



THE INFLUENCE OF *ONLINE CUSTOMER REVIEWS* AND *PRICE ON INTEREST BUYING CONSUMERS ON THE SHOPEE MARKETPLACE* (Case Study on *Customers Gen Z Scarlett Whitening Official Store Medan City*)

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Abstract

This research uses quantitative methods to measure buying interest by measuring the independent variables Online Customer Review and Price. Researchers created and distributed questionnaires to 101 Gen Z respondents from Medan City who used the Shopee application. The results of descriptive analysis which are reclassified as good for all independent variables show that online customer reviews and price have a positive and significant influence on purchasing preferences with Fcount 143.949 > Ftable 3.09 at a significance level of 5%.

Keywords: *Online Customer Reviews, Price, Purchase Interest*

1. INTRODUCTION

The Information and Communication Technology Revolution (ICT 4.0) is characterized by with the rapid progress of external communication technology, especially the internet. These technological advances can make it easier for society obtain the knowledge they desire. Additionally, userse-commerce in Indonesia. Based on market insights statistical data, Indonesia's total *e-commerce* users reached 196.47 million. Additionally, users Shopee maintains top position during the third quarter of 2023 as many as 216.8 million users. Comparing Gen Z with previous research generations shows that 33% of them use smartphones for six hours a day and are more likely to use social media. According to Kim et al. (2020), The survey shows that Gen Z in Indonesia has a high level of use mobile phones are relatively high, namely 8.5 hours per day. According to the Pew Research Center, Generation Z is defined as people born among the from 1997 to 2012 (Dimock, 2019).

The majority are Indonesian citizens are members of Generation Z (Gen Z) which number more than 70 million people, according to the Central Statistics Agency (2020). Generation Z is known as "digital natives". Because they grew up in an era where the internet is rampant, they are fast adapt to new technology. In the next few years, the Indonesian beauty industry is expected to will progress will grow. According to the Ministry of Industry, the beauty industry in Indonesia there is growth of 20% in 2018, or eight times higher than the previous year. Problem this is caused by an increase in market demand to meet needs public with body care products (Andaruni, 2021). For those who use skin maintenance, the most important factor is the Generation Z category, which divide individuals into groups aged 12 and 25 years (Rosid, 2022). Scarlett Whitening is one of the Indonesian brands sells various skin care items owned by the artist Felicia Angelista. Founded in 2017. Body lotion, body scrub, facial cleanser, shower gels, moisturizing products, serums and perfumes are a number of choices. Previously, Scarlett also got the purchase price for Muri Record perfume increased significantly in just 30 minutes. Based on data Kompas.co.id, Scarlett Whitening is a business that goes beyond the total billions in category sales since 2021.

Even though it has been operating in Indonesia for five years this company's beauty and bodycare products are not can be compared with other products, it has dropped to moderate time goes by. Based on research, it appears that many people do it consistently transact on shopee. Online Customer Review (OCR) to products are reflected in their purchasing

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interest, which is based on variety factors, including financial economics, culture, product, price, and location advertising, physical evidence, people, processes. This problem has a deep negative impact costumer skills in gathering information and making decisions to the product that will buy it (Silaningsih & Urami, 2018). Based on the results seller.shopee.id, the Shopee application offers features for Online Customers Reviews (OCR) on a scale of 1 to 5 stars, with 5 being a rating and best *OCR* assessment. Scarlett Whitening Official first appeared on four Shopee marketplaces last year, and finally joined in 2020. According to the information above, researchers are interested in conducting research by **title " The Influence of Online Customer Reviews and Price on Interest Buying Consumers on the Shopee Marketplace (Case Study on Customers Gen Z Scarlett Whitening Official Store Medan City)"**

Formulation Of The Problem

1. Do Online Customer Reviews and Prices have any influence? Partial impact on consumer buying interest in the Shopee marketplace ?
2. Do online customer reviews and prices have any influence? Simultaneous impact on consumer buying interest in the Shopee marketplace ?

2. IMPLEMENTATON METHOD

2.1 Interest In Buying

According to Kotler & Keller (in Bakti, Hairudin, & Alie, 2020) buying interest is a consumer action that creates a desire for choose, use, consume, and perhaps own a product which is offered. Factors that influence consumer buying interest based on Kotler and Keller (2020), namely,

- a. Product quality factors, determined by evaluating the benefits of a material product with respect to its attributes.
- b. Brand Factors, Brand attributes can provide primarily non-material benefits in terms of emotional satisfaction.
- c. Packaging factors, product attributes that form the packaging, not only production.
- d. Price Factor, consumers make financial or material sacrifices important in return for a product.
- e. Availability factor, is the level of consumer attitude towards availability existing products.
- f. Promotional factors are external influences that motivate internal consumers choose product.

Indicators used in measuring buying interest according to (Kotler and Keller, 2020) they are:

- a. Transactional interest, it is a person's tendency to buy product.
- b. Referential interest, it is a person's tendency to refer the product to others.
- c. Preference interest, it is an interest that describes a person's behavior. Whoever has a primary preference for the product, then these preferences can change if something happens to the product liked.
- d. Exploratory interests, namely interests that describe someone's behavior always look for information about the products he is interested in, and search information to support the properties of the product.



2.2 Online Customer Review

Based on Hidayati (2018) Online Customer Review is an evaluation given by consumers who have purchased a product in an online shop so other consumers can obtain information about the desired product. Potential consumers usually first look for information about the product they need. Consumer reviews and comparison of different stores used by consumers to find information about which products they need. Factors that influence online customer reviews on buying interest according to Hidayati (2018), namely:

- a. In terminating product purchases
- b. Fill in other consumer reviews that have an impact on your product selection
- c. Suitability of product information to consumer knowledge
- d. Suitability of reviews provided by fellow consumers
- e. Product evaluation provided by consumers after purchase
- f. Consider recent reviews provided by consumers on product.

Indicators used to measure Lackermair's Online Customer Review in Hidayati (2018)

Online Customer Review consists of 3 indicators, namely:

- a. Awareness: Users know you and me and intentionally use information in their selection process
- b. Frequency: Online buyers often time depending on them as which resources can be trusted
- c. Comparison: Compare other users' opinions.

2.3 Price

According to Kotler & Armstrong in Japarianto & Adelia (2020) Price is the total amount of money that *the customer* pays for benefit from own or use a product or service. Price is the total amount and details of the benefits received or used for product or service (Hidayati, 2018). When shopping online, consumers tend to look for the lowest prices a bit compared to offline shopping. There are several determining factors that companies need to consider setting prices according to Kotler and Armstrong (2020), namely. Knowing product management and competition management is huge. Product demand and many more competitors also have an influence on prices. Also, so don't just determine the price solely based on cost production, distribution and promotion only. Advice on the market you want to reach, the more you set high targets pricing needs to be more careful.

Mark the marketing mix as a strategy. New product. If it is a new product, the price can be set high or low, however both strategies have advantages and disadvantages. Pricing high can cover research costs, but can also cause product unable to compete in the market. At the same time, with falling prices, if an error occurs in market predictions, then the market will be too low, that is, below predictions. Therefore, these costs cannot be covered and the company may experience losses. Competitor Reaction. In an increasingly competitive market, companies must always monitor competitors' reactions, so that companies can determine appropriate prices accepted by the market and generate profits. Product costs and cost behavior. Policies or regulations are determined by the government and the environment. The indicators used in the price measure are based on Kotler & Armstrong, (in Edwin & Stephani 2020)

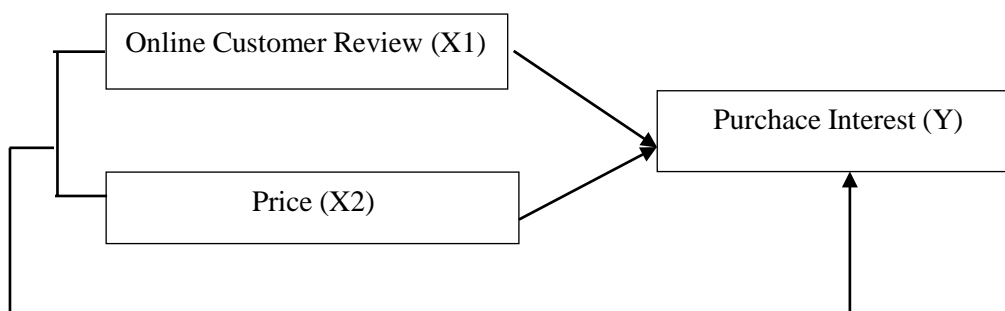
- a) Overall price assessment, the price set by the company can be analyzed by looking at the responses given by consumers to prices whether the consumer has accepted the price set by the benefits he receives.
- b) Response to price increases, if there is an increase in the price of a product, it's best to see how consumers respond to the price increase, whether it will influence the decision to buy the product or not on the country.
- c) The price of a particular product compared with the same product in another place. Consumers determine which products to buy will compare the price of the product

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in other places, mostly in the company offers its products setting prices based on a combination of physical goods plus some other services and benefits which is satisfying

2.4 Research Framework



Conceptual framework drawing
 Source: SPSS Version 25.0 data processing results

3. METODOLOGY

This type of research uses a quantitative, analytical approach the influence of Online Customer Reviews and prices on consumer buying interest in Shopee marketplace. Population is a a general area consisting of objects or subjects that have the number and specific characteristics determined by the researcher to be studied and conclusions are drawn (Sugiyono, 2017). The population in this study is all Gen Z in the city of Medan who use the Shopee market application. Data collection The plan is to carry it out in February 2024. It is not yet known how many Gen Z users in Medan who will shop in 2024. For that sample using the *Zikmund formula*, the number of samples was 96 and was used rounding up to 100. The data analysis method in this research is by using Validity Test, Reliability Test, Normality Test, Linear Regression Test Multiple, Hypothesis Test and Coefficient of Determination Test.

4. RESULT AND DISCUSSION

4.1 Validity Test Result

Variabel	Item	Corrected Item-Total Correlation	r-tabel	Keterangan
Online Customer Review (X1)	X1.1	.680	0.196	Valid
	X1.2	.621	0.196	Valid
	X1.3	.670	0.196	Valid
	X1.4	.712	0.196	Valid
	X1.5	.782	0.196	Valid
	X1.6	.747	0.196	Valid
Price (X2)	X2.1	.742	0.196	Valid
	X2.2	.667	0.196	Valid
	X2.3	.639	0.196	Valid
	X2.4	.564	0.196	Valid
	X2.5	.396	0.196	Valid
Purchase Interest (Y)	Y.1	.685	0.196	Valid
	Y.2	.648	0.196	Valid



	Y.3	.717	0.196	Valid
	Y.4	.725	0.196	Valid
	Y.5	.277	0.196	Valid
	Y.6	.438	0.196	Valid
	Y.7	.595	0.196	Valid
	Y.8	.708	0.196	Valid
	Y.9	.670	0.196	Valid

Source: SPSS Version 25.0 Processing Results

Validity tests and questionnaires were carried out using $N=101$, degrees freedom ($df = N-2 = 99$), and the level of significance used is used 5%, so that $r\text{-table} = 0.196$. The decision is taken if it meets criteria, namely $t_{count} > r\text{-table}$, then all variables and indicators for the question items is valid because *the corrected item total correlation* is above 0.196.

4.2 Reliability Test

Reliability Test is used to see the level of reliability of the data each research variable with *Cronbach's Alpha* value requirements must be above the $r\text{-table}$, namely: 0.2552.

Reliability Test Table

Variable	<i>Conbach's Alpha</i>	Information
Online Customer Review (X1)	.848	<i>Reliabel</i>
Price (X2)	.875	<i>Reliabel</i>
Purchase Interest (Y)	.876	<i>Reliabel</i>

Source: SPSS Version 25.0 Processing Results

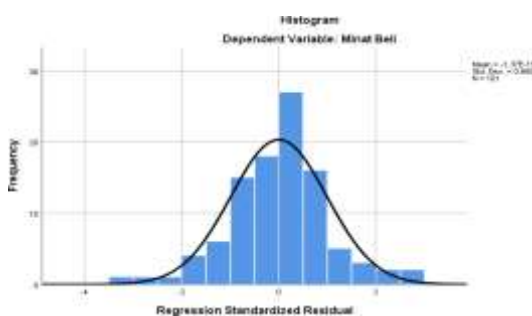
Based on the data above, it can be concluded that the online variable customer reviews, and prices, have a Cronbach's Alpha value above 0.60 so it can be concluded that the data is reliable.

4.3 Classical Assumption Testing

a. Data Normality Test

The normality test is carried out to see whether the data will be analyzed whether it is normally distributed or not.

1) Histogram Test



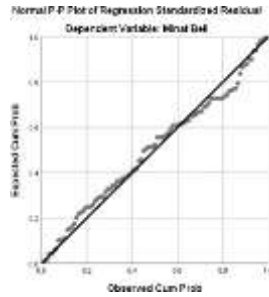
Source: SPSS Version 25.0 Processing Results

The shape of the histogram, which is shaped like a bell with a balanced bulge in the middle, shows that the normality test on the data is normally distributed.

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND PRICE ON INTEREST BUYING CONSUMERS ON THE SHOPEE MARKETPLACE (Case Study on Customers Gen Z Scarlett Whitening Official Store Medan City)

NurAthifah¹, Dewi Nurmasari Pane², Annisa Sammy³

2) PP Plot Test



Source; SPSS Version 25.0 Processing Results

In the image shown, test the normality of the data with using the PP Plot shows that the distribution of data points is close together with a diagonal line showing normal distribution data. By therefore, based on this normality test, the data for the decision variables purchases are normally distributed.

3) Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		101
Normal Parameters ^{a,b}	Mean	35.0891089
	Std. Deviation	4.76405623
Most Extreme Differences	Absolute Positive	.087
	Negative	-.087
	Test Statistic	.087
Asymp. Sig. (2-tailed)		.057 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source; SPSS Version 25.0 Processing Results

In the table above it can be seen that the results of data processing normality test, which the researcher managed using SPSS Version 25.0 can be seen asymp significance value. Sig. (2-tailed) 0.57 > 0.05 it can be concluded that the data is distributed normally.



b. Multicollinearity Test

The multicollinearity test was carried out to determine whether there is a significant correlation between the independent variables within regression model, checking tolerance and variable inflation factor (VIF) from the results of the analysis. If the tolerance is greater than 0.10 or VIF is more smaller than 10, then there is no multicollinearity.

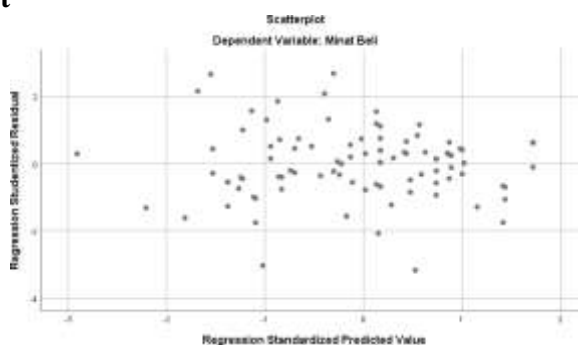
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Online Customer Review	.380	2.630
	Harga	.380	2.630

Source; SPSS Version 25.0 Processing Results

It can be seen that the Tolerance value includes online customer reviews 2,630 > 0.10; and price 2,630 > 0.10; as well as numbers Variance inflation (VIF) includes: online customer review 0.380 < 10; and the price is 0.380 < 10, then multicollinearity does not occur.

c. Heteroscedasticity Test



Source; SPSS Version 25.0 Processing Results

Looking at the picture, it can be concluded that the data is normal because the sample grains spread randomly without a pattern.

4.4 Multiple Linier Regression Analysis

Multiple linear regression analysis is used to find out how the influence of the independent variable on the dependent variable. When this measurement involves more than one independent variable (X1 and X2) and one dependent variable (Y), then it is necessary to carry out multiple linear regression analysis with the formula:

$$Y = a + b_1X_1 + b_2X_2 + e$$

The following are the results of multiple linear regression calculations using SPSS 25:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	6.361	1.728	
Online Customer Review	.628	.113	.458
Harga	.724	.131	.456

From the results of the multiple linear regression test, the relationship between the independent variables are Online Customer Review (X1) and Price (X2) with variables bound, namely consumer buying interest (Y), so that the results of the regression equation are obtained

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND PRICE ON INTEREST BUYING CONSUMERS ON THE SHOPEE MARKETPLACE (Case Study on Customers Gen Z Scarlett Whitening Official Store Medan City)

NurAthifah¹, Dewi Nurmasari Pane², Annisa Sammy³

multiple linear as follows:

$$Y = 6.361 + 0.628X_1 + 0.724X_2 + e$$

- a. The constant has a value of 6.361 which states that if independent variables are Online Customer Review (X1), Price (X2) has a constant value, so the dependent variable is Purchase Interest experienced an increase of 6,361.
- b. The results of the regression coefficient for the Online Customer Review variable (X1) are 0.628nya which means every one unit increase in the variable X1 and variable Y are considered constant, so interest will increase Buy from official Scarlett Whitening customers on the Shopee marketplace of 0.628.
- c. The result of the regression coefficient for the Price variable (X2) is 0.724, which means for every one unit increase in variable X2 and variable Y is considered constant, it will increase Buying Interest in official customer scarlett whitening on the shopee marketplace for 0.724.

4.5 Partial Significant Test (t Test)

		Coefficients ^a	
Model		T	Sig.
1	(Constant)	3.681	.000
	Online Customer Review	5.543	.000
	Harga	5.525	.001

d. Dependent Variable: Minat Beli

Source: SPSS Version 25.0 Processing Results

Based on the table above it can be seen that:

Online Customer Reviews have a positive and significant effect on

- 1) Interested in buying Scarlett Whitening Official on the Shopee Marketplace. Results shows that Ha is accepted and H0 is rejected, if tcount is 5.543 > t table ,1985 or Sig. t 0.000 < 0.05, then Ha is accepted and H0 is rejected, This means that H1 of this research is supported.
- 2) Price has a positive and significant effect on Scarlett's buying interest Whitening Official on the Shopee Marketplace. The results show that Ha is accepted and H0 is rejected, if tcount 5.525 > t table 1.985 or Sig. t 0.001 < 0.05 , then Ha is accepted and Ha is rejected, this means H2 in this study is supported.

4.6 Simultaneous Test (F Test)

According to Imam Ghozali (2011: 101) if the sig. > 0.05, it means thatthe independent variable (X) has a simultaneous effect on the variable (Y).

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2269.623	2	1134.812	143.949	.000b
	Residual	772.575	98	7.883		
	Total	3042.198	100			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Harga, Online Customer Review



It can be seen from the table that the Fcount value is 143,949 > f-table is 3.09 with a significance of 0.000 < 0.05, so the third hypothesis is concluded in this study, namely *Online Customer Reviews* and Price have a positive effect significant impact on buying interest in Scarlett Whitening Official on the Marketplace Shopee is supported. This means that H3 in this study is supported.

4.7 Coefficient Of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.746	.741	2.808

a. Predictors: (Constant), Harga, Online Customer Review

b. Dependent Variable: Minat Beli

Source: SPSS 25 results

The R-squared value is 0.746 as the coefficient of determination, shows that *Online Customer Reviews* and Price influence Interest Buy Scarlett Whitening Official on the Shopee Marketplace for 74.6% and The other 25.4% is influenced by factors or variables not included in the model. It can be concluded that the influence of all independent variables includes *Online Customer Reviews* and Prices on the dependent variable Interest buy is quite meaningful.

4.8 The Influence of Online Customer Reviews on Consumer Buying Interest Shopee Marketplace

Online customer reviews have a positive and significant effect on interest buy on the shopee marketplace. The results show that Ha is accepted and H0 rejected, tcount 5.543 > t table ,1985 or Sig. t 0.000 < 0.05, then Ha is accepted and H0 is rejected, this means that H1 of this research is supported. The results of this study are consistent with research results (Hidayati et al 2018), concluding that Online Customer reviews have a positive and significant influence on consumer buying interest on the Shopee marketplace.

4.9 The Influence of Price on Consumer Purchase Interest on the Shopee Marketplace

Price has a positive and significant effect on buying interest in the marketplace shopee . The results show that Ha is accepted and H0 is rejected, if t is 5.525 > t table 1.985 or Sig. t 0.001 < 0.05, then Ha is accepted and Ha is rejected, this is This means that H2 in this study is supported. The results of this research are in accordance with research by Kotler & Armstrong (2020), which shows that price has a positive effect and is significant in purchasing interest on the Shopee marketplace.

4.10 The Influence of Online Customer Reviews and Prices on Purchase Intention Consumers on the Shopee Marketplace

Online customer reviews and prices have a positive and significant effect on Interest in buying on the Shopee marketplace. The results show the calculated F is 143,949 > F table is 3.09 with a significance of 0.000 < 0.05, so it is concluded Online Customer Reviews and Prices have a positive and significant effect on Interest in purchasing Scarlett Whitening Official on the Shopee Marketplace is supported. Results This research is in accordance with Prakoso OT's (2021) research with the title "Influence. Online Customer Reviews, Store Ratings and Prices on Purchase Interest at Shopee (Study for Islamic University of Malang FEB Students majoring in Management class of 2017)." The results show that Online customer reviews and Prices simultaneous influence on Consumer Purchase Interest.

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND PRICE ON INTEREST BUYING CONSUMERS ON THE SHOPEE MARKETPLACE (Case Study on Customers Gen Z Scarlett Whitening Official Store Medan City)

NurAthifah¹, Dewi Nurmasari Pane², Annisa Sammy³

5. CONCLUSION

From the results of the research and analysis that has been carried out, the conclusions are: can be drawn to answer the problem formulation in this research: (1) Online Customer Reviews and Prices partially have a positive and significant influence on Gen Z's buying interest in Scarlett Whitening products on the Shopee Marketplace. (2) Online Customer Reviews and Prices simultaneously have a positive influence and significant to Gen Z's purchasing interest in Scarlett Whitening products Shopee Marketplace.

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