

THE EFFECT OF ONLINE CUSTOMER REVIEW COMMUNICATION ON PURCHASE INTEREST WITH TRUST AS INTERVENING IN BUKALAPAK ONLINE STORE IN PADANG CITY

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Abstract

This research is choosing a topic to determine the effect of online customer review communication on purchase interest with trust as an intervening at the Bukalapak online store in the city of Padang. The population in this study were all consumers who shopped online at the Bukalapak online store in Padang City in 2020 whose number was not known with certainty, with a total sample of 138 people. The sampling technique used nonprobability sampling method with accidental sampling technique. The data analysis method used partial least squares (PLS).

The summary of the results obtained from this study shows that online customer reviews have a significant positive effect on consumer trust in the online shop Bukalapak in the city of Padang. Online customer reviews have a significant positive effect on consumer purchase interest at Bukalapak online store in Padang City. Trust has a significant positive effect on consumer purchase interest at Bukalapak online store in Padang City. Then online customer reviews have a significant positive effect on purchase interest through trust in the online shop Bukalapak in the city of Padang.

Keywords: *Online Communication, Customer Review, Purchase Interest, Trust*

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1. INTRODUCTION

The presence of online trading will make it easier for consumers to make purchases. Consumers do not need to come directly to the store, they only need to visit the intended site and determine the goods/services they need. In addition, online shopping aims to increase consumer buying interest which is supported by advanced technology so that it can attract consumers' attention both from the image, color, sound, shape, service and availability sought which ultimately provoke consumer interest in buying products/services from the online site. (Sophia, 2014).

Bukalapak is one of the largest online buying and selling sites in Indonesia, founded in 2010 by Achmad Zacky. Bukalapak provides a means of selling from consumer to consumer anywhere. Bukalapak has a program to facilitate SMEs in Indonesia to make online buying and selling transactions. This is because online transactions can make it easier for SMEs to sell their products without having to have an offline store.

Bukalapak provides various types of products on offer. The variety of products offered by Bukalapak has various categories including Mobile Phones, Bicycles, Tablets, Gadget Accessories, Computers, Laptops, Printers/Scanners, Data Storage Media, Women's Fashion, Men's Fashion, Fashion Accessories, Electronic Equipment, Audio & Video, Home Appliances, Baby Equipment, Up to Books or Musical Instruments and others. With a variety of products offered, Bukalapak aims to create buying interest in potential buyers.

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In the following, Indonesia's e-commerce data is presented based on the average website visitors in each quarter, application rankings, and social media rankings. Where the complete data can be seen in table 1.1 below.

Tabel 1.1

Data E-commerce 1st Quartal Period 1 2020

No	Toko Online	Pengunjung Web Bulanan	Rangking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Total
1	Tokopedia	137.200.900	2	2	192.100	1.148.500	6.049.900	144.591.400
2	Bukalapak	115.256.600	3	4	161.500	711.700	2.423.200	118.553.000
3	Shopee	74.995.300	1	1	69.300	2.164.100	14.409.600	91.638.300
4	Lazada	52.044.500	4	3	365.300	1.173.200	28.245.000	81.828.000
5	Blibli	32.597.200	7	6	483.300	627.400	8.244.800	41.952.700
6	JD ID	10.656.900	5	5	22.800	406.300	778.300	11.864.300

Sumber :<https://iprice.co.id/insights/mapofecommerce/>, diakses Juni 2020

Based on table 1.1, it can be seen that the Bukalapak site has the second most monthly web visitors compared to other online stores, although the appstore ranking is in the third position, and the playstore is in the fourth position and visitors via Twitter, Instagram are ranked fourth and through Facebook are ranked fifth. This shows that although the Bukalapak website can provide direct online customer reviews (OCR) and is able to attract more online shopping interest than promotions through social media, it is not certain that consumers will shop after seeing the reviews given, because reviews can affect trust someone to be interested in shopping online. The problem that has been described, the problem is formulated as follows: the direct influence of online customer reviews on consumer trust in the online shop Bukalapak in the city of Padang?

2. RESEARCH METHODS

The method used is a quantitative research method. Where quantitative research methods can be used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses (Sugiyono, 2017).

The outer model is often also called (outer rotation or measurement model) which defines how each indicator block relates to its latent variable (Ghozali, 2014). Where by using the measurement model or the outer model can be evaluated construct validity and construct reliability. The measurement model (Outer Model) with reflexive indicators is evaluated with convergent and discriminant validity of the indicators and composite reliability for indicator blocks (Ghozali, 2014).

Hypothesis testing

PLS does not assume any particular distribution for parameter estimation, so parametric techniques to test the significance of parameters are not required. The stability of this estimate was evaluated using the t-test statistic obtained through bootstrapping (Ghozali, 2014:39). Thus, PLS uses a nonparametric test to determine the significance level of the path coefficient, where the statistical significance value generated by running the Bootstrapping report algorithm on SmartPLS is used to determine whether the proposed hypothesis is accepted or not. The hypothesis will be accepted if the t-statistic value exceeds the t-table value for a 0.05 degree of significance of 1.96 (Ghozali, 2014):

3. RESULTS AND DISCUSSION

PLS does not assume any particular distribution for parameter estimation, so parametric techniques to test the significance of parameters are not required. The stability of this estimate was evaluated using the t-test statistic obtained through bootstrapping (Ghozali, 2014:39). Thus, PLS uses a nonparametric test to determine the significance level of the path coefficient, where the statistical significance value generated by running the Bootstrapping report algorithm on SmartPLS is used to determine whether the proposed hypothesis is accepted or not. The hypothesis will be accepted if the t-statistic value exceeds the t-table value for a 0.05 degree of significance of 1.96 (Ghozali, 2014).

Furthermore, it can be explained that the original sample value (O) is the path coefficient value which shows the strength of the influence of one latent variable to another latent variable. While the value in the sample mean (M) column shows the middle value of the path coefficient. While the standard deviation (STDEV) and standard error (STDERR), show the value of the deviation and error in the sample mean. T-statistics value to see the calculated T value that will be used to test the hypothesis.

In PLS statistical testing of each hypothesized relationship is carried out using simulation. In this case, the Bootstrapping method was applied to the sample. Testing with Bootstrapping is also intended to minimize the problem of abnormal research data. The results of the bootstrapping test from the PLS analysis for the direct effect are as follows:

Path Coefficients Result with PLS Methode Direct

I n f l u e n c e

	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P Values
trust -> interest in online shopping	0,394	0,395	0,080	4,915	0,000
online customer review -> trust	0,546	0,558	0,067	8,146	0,000
online customer review -> interest in online shopping	0,431	0,435	0,074	5,786	0,000

Based on the research results can be described as follows:

a. The Effect of Online Customer Reviews on Trust (trust)

Based on the results of hypothesis testing, it shows that online customer reviews have a significant positive effect on consumer trust in the online shop Bukalapak in Padang City with a T-statistic test value > 1.96 which is 8.146 and sig 0.000 < 0.05 . Where the value of the path coefficient online customer review is positive at 0.546. Thus, online customer reviews affect consumer trust in the Bukalapak online store in Padang City, where the better the online customer reviews, the higher consumer trust in the Bukalapak online store in Padang City.

This indicates that online customer reviews are something that consumers consider to influence their trust in online shopping at Bukalapak. Online customer reviews about Bukalapak make it easier for consumers to shop online, and make it easier for consumers to search and find information about products. In addition, online customer review services regarding Bukalapak are not confusing and consumers find it easy to understand so that this also affects consumer confidence. Then consumers also feel more in control of online shopping when reading customer comments online at Bukalapak, besides that consumer comments also give consumers more control over the service process at

Bukalapak, thus affecting consumer trust in the online shop Bukalapak in Padang City.

b. The Effect of Online Customer Reviews on Purchase Interest (Online Shopping Interest)

Based on the results of hypothesis testing, it shows that online customer reviews have a significant positive effect on consumer purchase interest at Bukalapak online store in Padang City with a T-statistic test value > 1.96 which is 5.786 and sig 0.000 < 0.05 . Where the value of the path coefficient online customer review is positive at 0.431. Thus, online customer reviews are things that affect consumer purchase interest (interest in shopping) at Bukalapak online store in Padang City, where the better the online customer review, the higher consumer purchase interest at Bukalapak online store in Padang City.

This indicates that the purchase interest of consumers at the Bukalapak online store in Padang City is influenced by the online customer reviews conducted by consumers on Bukalapak, where online customer reviews by consumers make it easier for other consumers to shop online and find and find information about product. In addition, online customer review services provided by consumers can be a reference for consumers so that they are not confusing and consumers find it easy to understand so that this also affects purchase interest (interest in online shopping). Then consumers also feel more able to control online shopping when reading other consumer comments, besides that consumer comments also give consumers more control over the service process at Bukalapak so that it affects consumer purchase interest at Bukalapak online store in Padang City

Review is part of Electronic Word of Mouth (eWOM), which is a direct opinion from someone and not an advertisement. Review is one of several factors that determine a person's purchase decision (Lee & Shin, 2014). This shows that people can take the number of reviews as an indicator of product popularity or the value of a product that will affect the willingness to buy a product.

The results of this study are consistent with the results of research by Ichsana, et al. (2018), which found that the consumer online rating and review variable had a significant effect on consumer buying interest. Likewise with the purchase results of Farkhi, et al (2016) who found reviews and ratings proved to have a significant influence on customer buying interest in the online marketplace. The results of this study are consistent with the results of research by Elwalda & Lu (2014) which found online consumer reviews have an effect on buying interest.

c. The Effect of Trust on Purchase Interest (Online Shopping Interest)

Based on the results of hypothesis testing, it shows that trust has a significant positive effect on consumer purchase interest at Bukalapak online store in Padang City with a T-statistic test value > 1.96 which is 4.915 and sig 0.000 < 0.05 . Where the value of the path coefficient

trust (trust) is positive at 0.394. Thus, trust is something that affects consumers' purchase interest in the online shop Bukalapak in Padang City, where the better the trust, the higher the consumer's purchase interest in the online shop Bukalapak in Padang City. .

This indicates trust in the form of getting financial guarantees when making purchase transactions at Bukalapak and getting security guarantees in making electronic payments, then consumer trust in Bukalapak guarantees data protection privacy and collection of consumer personal data only for transaction processing in Bukalapak services and Consumer trust in Bukalapak acts honestly and can be trusted in providing shopping information to consumers and Bukalapak has an adequate supply of products for online shopping transactions.

The results of this study are consistent with the results of Ikranegara's research (2017) which found that there was a positive influence of online trust variables on online buying interest. Likewise with the results of Nurlina's research (2017) which found there was a positive influence between online trust and purchase intention. The results of this study are consistent with the research results of Farki, et al. (2016) who found that trust was proven to have a significant effect on purchase intention.

4. CONCLUSION

Based on the research results, the results are summarized as follows: Online customer reviews have a significant positive effect on consumer trust in the online shop Bukalapak in Padang City. Online customer reviews have a significant positive effect on consumer purchase interest at Bukalapak online store in Padang City. Trust has a significant positive effect on consumer purchase interest at Bukalapak online store in Padang City. Online customer reviews have a significant positive effect on purchase interest through trust in the online shop Bukalapak in the city of Padang.

5. SUGGESTION .

Based on the conclusions obtained above, in order to increase interest in online shopping, it is recommended as follows: In an effort to improve online customer reviews, it is recommended for Bukalapak and Bukalapak partners to immediately respond to comments made by consumers in the comments column, both related to products that are offered. sale and services rendered. In an effort to improve trust, it is recommended for Bukalapak and Bukalapak partners to provide products to consumers according to the original products, then display

images of products that are owned by themselves and in accordance with the products received by consumers, in addition to improving the complaint system or not doing so. unilateral cancellation of orders.

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