THE IMPACT OF ONLINE REVIEWS ON ONLINE PURCHASE INTENTION IN TOKOPEDIA (JAKARTA)

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Abstract: This research has the aim of knowing whether there is an influence on the type of online review: timeline, quantity, valence and their relationship with online buying interest in e-commerce (Tokopedia) among millennials in Jakarta. The approach used in this research is to use a quantity approach and a simple random sampling methodology. Data were collected through the distribution of online questionnaires, and the partial least square equation modelling (PLS-SEM) technique was applied to 123 responses given by respondents. The online review elements that have the greatest influence on the online purchase intention of Jakarta millennials for e-commerce are review timelines. This research has provided more clarity to researchers and marketers regarding the relationship between online purchase intention for e-commerce products, as a variable that changes rapidly with an uncertain level of development.

Keywords – Online purchase intention, Reviews timelines, Reviews quantity, Reviews valence.
an activity that is very often done by the community. It can be said that buying and selling transactions through online get affordable prices cheaper and can shorten the time during the transaction process. That’s makes people become more and more fond of shopping online. Developments that occur in this technology make a shift in behaviour in people who initially carry out traditional buying and selling transactions or face to face directly but at this time people are becoming more into shopping online through online shops or e-commerce (Muda et al., 2016)

E-commerce itself stipulates internet users and internet users to carry out shopping process activities which consist of buying, selling, transporting, or trading data, goods, or services (Turban et al., 2017). This statement can be proof that with the development of customers using the internet, it becomes good reliability for e-commerce marketers. A company that has a success rate and makes it a well-known company is Tokopedia which is a forum for applications and websites at this time in successful e-commerce and is able to compete and successfully take advantage of market opportunities in e-commerce in Jakarta.

Previous researchers stated that Millennial ranks highest in the online population who usually use e-commerce applications and websites more often than the previous generation, even though the older generation and younger generation are in the digital era (Muda et al., 2016). In addition, customers in today's era are more inclined to access the internet to get information about the goods and services desired by customers, as well as make reviews for other users in searching for information through the available comment’s column (Beneke & Carter, 2015; Kim & Park, 2013). (Somohardjo, 2017) mentions that the timeliness of reviews refers to the date which online reviews are posted on the Internet. Many studies conclude that reviews are timely and up to date to a certain extent. Readers usually ignore old online reviews. Online purchase intention is the desire of consumers for a product that will be consumed at a certain time through digital transactions (Lu et al., 2014). (Cheung and Thadani 2012) concluded that high quantity of online reviews can reduce the feelings of anxiety and uncertainty in consumers and reflect that the product that consumers intend to purchase is popular. Online purchase intention is a significant variable. According to (Zhang et al., 2014), the timeliness of reviews is the most recent review. The more reviews that have updates all the time will attract the attention of consumers so that the consumer's desire to consume the desired goods increases (Jindal & Liu, 2008; Zhang et al., 2014). (M. Cheung et al., 2009; Duan et al., 2008; Jindal & Liu, 2008). Based on these prepositions, The higher the review valence, the higher the online purchase intention. that is, the more positive reviews that consumers give to a product, the more consumers buy online intentions Therefore, the purpose of this study was to determine the timeliness of the review, the quantity of the review, and the valence of the review in relation to its effect on online purchase intention.

LITERATURE REVIEW

Online Purchase Intention

Online purchase intention can be defined as a factor that predicts consumer behaviour towards actions to complete negotiations using the internet (Wagner Mainardes et al., 2019). Online purchase intentions are generally thought to be the result of a variety of motivational factors experienced by consumers (Diallo & Siqueira, 2017; Pappas et al., 2017). Purchase intention is the determination of decisions made by customers to obtain goods and services because customers need and want the functions of the goods and services specified. With another definition, purchase
intention is in the form of an intention with the consumer's motivation or feeling consciously to take the purchase action (Bimantari, 2019). And Purchase intention is defined as a determination made by customers through the assumption that consumers want to own an item (Dani et al., 2012). After reading the explanation of the definition and meaning of online purchase intention according to the explanation of previous researchers, it is concluded that online purchase intention has a definition as a customer's desire to get an item or service through the internet.

Review Timeline

Currently, timely and latest reviews are considered timely reviews (Sa’ait et al., 2016). (Somohardjo, 2017) mentions that the timeliness of reviews refers to the date which online reviews are posted on the Internet. Many studies conclude that reviews are timely and up to date to a certain extent. Readers usually ignore old online reviews. Based on (Jindal & Liu, 2008), The newer the review, the more it attracts consumers' attention. The consumer's willingness to buy. (Park & Lee, 2009) found that 59.3% of respondents said that the information is up-to-date and reliable. Researches found that rating the latest online reviews is more important than older online reviews because they are effective (Madu & Madu, 2002). In addition, older reviews do not add value and generally review negative is confusing. (Zhang et al., 2014) This suggests that review updates have a positive impact on the average online hotel booking intent in China. The latest information is very useful for consumers to judge and inspire consumers to buy. In Jakarta, we can see that the recency of the review has a lot to do with purchase intention. However, review timeliness is least affected by purchase intention compared to other online review factors (such as review relevance, review accuracy, and review completeness). In addition, (Hermawan, 2013) stated that the memory and novelty of online reviews will end over time. However, (Pan & Zhang, 2011) concluded that old online reviews were more useful than expected. A number of studies have found that there is no significant relationship between the timeliness of reviews and consumers' purchase intentions (M. Cheung et al., 2009; Zhang et al., 2014). (Somohardjo, 2017) states that online reviews play an important role for consumers. The number of consumers using final purchase intentions and online reviews continues to grow. Researchers have found that recent reviews have a non-significant advenuysrsrse effect on restaurant dining intentions. No definitive claims are made as no statistical evidence was found in this study. Based on these explanation, The more the review timelines increase, the online purchase intention will also increase. that is, the more updated reviews that consumers give to a product, the more consumers buy online intentions. Timeline Review has a positive influence on Online Purchase Intention. (C. M. K. Cheung & Thadani, 2012a)

Review Quantity

According to previous research, product popularity is measured by the number of reviews that people can rely on to buy the product (C. M. K. Cheung & Thadani, 2012b; Park & Lee, 2009). Some online reviews conclude that it reduces consumers' anxiety and uncertainty and reflects the popularity of the product they want to buy. Cheung and Thadani (2012) and Aljahdali (2016) concluded that high quantity of online reviews can reduce the feelings of anxiety and uncertainty in consumers and reflect that the product that consumers intend to purchase is popular. Tsao et al, (2015) mentioned that large quantity of online review represents high level of concern over the issue in question. If there is large volume of positive reviews, which are perceived as noncommercial recommendations, they provided stronger confidence and positive attitude about the brand toward consumers’ purchase intention (Aljahdali, 2016). In addition, the researchers also stated
that large quantity of online reviews not only shared opinion and influenced other consumers, but also inspired others to try the product or service when consumers were searching for a specific product or brand. Based on these prepositions, The higher the review quantity, the higher the online purchase intention. That is, the more reviews consumers give to a product, the higher the online purchase intention of consumers. the following hypothesis can be formulated: Review Quantity has a positive and significant impact on Online Purchase Intention. (Sutanto & Aprianingsih, 2016)

**Review Valence**

Review valence is information that provides a positive and negative assessment of a product. In general, consumers use review scores to evaluate products and services. Positive reviews have a significant impact on consumers' purchase intentions and decision making (C. M. K. Cheung & Thadani, 2012b; Park & Lee, 2009). Previous studies have found that positive reviews increase the purchasing power and intention of products and consumers (C. M. K. Cheung & Thadani, 2012b; M. Cheung et al., 2009; Utz et al., 2012). Based on (Sutanto & Aprianingsih, 2016), the number of internet users continues to grow along with the growth of the Indonesian cosmetic industry. This study found that the assessment of young Indonesian women was significantly and positively related to their intention to buy premium cosmetics. In addition, (Sutanto & Aprianingsih, 2016) found that Indonesians are more likely to follow other people who influence Indonesian buying intentions and decisions. Researchers came to the conclusion that the more positive reviews, the more likely they are to buy the rated premium cosmetic product. Many studies do not show a significant effect of valence assessment on online purchase intention. (M. Cheung et al., 2009; Duan et al., 2008; Jindal & Liu, 2008). Based on these prepositions, The higher the review valence, the higher the online purchase intention. that is, the more positive reviews that consumers give to a product, the more consumers buy online intentions. the following hypothesis can be formulated as Review Valency has a positive influence on online purchase intentions.

**Research framework**

![Research framework](Source: (Cheong et al., 2020))

**METHODOLOGY**

Quantitative approach is research that analyzes data using a structured approach, statistics, and a large sample. This can be seen from the sampling methodology. The population of this survey is Indonesian, but the sample is Jakarta millennials. Jakarta was chosen as the research location because it is a densely populated city. The data in this study used primary data, where data were collected directly from respondents who answered temporary allegations in the study (Sekaran &
Bougie, 2016). Data was collected through the distribution of online questionnaires to respondents. Based on the theory of (Hair et al., 2009) to determine the number of samples can be 5-10 times the number of indicators owned, this study has 14 indicators. So, the number of samples needed is 140 respondents in this study.

The number of respondents targeted is 140. The inclusion criteria in the selection of respondents are individuals must purchase products online through e-commerce. This survey was conducted using a 5-point Likert scale for survey statements. To calculate the various measurements in this study, five points were given if the individual strongly agreed with the statement, four points were given if the individual agreed with the statement, three points, were given if the individual neither agreed nor disagreed with the statement, two points were given if the individual disagreed with the statement, and one point was given if the individual strongly disagreed with the statement. This survey uses SPSS to measure and identify the relationship between respondent characteristics and the dependent variable of this survey.

Data validation and analysis

Table 1 shows the number of respondent profiles obtained from the online survey. A total of 140 questionnaires were distributed to Jakarta millennials, but only 130 respondents answered and accepted the survey. Of the 130 responses, 7 were rejected because the questionnaire given did not meet the criteria for filling out the questionnaire. Therefore, only 123 answers were valid and qualified for further analysis. In this study, 56 (45.5%) were male respondents and 67 (54.5%) were female respondents. Since this study focuses on Jakarta millennials, the age range is limited and can be divided into two groups: 18-21 years and 22-25 years. Table I describes the data obtained. The majority of respondents are aged 18-21 years (99 respondents, 80%), but only 24 respondents are aged 22-25 years (20%). Judging from the level of education, the majority of respondents are high school students (69 respondents, 56.1%). Respondents at the undergraduate level were 36 (29.2%), D3 18 (14.7%), and postgraduate students 0 (0%). Regarding employment, most of the students (93, 75.6%), the second job is clerk (28, 22.8%), entrepreneur 2 (1.6%), and there is no civil servant.

| Table 1 Respondent Profile |
|-----------------------------|
| Respondents Profile         |
| Gender                      |
| Male                        | 56 | 45.5% |
| Female                      | 67 | 54.5% |
| Age                         |
| 18-21                       | 99 | 80%   |
| 22-25                       | 24 | 20%   |
| Last Education              |
| Senior High School          | 69 | 56.1% |
| D3                          | 18 | 14.7% |
| S1                          | 36 | 29.2% |
| Postgraduate                | 0  | 0%    |
| Profession                  |
| Student                     | 93 | 75.6% |
| Employee                    | 28 | 22.8% |
| Entrepreneur                | 2  | 1.6%  |
| Government                  | 0  | 0%    |
Measurement Model

In this study, the analytical tool to test the validity uses Confirmatory Factor Analysis (CFA) to test whether the statement indicators that have been made based on the variables accurately measure these variables or not. Hair et al (2010) explained that with a sample size of 123 and a loading score of 0.50. Based on table 2, the results show that all indicators are above 0.50.

| Indicators                                                                 | Reviews Timelines | Reviews Quantity | Reviews Valence | Online Purchase Intention |
|----------------------------------------------------------------------------|-------------------|------------------|-----------------|----------------------------|
| After making a purchase, consumers immediately review the product          | 0.706             |                  |                 |                            |
| Products at Tokopedia always provide the latest reviews.                  | 0.728             |                  |                 |                            |
| The latest product reviews are very attractive to consumers.              | 0.813             |                  |                 |                            |
| The number of reviews of a product on Tokopedia.                         |                   | 0.719            |                 |                            |
| Benefit from the review quantity.                                         |                   | 0.770            |                 |                            |
| The more reviews can meet the desired information needs.                  |                   |                  | 0.808           |                            |
| Negative reviews can have a bad impact on a product.                     |                   |                  | 0.819           |                            |
| The number of negative reviews makes consumers have other choices.        |                   |                  | 0.733           |                            |
| Positive reviews can have a good impact on a product.                    |                   |                  | 0.695           |                            |
| Choose Tokopedia as a place to shop online.                              |                   |                  |                 | 0.630                      |
| Will recommend Tokopedia app to others.                                   |                   |                  |                 | 0.671                      |
| Willing to buy products on Tokopedia.                                    |                   |                  |                 | 0.738                      |
| In the future, will make purchases through the Tokopedia application.     |                   |                  |                 | 0.789                      |
| Feel happy to continue purchasing on Tokopedia                            |                   |                  |                 | 0.759                      |

A measure that shows that an instrument can be consistently used from time to time is a reliability according to opinion (Sekaran and Bougie, 2013). Reliability analysis uses the basis of Structural Equation Modelling (SEM) as a data analysis technique. Based on table 3, it can be seen that the results of the reliability test for all variables are said to be reliable because the overall Cronbach's Alpha value for each variable is >60 (Sekaran, 2006) from the instruments on the Review Timeline, Review Quantity, Review Valence and Purchase Intentions Online.

| Construct                  | Cronbach’s Alpha |
|----------------------------|------------------|
| Reviews Timelines          | 0.607            |
| Reviews Quantity           | 0.648            |
| Reviews Valence            | 0.605            |
| Online Purchase Intention  | 0.767            |

Structural model assessment

Before evaluating the structural model, the potential for collinearity between predictor configurations should be tested to ensure that the results are not distorted by the collinearity problem. Therefore, this section is divided into several subtopics: (1) normality test, (2) multicollinearity, (3) autocorrelation, and (4) non-uniform variance based on the accurate signal (both sides) is 0.121, which means passed normality. Test because sig value > 0.05.
The table above shows that VIF < 10 which means it passes the test because the sig value is > 0.05.

The value obtained for Durbin Watson in the table above is declared to have passed the test, the score is in the middle of the limit.

The table above shows that all Sig values > 0.05 which means that they passed the test.

Data processing based on an $R^2$ value of 0.428 is in a position between zero and one, so that in this research, All independent variables can provide almost all the information needed to predict the dependent variable. From this it can be concluded that the model used in this study is feasible and can be continued with further testing.

**RESEARCH FINDING AND CONCLUSION**

**Status of findings**

The results obtained in table 7 have a value of Sig < 0.05 then Ho is rejected and Ha fails to be rejected, which means the following three hypotheses:

H1: Review Timelines has a positive and significant effect on Online Purchase Intention.
H2: Review Quantity has a positive effect on Online Purchase Intention.
H3: Review Valence has a positive and significant effect on Online Purchase Intention.

The three alleged hypotheses obtained in this study are supported because they are significant (sig) > 0.05.

CONCLUSION

This research was conducted to determine whether there is an effect of online reviews and their correlation to online buying interest. This study uses a survey method by distributing questionnaires and distributing 140 and only 123 are declared valid to answer according to the Respondents Instructions and Criteria. This study has a research objective to explore the types of online reviews and their relationship with the interest in buying online products on Tokopedia e-commerce in the millennial generation in Jakarta. Several previous studies have been carried out by other researchers and then analyzed in the literature review, as the majority of previous studies have stated a positive correlation between online purchase intentions and types of online reviews, and a minority of previous studies have different results. This research was conducted in Jakarta for the millennial generation (Fitri1, R. A. et al., 2020). This research has obtained results which suggest that timeliness of reviews, quantity of reviews, and valence of reviews have a positive and significant relationship with online purchase intention. After reviewing the three types of online reviews using the PLS-SEM test, the timeliness of the reviews has the most impact in guiding the online purchase intention of millennials in Jakarta, followed by the quantity of reviews and the valence of the reviews. From perspective of review timeliness, the reviews are the most influential factor of guiding millennial generation's online purchase intention in Jakarta. Therefore, the results obtained indicate that online consumers are currently more inclined to rely on and are easy to be influenced by current information about purchase intentions and online purchasing decisions. Meanwhile, in terms of the quantity of reviews, online users assume that the number of online reviews for a product represents a higher level of popularity (Jian Wei Cheong, 2019). Therefore, the number of online reviews can directly affect the interest in buying online generation z Indonesia. In addition, in the perspective of review valence, negative reviews have a stronger influence than positive reviews, millennial generation respondents in Jakarta are influenced and convinced by negative reviews. Therefore, this study has provided more information to researchers and marketers regarding the relationship between online purchase intention as a variable that changes rapidly and with an uncertain level of development (Ivan Ventre, D. K., 2020).

Timeline review has a positive influence on Online Purchase Intention, therefore up to date information has an important role in encouraging consumers to feel the perceived benefits as a form of profit to meet consumer needs. For this reason, management should continue to improve the Review Timeline so that the information presented can meet consumer information needs so as to increase online purchase intention. Management must continue to develop offers that are attractive or feel profitable for consumers, such as providing discounts for the next purchase or certain points that can later be exchanged for vouchers to be used as purchases in order to improve the review timeline for consumers so that they have a greater direct impact on consumer purchase intentions in the future.

Review Valency has an influence on Online Purchase Intention so that positive reviews have a higher impact on influencing consumer intentions and purchasing decisions on the Tokopedia application. Management should be more creative in making the Tokopedia application as attractive
as possible but still packaged well and easily accessible to all consumers. So that consumers feel happy when reading product reviews.

Review Quantity has a positive influence on Online Purchase Intention. For the website quality factor. Management must maintain the quality of the website and continue to be creative and design the Tokopedia application as attractive as possible for consumers both in terms of layout, grouping of goods, to speed in accessing the website. And also, in the review column for consumers who have bought a certain item for easier viewing. So that when consumers see product reviews it looks interesting so that it is like being given a star or high rating so that consumers are interested in buying products with many stars because many reviews indicate popular and good products so that they can increase online shopping intentions.

There are limitations experienced when conducting research, as follows.

1. This study only examines the e-commerce industry, namely Tokopedia.
2. This study only uses 4 variables, namely: Online purchase intention, Reviews timelines, Reviews quantity, Reviews valence.

Suggestions that can be given based on the research that has been done for further research in the future are as follows.

1. Further research is allowed to use the same model but with other types of e-commerce.
2. Further research is recommended to examine other areas so that the differences in each region can be known.

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