

The Effect of Comparison of Online Consumer Review Information on Online Purchases at Online Supermarkets Through Customer Value as An Intervening Variable

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Abstract

Online shopping has now become one of the social phenomena that are happening in the community, many of which start switching and are interested in the online shop to meet the needs of the community in daily needs. The fulfillment of the needs of the core community, namely the purchase of daily need such as raw vegetables, raw meat, raw herbs, and a staple core of the other community. The fulfillment of these needs is facilitated by advances in information and communication in providing basic needs with the online supermarket through customer value to achieve the increase in purchases at the online supermarket. This study aims to test, review and analyze to know, a picture of the influence of online customer review, e-service quality, equity, and brand value of customers of the online purchase for partial and customer value as a mediator in influencing the online purchase in DKI Jakarta. The results showed all significant variables that proved the influence of online customer review, e-service quality, and equity of the brand to online purchase with the total contribution of the influence of zero-point fifty-nine or fifty-nine percent of the results the most significant effect of e-service quality on online purchase the two other variables. While the online customer review, e-service quality, equity brands synergy with the value customers proved a positive and significant effect on online purchasing with the contribution of the zero point fifty-four or fifty-four percent of e-service quality influence on online purchase. Among the four variables that influence the online purchase has a value of dominant e-service quality. Thus, the value of the customer proved to be able to mediate the strengthening of the influence of online purchase online supermarkets.

Keywords

online customer review; e-service quality; equity brand, customer value; and online purchase



I. Introduction

Changes in communication and marketing aspects in product sales in realizing customer service and value in increasing purchases at supermarkets. One aspect that supports in increasing customer value and purchases is the existence of the internet which is able to provide convenience in communication facilities, information to sales transactions. Supported by advances in communication and information, retail business players use this information to make it easier for consumers to shop and transact. The convenience of regular consumer purchases has become an easy target for retail business players, namely the purchase of nine basic ingredients, raw vegetables, raw meat, eggs, and other routine household purchases. In terms of digital business and monthly shopping through online supermarkets, it is profitable for grocery traders, agricultural SMEs who

sell consumer goods for routine household needs that can expand their sales network. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

This is very reasonable because according to data from databoks.co.id the growth of e-commerce transactions in Indonesia has grown from 2017 to 2020. transaction growth is around 140% from year to year. This illustrates that the e-commerce business in Indonesia is quite promising every year. This is also supported by a survey of the Internet Service Providers Association in its survey in 2019 in Figure 1.2 there are as many as 196 million people who access the internet and 11% use it for online shopping, so that business opportunities in e-commerce can grow along with the growth of internet users in Indonesia. Indonesia. The need for this internet in making purchases at supermarkets is reinforced by Jiradilok (2014) in his research that most people intend to make online purchases in small amounts. So that digital community purchases have become a business tool as Zarrad (2012) in his research that consumer attitudes to use the internet are perceived positively for shopping and online transactions in purchasing decisions at online supermarkets.

However, digital developments in Indonesia, the increase in online shopping transactions is not accompanied by an increase in shopping at online supermarkets. This can be seen from the website traffic that describes the duration of online supermarket visitors is still not satisfactory for the last 6 months. This indicates that there are no consumer transactions on the online supermarket site. Visitors to the online supermarket are thought to be just window shopping on the website. Various reasons consumers do not shop at online supermarkets in a survey conducted by MARS, 2018 and APJII 2019 that there are 58.5% prefer to shop offline, 38.4% do not trust online shops, 32.7% cannot try goods. The expected conditions based on these reasons as much as 12.5% of the quality of the goods must be good, 10% of the safety must be guaranteed and 10% of the price must be cheap.

Online purchases are described by Sinurat (2020) and Constantinides (2016) which are actions taken by individuals, groups or organizations to choose to buy, use and utilize goods, services, ideas to meet needs based on information, advantages and perceived value of these products. In this case, online purchases at online supermarkets are based on product information, consumer reviews/other online supermarket users who highlight the advantages and disadvantages of shopping at online supermarkets. Interactive applications and websites will make in it the quality of interaction, the quality of the service environment and the benefits that are highly desired by consumers, so that they can increase shopping/buying transactions in online supermarkets.

Various other problems from these conditions, as obtained from the results of mapping in the initial observations by researchers in this research unit and are a "gap phenomenon" that exists besides explaining the reasons, namely;

1. Lack of comparing consumer review information on supermarket usage that can be used as a source for new online supermarket consumers, due to the lack of online supermarket providers to increase the enthusiasm for commenting on social media.
2. Lack of comparing quality and useful consumer review information for new consumers.
3. Lack of comparison of trusted consumer review information from well-known and competent public figures.
4. The features of the online supermarket process are less reliable, resulting in a lengthy purchasing process at online supermarkets.

5. Prices that are not well informed to consumers who do not appear to be competitive in product prices in the offline market.
6. Lack of name recognition of online supermarkets to consumers, which requires interaction between online supermarket providers and consumers.

Therefore, a marketing strategy is needed so that the benefits, features and processes of online supermarkets can be well communicated to online supermarket customers. Based on the results of the study of the problems in the background of research on online supermarkets, these problems are identified as follows:

1. Lack of online reviews of consumers using supermarkets that can be used as a source for new consumers of online supermarkets, which is suspected of decreasing purchases at online supermarkets.
2. Lack of quality online content of useful consumer reviews so that it does not create customer value.
3. Consumers' doubts about personal data and transaction security on websites or online shopping applications that can reduce purchases at online supermarkets.
4. The reliability of online supermarket applications and services can reduce customer value.
5. The name of the site or application does not describe the quality of the online supermarket so that it can reduce purchases at the online supermarket.
6. The online supermarket brand association does not describe the benefits for consumers that can reduce customer value.
7. The value of benefits, the value of time efficiency when shopping at online supermarkets is not worth the effort and costs incurred by customers which can reduce purchases at online supermarkets.
8. Prices in online supermarkets do not compete with offline markets which may not create functional value for online supermarkets and cause a decrease in purchases at online supermarkets.

Based on the identification of the problems mentioned above, that online purchasing decisions and consumer customer value can be influenced by many variations. Researchers limit the problem to population and the availability of facilities, so that users of PD Pasar Jaya visitors in DKI Jakarta use online supermarkets, so this study only states 5 (three) variables that are thought to affect consumer customer value and online purchasing decisions, namely: online review, e-online supermarket service quality, online supermarket brand equity, customer value and online supermarket purchasing decisions.

Based on the above gap phenomenon regarding online reviews that affect purchases according to Hidayat (2020), Sanjaya (2020), Yayli & Bayram (2012) who conducted research on purchasing non-grocery online retail products. Then online reviews that affect customer value according to Lou (2019), Shen (2019) who also conducted research on the influence of customer value on non-groceries online retail products.

There is very little research on the comparison of consumer review information on consumer purchases. Although there is research on the comparison of consumer review information only on its social impact. This gap is used by researchers to examine the comparison of consumer review information on compulsive online purchases at online supermarkets. Thus, the novelty of this research is the comparison of consumer information reviews on online purchases which is comparing other consumer reviews in collecting information to reduce the risk of purchasing products and services.

II. Review of Literature

2.1 Online Purchase

Research by Widiastuti (2017) consumers need consideration in deciding the act of purchasing a product. So according to Widiastuti (2017) on online purchases the consideration factor for products and services is an important thing. In Lin Xue's research (2021), Sumerta (2019) the act of purchasing is explained in the AISAS model, namely; attention is attracting the attention of consumers in this case is the brand of the service; interest is consumer interest in the service in this case is the quality of service; search is looking for information from the service; Action is the act of purchasing that is decided by the consumer; and share share after using the service. In this study, comparing information review at the search stage. According to Saman Atiq (2015) and Lumintang (2018), comparing service review information is a way for consumers to find information, so that in this study, search will be more appropriate in comparasing information reviews. Furthermore, from Saman Atiq (2015) that in comparing consumer review information, in which consumers will discuss and share experiences that make the share stage in the AISAS model before the purchase action. Because according to Saman Atiq (2015) online purchases are more compulsive in nature which are cautious in buying and make consumers discuss the opinions of reviewers who have used them.

2.2 Online Customer Reviews

Online customer reviews are part of EWOM to influence consumers in making purchasing decisions for products and services. This is explained by Mirza (2013) that online customer reviews are used as a means for consumers to find and obtain information before buying products and services. Sutanto (2016) also explained that online customer reviews are a form of EWOM as a new marketing tool that can play an important role in consumers buying products or services. Ali Yayli (2012) explains that OCR is the exchange of information and discussion of product users in network media with positive and negative statements made by prospective consumers, former consumers about the products and services of a company. In an online customer review (OCR) Park and Lee (2019) explain that it can contain positive and negative reviews about a product and service as well as the advantages and disadvantages of using the services of a producer company. So that consumers can have an overview in the comparison of products and services without having to visit other sellers of similar products. According to Yasmin and Lee (2009) this can benefit consumers to seek information through digital marketing. In addition, according to Cook and Coopey (1998) using OCR in collecting information will require low costs and be easily retrieved in a text format that represents consumer preferences (Zhu, 2010).

2.3 E-Service Quality

E-service quality from Ziethaml (2010:15) can be assessed from the subjective point of view of consumers based on consumers' initial perspectives on the quality of the product. Salameh (2015) explains about e-service quality which is a global assessment or attitude related to service excellence and the overall consumer impression of the inferiority/superiority of organizations and services.

2.4 Brand Equity

Aeker (2013) a brand is a distinguishing name and/or symbol (such as a logo, stamp or packaging) to identify the goods or services of a particular seller or group of sellers and

to differentiate them from those of competitors. The development of the brand is further influenced by internal and external changes. Shimp (2009) A brand is a promise to consumers that by simply mentioning their name, there is an expectation that the brand will provide the best quality, comfort, status, and other things that consumers consider when making a purchase. The AMA (2007) defines a brand as a name, term, sign, symbol or design and is a combination of these which is intended to identify the goods or services of one seller or group of sellers, so that they can be distinguished from their competitors. Saydan (2013) that brand equity is a derivative effect of brand knowledge on consumer responses to names, brands and symbols of a product or service to consumers. It is also reinforced by Tong (2010) that brand equity is based on a consumer perspective which is based on consumer knowledge, familiarity and brand associations that have value for consumers, resulting in greater revenue, lower costs, high profits for the company and the effectiveness of marketing communications.

2.5 Customer Value

Ziethaml (2005:p25) defines value as the overall result of consumers based on perceptions offered with perceptions received. Meanwhile, Kottler and Armstrong (2012: p 38), "Customer delivered value is the difference between total customer value and total customer cost. Total customer value is the bundle of benefits customer expect from a given product or service." The value delivered by the customer is the difference between the total value of the customer and the cost, which means the benefits taken from the value of an item and service. Total customer value is a set of customer expectations about the perception of a product or service. Customer value in addition to perception is also related in monetary terms which includes the economic side and benefits as Kottler (2013) explains about the total customer value related to the monetary value that is thought of a set of economic, functional and psychological benefits expected by customers on a particular market offer. Choo (2014) explains what customers get (benefits, quality, utility) from using the product at the costs that customers incur (costs and sacrifices) resulting in an emotional attachment to the product.

III. Research Method

3.1 Research Objects and Methods

According to Sugiyono (2012:35), quantitative research methods are also called positivistic methods because they are based on the philosophy of positivism. This method is a scientific method because it has fulfilled scientific principles, namely concrete/empirical, objective, measurable, rational and systematic. This method is also called the confirmative method, because this method is suitable for use for proof/confirmation. The unit of observation in this study is the population of DKI Jakarta. This research was conducted in relation to the fulfillment of academic assignments for dissertation writing. The period of time and starting the survey starts from May 2021 to June 2021.

The method used in this research is descriptive survey method and verification explanatory survey which is carried out through data collection in the field. The investigation was carried out using causality because it would examine the causal relationship and the influence between the variables studied. This study uses a cross sectional that is a collection of data to be studied on a phenomenon in a certain period of time.

IV. Result and Discussion

4.1 Testing Outer Model

a. Convergent Validity Test

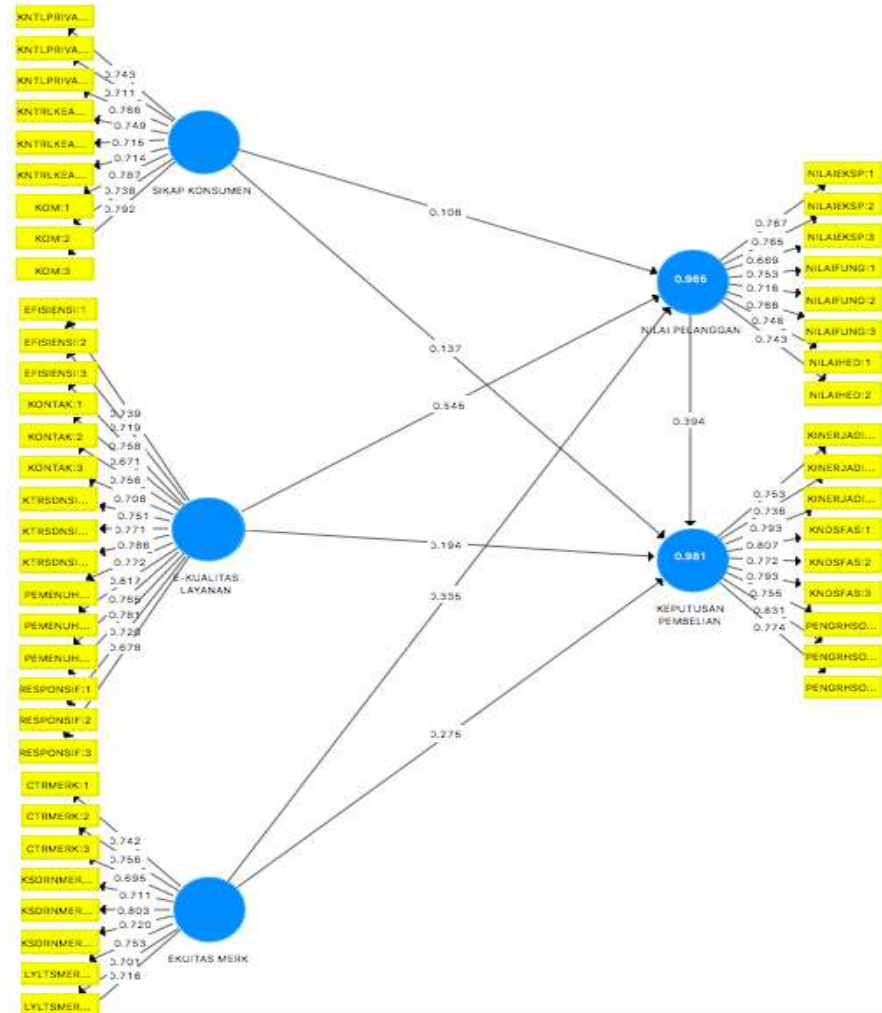


Figure 2. Loading factor Initial Research Model

Overall has a value of more than 0.60. This shows that the indicator that has a loading value greater than 0.60 has a high level of validity, thus meeting convergent validity.

b. Test Average Variance Extracted

The AVE value on the variables of e-service quality, brand equity, online customer review, customer value and online purchases is above 0.5. So that there is no problem with convergent validity in the model being tested so that the constructs in this research model can be said to have good discriminant validity.

c. Discriminant Validity Test

Discriminant validity is used to ensure that each concept of each construct or latent variable is different from other variables. The table below is the result of the discriminant validity of the research model by looking at the cross loading.

The loading value of each indicator item on the construct is greater than the cross loading value. Thus it can be concluded that all constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are better than indicators in other blocks. From the results of the cross loading analysis, it appears that there is no discriminant validity problem. The research model after being modified is as shown in Figure 3.

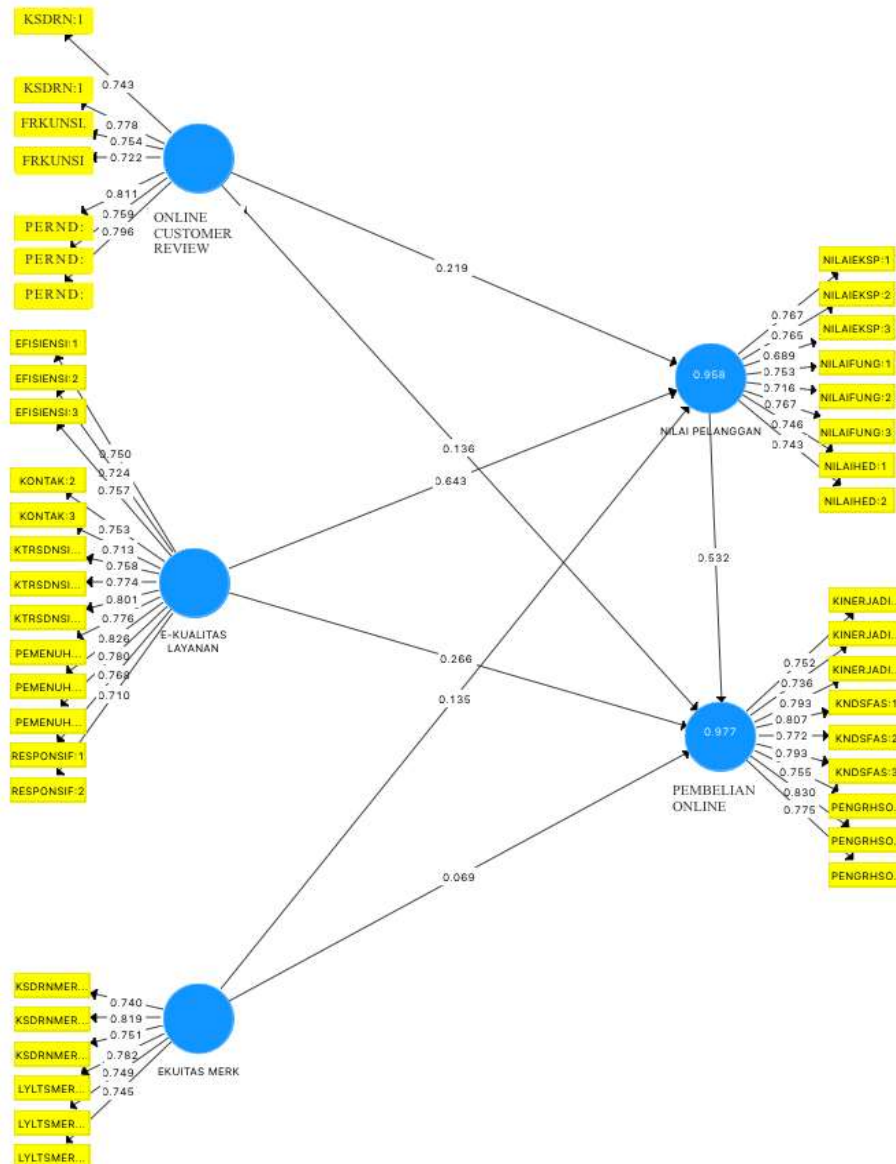


Figure 3. Loading factor Research Model After Modification

d. Composite Reliability Test

The value of composite reliability for all constructs is above the value of 0.70. Thus it can be concluded that all constructs have good reliability in accordance with the required minimum value limit.

e. Composite Reliability Test

The value of composite reliability for all constructs is above the value of 0.70. Thus it can be concluded that all constructs have good reliability in accordance with the required minimum value limit.

Cronbach's alpha value for all constructs is above 0.60. Thus it can be concluded that all constructs have good reliability in accordance with the minimum required value limit.

4.2 Inner Model Test

The results of the calculation of R^2 for each dependent latent variable show that the value of R^2 has a value of 0.642 on the purchasing decision variable, in other words, the online purchase variable is influenced by other variables in the model by 64%. The remaining 36% is influenced by other factors outside the model.

The R^2 value of the customer value variable is 0.655 in other words the customer value variable is influenced by other variables in the model by 65%. The remaining 35% is influenced by other factors.

The value of Q^2 structural model testing is done by looking at the value of Q^2 (predictive relevance). To calculate Q^2 can be used the formula:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0,942)(1 - 0,955)$$

$$Q^2 = 1 - (0,058)(0,045)$$

$$Q^2 = 1 - 0,00261$$

$$Q^2 = 0,99739$$

The results of the calculation of Q^2 show that the value of Q^2 is 0.99739. According to Ghozali (2014), the value of Q^2 can be used to measure how well the observed values are generated by the model and also the estimated parameters. Q^2 value greater than 0 (zero) indicates that the model is said to be good enough, while Q^2 value less than 0 (zero) indicates that the model lacks predictive relevance. In this research model, the construct or dependent variable, namely customer value and purchasing decisions, has a Q^2 value greater than 0 (zero) so that the predictions made by the model are considered relevant.

4.3 Causality Test

a. Hypothesis Test Results Effect of X1 on Y1

The online customer review variable is partially proven to have a relationship and has a positive significant effect on customer value with the t-value at the significance level, the t-value 6.122 > ttable 1.96 (criteria value) and the P-value 0.000 < 0.05. The first hypothesis states that reject H_0 and accept H_a , that the online customer review variable has a positive and significant effect on customer value.

b. Hypothesis Test Results Effect of X2 on Y1

The variable e-service quality is partially proven to have a relationship and has a positive significant effect on customer value with the t-value at the significance level, the t-value 11.397 > ttable 1.96 (criteria value) and the P-value 0.000 < 0.05. The results of the second hypothesis test stated that reject H_0 and accept H_a , that the e-service quality variable has a positive and significant effect on customer value.

c. Hypothesis Test Results Effect of X3 on Y1

The brand equity variable partially proved to have a positive and significant relationship and effect on customer value with the t-value at the significance level, the t-value 4.245 > ttable 1.96 (criteria value) and the P-value 0.000 < 0.05. The results of the third hypothesis test stated that reject H_0 and accept H_a , that the brand equity variable has a positive and significant effect on customer value.

d. Hypothesis Test Results Effect of X1 on Y2

The online customer review variable partially proved to have a relationship and a positive significant effect on online purchases with the t-value at the significance level, the t-value $3.426 > t_{table} 1.96$ (criteria value) and the P-value $0.001 < 0.05$. decision on the test results The 4th hypothesis stated that reject H_0 and accept H_a , that the online customer review variable proved to have a positive and significant effect on online purchases.

e. Hypothesis Test Results Effect of X2 on Y2

The e-service quality variable is partially proven to have a relationship and has a positive significant effect on customer value with the t-value at the significance level, the t-value $4.385 > t_{table} 1.96$ (criteria value) and the P-value $0.000 < 0.05$. The e-service quality variable is partially proven to have a relationship and has a positive significant effect on customer value with the t-value at the significance level, the t-value $4.385 > t_{table} 1.96$ (criteria value) and the P-value $0.000 < 0.05$. The fifth hypothesis states that reject H_0 and accept H_a , that the e-service quality variable has a positive and significant effect on online purchases.

f. Hypothesis Test Results Effect of X3 on Y2

The test results show that the brand equity variable is partially proven to have a relationship and has a positive significant effect on customer value with the t-value at the significance level, the t-value $3.015 > t_{table} 1.96$ (criteria value) and the P-value $0.003 < 0.05$. Thus, the decision on the results of the 6th Hypothesis testing stated that reject H_0 and accept H_a , that the brand equity variable proved to have a positive and significant effect on online purchases.

g. Hypothesis Test Results Effect of Y1 on Y2

The customer value variable is partially proven to have a relationship and has a positive significant effect on online purchases with a t-value at the significance level, tcount $6.391 > t_{table} 1.96$ (criteria value) and P-value $0.000 < 0.05$. The seventh hypothesis states that reject H_0 and accept H_a , that the customer value variable has a positive and significant effect on online purchases.

4.4 Discussion

The online customer review variable has a positive and significant effect on customer value. views and is in line with the theory of Yume Lou and Qiongwei Ye (2018) The research is about the impact of online review, value, and gender in the use of international online shopping. In a study conducted by Lou and Ye (2018), which compares consumer reviews of the quality of information provided by other users, this is in line with Lumintang (2018) that comparisons of consumer review information from its function are needed in deciding action in purchasing.

The e-service quality variable has a positive and significant effect on customer value. Taweraat Jiradilok, Settapong Malisuwan, et.al (2014), Zitehaml, 2005, (Kottler, 2013) Effective and efficient service quality that favors consumers makes the customer value of the website positive.

Brand equity variable proved to have a positive and significant effect on customer value. Alireza Mohammadpour, Taher Arbatani.et.al (2014), Yung chieh chien (2013), Esmaeel roozy (2014), Ali Kazemi, Hossien Abadi (2013), online site providers who have brand equity such as consumers familiar with the brand, have commitment to quality

makes hedonic value, expressive value and consumer sacrifice value affected by brand equity.

The online customer review variable has a positive and significant effect on online purchases. The findings of this study are in line with and strengthen the results of Bettina Von Helversen's research, Katazyna Abranzcuk (2018). In this study, online reviews have a positive relationship with consumer purchases.

The e-service quality variable has a positive and significant effect on online purchases. research by Dhanya Alex and Sam Thomas (2013), Mansoor Balghi (2014), Taweraat Jiradilok, Settapong Malisuwan (2014),) Zehir (2016), the availability of a system that includes a website or online shopping application is easy to get, the site runs smoothly, does not experience error is closely related to the performance expected by consumers which is a dimension of online purchases.

Brand equity variable proved to have a positive and significant effect on online purchases. The findings of this study are in line with and strengthen the results of research by Esmaeel Roozy, Mohammad Ali Arastoo (2014), Uthayakumar Tharmi, Samithamby Senthilnathan (2015), Ali Kazemi, Hossien Abadi (2013), Ali Bonyadi Naeni, Parisa Azali (2015), Alireza Mohammadpour , Taher Arbatani (2014), Brand equity in retail products has an effect on online purchases caused by brand awareness that supports product image and quality perceived by consumers today according to people's lifestyles.

Customer value variable proved to have a positive and significant effect on online purchases. Kotler & Keller (2012:25), Zeithalm and Bitner (2010:441), Kottler (2013), Ming (2016), The emotional bond of value perceived by consumers is based on consumer feelings that compare the benefits and activities of online retail activities where online shopping on the website, social influence with the use of figures and artists by looking at it from a functional value perspective.

V. Conclusion

Conclusions based on research results are as follows:

1. Test and analysis results show that "online customer review" has a positive and significant effect on "customer value".
2. the results of testing and analysis show that "e-quality of service" has a positive and significant effect on "customer value".
3. the results of testing and analysis show that "brand equity" has a positive and significant effect on "customer value".
4. Online customer reviews are proven to have a positive and significant effect on "online purchases".
5. E-service quality has been proven to have a positive and significant effect on "online purchases".
6. Brand equity has been proven to have a positive and significant effect on "online purchases".
7. testing and analysis showed that "customer value" proved to have a positive and significant effect on "online purchases".

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