brand, the greater the influence on consumer purchasing decisions. This also accelerates the dissemination of information about the market and increases the attractiveness of potential consumers to make purchases thanks to the advertisements delivered by these celebrities.

Based on the results of research from Kalangi et al. (2019), Bulan et al. (2019), Wahyundari et al. (2021), Nugroho and Sarah (2020), Laili et al. (2020), Putra & Marheni (2019) show that celebrity endorsers have a positive effect on purchasing decisions.

H3: Celebrity endorser has a positive and significant effect on purchasing decisions.

Taglines

According to Abiromo & Wibowo (2014) in Haniscara & Saino (2021), a tagline is a series of creative phrases or expressions that are easy to remember and are able to show all advertising messages from producers to consumers, which include brands and product characteristics, with the aim of instilling a positive concept about product in people's minds.

The use of taglines in promoting products can improve the ability of advertising to achieve its goals by influencing consumers to remember and use advertising products. When buying a product, most consumers will look for information regarding the specifications, advantages and disadvantages of the product to be purchased before finally deciding to buy it. A good tagline will create a good impression in the minds of potential customers to make a purchase.

Based on the research results of Dirwan et al (2021), Venzha & Maulina (2022), Syafitri et al. (2022), Laeli & Prabowo (2022) in their research shows that taglines have a positive effect on purchasing decisions.

H4: Tagline has a positive and significant effect on purchasing decisions

III. RESEARCH METHOD

This study is a quantitative research. The population in this research consists of teenagers in Kebumen. The sampling method used is non-probability sampling, with a sample size of 125 respondents selected through purposive sampling. Data collection is done using a Google Form distributed to respondents who meet the criteria, which are teenagers aged 15-24 years, residing in Kebumen, and have made purchases on Shopee. The collected data is analyzed using multiple linear regression

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IV. RESULT AND DISCUSSION

Respondents this research are 125 teenagers of Kebumen City. These respondent are 20,8% or 26 person with the age 15-17 years old, 24% or 30 person 18-20 years old and 52,2% or 69 person with the age 21-24 years old. "The age of the respondents indicates their ability to make purchasing decisions by considering online customer reviews, e-service quality, and celebrity endorsements.

Result of validity and Reliability test

Test the validity of the questionnaire statements distributed to 125 respondents who have made purchases at Shopee. All items used valid because Person Correlation value all items more than the r table 0,1478 . "This study tested reliability using the Conbrach's Alpha test, and the reliability test results for all items yielded a Conbrach's Alpha value higher than 0.6.

Table 1. Validity and Reliability Test

Variable	Item	Valid	Reliabel
<i>Online Customer Review (X1)</i>	Reviews provided by other consumers can be trusted	0,754	
	The product assessments given by other consumers can be trusted.	0,742	
	I know the strengths and weaknesses of Shopee products because of consumer reviews.	0,670	
	Product reviews on the Shopee marketplace provide information about the strengths and weaknesses of products.	0,753	0,836
	Consumer reviews on Shopee help me make product choices.	0,731	
	Product reviews on the Shopee marketplace provide comprehensive information and a complete overview of the product as a whole.	0,668	
<i>E-Service Quality (X2)</i>	The higher the number of positive reviews on a product, the better Shopee's reputation becomes.	0,671	
	I can easily and quickly access Shopee.	0,689	
	I can easily find the products I need.	0,710	
	"The purchasing instructions on Shopee are easy to apply."	0,733	
	Product delivery is in line with the promised Shopee timeline.	0,739	
	Shopee displays information on products that are still available and those that are sold out.	0,592	
	Shopee safeguards my personal information during purchases.	0,656	0,906
	Shopee provides a quick response if there are any issues or customer complaints.	0,793	
	Shopee's operators are very responsive to user complaints.	0,795	
	Shopee offers product returns in case of delivery errors.	0,709	
<i>Celebrity Endorser (X3)</i>	Shopee offers refund requests if purchased products are sold out.	0,760	
	Customer service at Shopiee is easily accessible for users to file complaints..	0,757	
	"Fuji has expertise related to Shopee advertising topics.	0,805	
	"Celebrities make it easy to understand product information when conveying it."	0,713	
	Pesan yang ditampilkan <i>celebrity endorser</i> Shopee dapat dipercaya.	0,786	
	Shopee celebrity endorsers have the ability to persuade consumers to shop."	0,829	0,900
Fuji is a suitable celebrity for supporting Shopee advertisements	0,790		
Fuji's appearance in Shopee ads is attractive.	0,701		

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		Shopee celebrity endorsers are skilled at delivering ads to attract consumers.	0,773	
		Shopee celebrity endorsers have the ability to persuade consumers to shop."	0,732	
Tagline (X4)		"I often see Shopee's tagline in various media (electronic, internet).	0,739	
		Every time I hear the tagline 'Free Shipping Nationwide,' I remember Shopee. "	0,792	
		Shopee's tagline is different from other marketplaces.	0,785	0,831
		Shopee's tagline aligns with what I expect.	0,794	
		The tagline conveyed by Shopee is in line with the value of the products offered.	0,768	
Purchase Making(Y)	Decition	I decided to purchase products through the Shopee marketplace because of my desire.	0,616	
		I decided to buy products through the Shopee app because of my needs..	0,781	
		I can search for product information from the stores	0,726	
		With every purchase, I always consider several attributes of the product..	0,722	0,831
		I can decide how many products I want to buy according to my needs and desires..	0,738	
		I can choose the payment method for purchasing products.	0,720	
		I feel satisfied after making a purchase on Shopee."	0,666	

"The multiple linear regression analysis results are free from classic assumption tests. The One-Sample Kolmogorov-Smirnov Test for normality yielded an asymptotic significance value of 0.200, which is higher than 0.05, indicating that the data is normally distributed. The regression model is free from multicollinearity as the Variance Inflation Factor (VIF) is less than 10, and the tolerance values are more than 0.1. The heteroskedasticity test using the Gletjer test indicates that it is free from heteroskedasticity because the significance value is higher than 0.05

Multiple Regression Analysis

Table 2 Multiple regression analysis

Dependent variable	Independent variable	Coeffisien regression	t value	Level of sig
Y	Constant	1.311	5.113	0.000
Purchase decition making	Online Customer Value	0.207	2.760	0.007
	e-Service Quality	0.042	0.510	0.611
	Celebrity Endoser	0,087	1.225	0.223
	Tagline	0.385	6.128	0.000
	F Value		37.985	0.000
	Adjusted R square		0.544	

Based on the regression model's F-test, it is considered suitable because the F-value has a significance level of less than 0.05 (alpha). An adjusted R Square value of 0.544 means that 54.4% of consumer purchase decisions are determined by variations in online service review, e-service quality, celebrity endorser, and tagline values. Meanwhile, 45.6% is determined by other variables that are not included in the model.

This study has four hypotheses, namely H1 and H4 are effects of online Customer review and Tagline on customer purchase decisions. H2 and H3 are' not effects on customer purchase decisions.

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V. DISCUSSION

H1 states that Online customer reviews have an effect on customer purchase decisions. Online customer reviews can enhance customer purchase decisions. Online customer reviews, which consist of product reviews and ratings by consumers, serve as an important source of information for consumers before making a purchase decision. A high number of positive reviews will encourage consumers to make a purchase. This research is supported by studies conducted by Ramadan et al. (2021), Audria et al. (2022), Ayu et al. (2022), Fitriani et al. (2020), Habibah et al. (2018), Sianipar & Yoestini (2019), Haniscara et al. (2021), Laeli & Prabowo (2022), all of which found a positive and significant impact on purchase decisions.

E-service quality does not have an effect on customer purchase decisions (H2 not supported). This indicates that the e-service quality provided by the company does not influence consumers in their purchase decisions, possibly because other factors may have an impact. This research is supported by Muslim (2018), which found that e-service quality has a positive but not significant impact on purchase decisions.

Celebrity endorser does not have an effect on customer purchase decisions (H3 not supported). Consumers are not influenced by the information about the product conveyed by celebrity endorsers when making purchase decisions. This research is supported by Nggilu et al. (2019), which found that celebrity endorsers do not have an impact on customer purchase decisions

Tagline can have a positive impact on customer purchase decisions (H4 has been supported). Taglines play a crucial role in influencing purchase decisions. A tagline, which is a concise and memorable statement, can influence consumers to make a purchase. The more frequently and effectively taglines are conveyed, the higher the likelihood of consumer purchase decisions. This finding is in line with the results of studies conducted by Wahyundari (2021), Dirwan et al. (2021), Syafitri et al. (2022), and Laeli & Prabowo (2022), all of which concluded that taglines have a positive and significant impact on purchase decisions.

VI. CONCLUSION

Online customer reviews and taglines have an impact on customer purchase decisions. E-service quality and celebrity endorsers do not have an effect on customer purchase decisions.

This research has theoretical and practical implications. The theoretical implications involve the development of consumer behavior theory in purchase decision-making. Practically, for sellers on Shopee, it is advisable to consistently provide customer satisfaction to encourage positive reviews. Both sellers and Shopee can enhance their tagline strategies. For consumers, it is recommended to seek information by reviewing previous customer feedback before making a purchase.

For further research, it is recommended to increase the number of samples with wider coverage and carry out further testing for the electronic service quality and celebrity endorser variables. Apart from that, we add variables that have not been studied in this research, such as trust, quality of information, motivation and so on.

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