

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, ONLINE CUSTOMER RATINGS, AND STAR SELLERS ON CONSUMER TRUST IN THE SHOPEE MARKETPLACE IN LHOKSEUMAWE CITY

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Abstract

This study aims to determine the Influence of Online Customer Reviews, Online Customer Ratings, and Star Sellers on Consumer Trust in the Shopee Marketplace in Lhokseumawe City. This study uses primary data obtained by distributing questionnaires to 133 respondents selected using non-probability and purposive sampling methods. The population in this study were consumers who had made purchases on the Shopee Marketplace. This study uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The results of this study partially indicate that online customer reviews have a positive and significant effect on consumer trust in the Shopee Marketplace in Lhokseumawe City, online customer ratings have a positive and significant impact on consumer trust in the Shopee Marketplace in Lhokseumawe City, and star sellers have a positive and significant effect on consumer trust in the Shopee Marketplace in Lhokseumawe City. Simultaneously, online customer reviews, online customer ratings, and star sellers have a significant effect on consumer trust in the Shopee Marketplace in Lhokseumawe City.

Keywords : *Online Customer Review, Online Customer Rating, Star Seller, Consumer Trust*

1. INTRODUCTION

E-Commerce is a platform used for online shopping. According to Jony (2010), e-Commerce refers to the process of buying, selling, and marketing goods and services through electronic systems, such as radio, television, and computer networks or the internet. A survey conducted with 2,987 respondents in June 2020 revealed that the rapid acceleration of e-Commerce users in Indonesia grew by 91%, a figure far exceeding the previous projection of only 54%. This growth is attributed to Indonesia's digital economy infrastructure being ready to advance to the next stage, particularly among the general population. With the busy lifestyles of the community, various companies have started to offer online shopping platforms. This has led to a significant increase in the number of marketplaces in Indonesia, as well as a rise in the number of visitors each year. Notable examples include Tokopedia, OLX, Bukalapak, Shopee, Lazada, Blibli.com, and others. The most frequently visited online shopping site, which holds the top rank, is Shopee.

Shopee is an online marketplace that offers a wide range of products to support daily activities, including fashion, gadgets, cosmetics, electronics, hobbies and collectibles, photography, sports equipment, automotive products, vitamins and supplements, home supplies, food and beverages, souvenirs and party items, as well as vouchers. Buyers are facilitated by a comprehensive product search system, complete with various trending shopping hashtags, and detailed information on seller reputation, allowing consumers to freely compare and choose. Shopee implements an interactive online buying and selling system between sellers and buyers through a chat feature. Shopee offers a fun, free, and reliable mobile internet shopping experience. With the Shopee app, users can not only buy but also sell products. Shopee provides attractive offers to consumers, such as viewing prices from the lowest to the highest, among other different deals. One of Shopee's key features is free shipping to all regions in Indonesia. The platform allows users to sell various products, purchase a wide range of items, discover product recommendations, and grow their business.

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However, despite the increasing number of online shopping users in Indonesia, there are still several conditions where customers prefer to make transactions offline. The reason internet users opt for offline shopping is that products can be seen and obtained directly. The difference between online and offline purchases lies in the customer's ability to assess the product. In online purchases, customers cannot inspect the product directly; they rely solely on the images and descriptions provided by the store. Therefore, customer trust in the online store is crucial, as they must believe that the product information provided is accurate. Based on this issue, various marketing strategies are available in online stores, which may serve as considerations for consumers and potential customers when conducting online transactions.

Trust is the ability of producers or service providers to ensure the security and confidentiality of the tools used by consumers, thereby building user confidence. Several factors influence consumer trust, such as online customer reviews according to Mulyati & Gesitera (2020), online customer ratings according to Risma et al. (2020), and the star seller feature according to Halila & Lantip (2020). The first factor is the online customer review, which consists of feedback provided from various aspects such as product quality and the customer's experience of purchasing the item (Mo et al., 2015). The second factor influencing consumer trust is the online customer rating. Ratings are similar to reviews, but they differ in that consumer opinions are presented in the form of a predetermined scale. Another factor that is claimed to help enhance customer trust and boost sales on Shopee is the Star Seller feature, which is awarded to stores as recognition for their strong performance and meeting the given criteria.

Thus, the research problem formulated in this study is how the features of customer review, customer rating, and star seller influence consumer trust in the Shopee marketplace in Lhokseumawe. The aim of this study is to establish a model of variables and hypotheses regarding consumer trust in the Shopee marketplace. Additionally, the study seeks to determine the indicators of each variable and examine the relationship between reviews, ratings, and the star seller feature with consumer trust. It is hoped that this research will provide online sellers on Shopee with insights into the features that can affect customer trust.

2. IMPLEMENTATION METHOD

This research was conducted in the Lhokseumawe area, with the subjects being residents of Lhokseumawe who have made online purchases using the Shopee app. The population in this study consists of the residents of Lhokseumawe. In this study, the population is large and its exact number is unknown (infinite). The minimum sample size was determined based on Hair et al. (2010), which states that the number of respondents should be adjusted to the number of question indicators used in the questionnaire, with an assumption of $n \times 5$ observed variables (indicators) to $n \times 10$ observed variables (indicators). In this study, there are 19 question items used to measure 4 variables, so the number of respondents is calculated as 19 items multiplied by 7, resulting in 133 respondents. The sampling method used in this study is non-probability sampling and purposive sampling

3. RESULTS AND DISCUSSION

3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

Table 1. Results of Partial Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta		
1	(Constant)	7,457	2,224		,353	,001
	Online Customer Review	0,224	0,089	0,211	,532	,013
	Online Customer Rating	0,267	0,069	0,314	,856	,000
	Star Seller	0,203	0,092	0,173	,200	,030

Source: Processed Primary Data, 2024

Based on the results of the partial regression analysis in the table above, the following conclusions are obtained:

1. The significance value of the online customer review variable (X1) on consumer trust (Y) is $0,013 < 0,05$, and the calculated t-value is $2,532 > t\text{-tabel } 1,978$. This means that H1 is accepted, leading to the conclusion that online customer reviews have a significant effect on consumer trust in the Shopee marketplace in Lhokseumawe.
2. The significance value of the online customer rating variable (X2) on consumer trust (Y) is $0,000 < 0,05$, and the calculated t-value is $3,856 > t\text{-table } 1,978$. This means that H2 is accepted, leading to the conclusion that online customer ratings significantly affect consumer trust in the Shopee marketplace in Lhokseumawe.
3. The significance value of the star seller variable (X3) on consumer trust (Y) is $0,030 < 0,05$, and the calculated t-value is $2,200 > t\text{-table at } 1,978$. This means that H3 is accepted, leading to the conclusion that the star seller feature significantly affects consumer trust in the Shopee marketplace in Lhokseumawe.

The coefficient of determination test aims to measure how well the model can explain variations in the dependent variable. The coefficient of determination value ranges from 0 to 1, with the following classification: 0 (no correlation), 00 – 0,25 (very low correlation), 0,25 – 0,50 (fair correlation), 0,50 – 0, 75 (strong correlation), 0,75 – 0,99 (very strong correlation) and 1.00 (perfect correlation). the ability to explain the dependent variable is very limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table:

Table 2. Coefficient of Determination Test Results

Model	R	R. Square	Adjusted R. Square	Std. Error of the Estimate
1	0,502 ^a	0,252	0,234	2,602

Source: Processed Primary Data, 2024

Based on the results of the coefficient of determination test in the table above, an R value of 0.502 or 50.2% was obtained. This value indicates that the independent variables, consisting of online customer reviews, online customer ratings, and star sellers, have a positive relationship with consumer trust in the Shopee marketplace in Lhokseumawe. Meanwhile, the remaining 43.9% is influenced by other variables not included in this study. Based on the results of the research that has been carried out, the following multiple linear regression equation is obtained:

$$Y = 7,457 + 0,224 X_1 + 0,267 X_2 + 0,203 X_3$$

From the equation above, it can be seen that the constant value of 7.457 indicates that if the independent variables, namely online customer review (X1), online customer rating (X2), and star seller (X3), remain unchanged (equal to zero), the level of consumer trust will be 7.457. Based on the results of the multiple linear regression equation above, the results are described as follows

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1. The coefficient value for online customer review (X1) is 0.224, meaning that if online customer review (X1) increases by 1 unit, it is predicted that consumer trust (Y) in the Shopee marketplace in Lhokseumawe will increase by 0.224.
2. The coefficient value for online customer rating (X2) is 0.267, meaning that if online customer rating (X2) increases by 1 unit, it is predicted that consumer trust (Y) in the Shopee marketplace in Lhokseumawe will increase by 0.267.
3. The coefficient value for star seller (X3) is 0.203, meaning that if star seller (X3) increases by 1 unit, it is predicted that consumer trust (Y) in the Shopee marketplace in Lhokseumawe will increase by 0.203.

3.2 Discussion

The Influence of Online Customer Review on Consumer Trust

Based on the data analysis results, the significance value of the online customer review variable on consumer trust is $0,013 < 0,05$, and the t-value is $2,532 > t$ -table value of 1,978. Therefore, it can be concluded that online customer reviews have a significant influence on consumer trust in the Shopee marketplace in Lhokseumawe.

The Influence of Online Customer Rating on Consumer Trust

Based on the data analysis results, the significance value of the online customer rating variable on consumer trust is $0,000 < 0,05$, and the t-value is $3,856 > t$ -table value of 1,978. Therefore, it can be concluded that online customer ratings have a significant influence on consumer trust in the Shopee marketplace in Lhokseumawe.

The Influence of Star Seller on Consumer Trust

Based on the data analysis results, the significance value of the star seller variable on consumer trust is $0,030 < 0,05$, and the t-value is $2,200 > t$ -table value of 1,978. Therefore, it can be concluded that star sellers have a significant influence on consumer trust in the Shopee marketplace in Lhokseumawe.

4. CONCLUSION

Based on the results of the research conducted, the conclusions of this study are as follows:

1. Online customer reviews have a positive and significant influence on consumer trust in the Shopee marketplace in Lhokseumawe. This indicates that the better the online customer reviews posted by consumers, the more consumer trust and potential buyers increase, leading to higher likelihood of purchases.
2. Online customer ratings have a positive and significant influence on consumer trust in the Shopee marketplace in Lhokseumawe. This suggests that the more online customer ratings provided by consumers who have purchased the product, the greater the likelihood of influencing the trust of consumers and potential buyers to make a purchase.
3. Star sellers have a positive and significant influence on consumer trust in the Shopee marketplace in Lhokseumawe. This indicates that the higher the star seller rating provided by Shopee, the higher the likelihood of influencing consumer trust and potential buyers.
4. Simultaneously, online customer reviews, online customer ratings, and star sellers have a significant influence on consumer trust in the Shopee marketplace in Lhokseumawe. Price influences purchasing decisions. This shows that price influences purchasing decisions for Management Students at Malikussaleh University.

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