The Impact of Online Consumer Reviews Dimension on Online Purchase Intentions In Tokopedia

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Abstract- This study aims to determine whether the dimensions of online consumer reviews consisting of source credibility, review quality, review quantity, review valence affect the online purchases intention in Tokopedia. The population in this study were all Tokopedia application users, while the sample in this study were users who made purchases using the Tokopedia application in the last 2 months with a total sample of 190 respondents. This study uses multiple linear regression analysis to determine the effect of source credibility, review quality, review quantity, review valence on purchase intentions. The results of this study indicate that the source credibility, review quality and review valence partially have a significant effect on purchase intentions, while the review quantity has no significant effect on purchase intentions.

Index Terms- online consumer review, source credibility, review quality, review quantity, review valence, purchase intentions

I. INTRODUCTION

Internet usage nowadays has increased very fast. The We Are Social Survey as of January 2018 states that the number of global internet users now touches 4.021 billion users with 53 percent penetration of the total population in the world. The level of internet usage is also claimed to have risen by 248 million users, which was previously 3.773 billion users in January 2017 (kompas.com accessed October 21, 2018). Through the 2018 APJII survey, 64.8% of Indonesia's population or 171.17 million people have been connected to the internet. The number of internet users shows an increase of 27.91 million, which was previously 143.26 million users in 2017.

The high level of internet usage is what caused the offline store to start turning into an online store. The results of research conducted by HaloMoney noted several modern retail brands that closed their stores throughout 2017 such as the Lotus Department Store, Matahari Department Store, Debenhams and Ramayana. (halomoney.co.id accessed on October 21, 2018). Companies that close their outlets generally have their own websites and even online applications for purchasing products.

Tokopedia is one of the most popular e-commerce sites in Indonesia as a place for online shopping. The proof is that Tokopedia was ranked first with the highest number of visitors in Indonesia until July 2019, beating Shopee and Bukalapak. In addition, in 2018 Tokopedia has also become a favorite application on Google Play with more than 10 million downloads (source: tribunnews.com accessed 11 November 2019). From the transaction value, Tokopedia also recorded the largest transaction value compared to other e-commerce, which was US $ 5.9 billion in 2018. Even that number is predicted to reach US $ 37.45 billion in 2023 (katadata.co.id accessed on Oktober 21, 2019).

The high intention of online shopping in e-commerce is directly proportional to the high level of consumer confidence in shopping online. The BrightLocal survey states that 93% of consumers read online reviews to make decisions and 85% of consumers trust reviews as much as they trust personal recommendations. Meanwhile, APJII survey results show that 62.8 percent of internet user respondents in Indonesia believe that online transactions are safe. Based on these facts, reading online reviews is one of the factors that can increase consumer confidence so that it can affect consumers’ intention to shop online. While the research conducted by the author, on Sriwijaya...
University students in Palembang in 2019 showed that most respondents intend to shop for products in Tokopedia, but only a small proportion of respondents stated that they read the reviews first before intending to buy products in Tokopedia.

Part of the information created by website users who have purchased products is also called Online Consumer Reviews (OCRs). OCRs contain information and recommendations regarding products from a consumer perspective. Online Consumer Reviews itself consists of 4 dimensions: source credibility, review quality, review quantity, and review valence (Park, Lee & Han, 2007). Source credibility relates to the message recipient's perception of whether or not the source of the message is reliable, does not reflect anything about the message itself (Schepers, 2015). Review quality contains an objective and logical review, the delivery of which is understandable and relevant information on related products and services (Park, Lee & Han, 2007). According to Bataineh (2015) Review quantity is related to how many reviews of a product seen by consumers to find out whether the product is popular and has value or not. Review valence regarding the way the online review is viewed, for example viewed negatively or positively (Schepers, 2015).

Various phenomena indicate the factors that influence purchase intention. Several previous studies have also examined the effect of source credibility, review quantity, review quality, review valence on purchase intentions. Research from Atika et al (2012), Arora and Sharma (2018), Hui (2017), Sutanto and Aprianingsih (2016), Erkan and Evans (2016), and Amandhari (2016) support that the source credibility variable significantly influences intention purchase. While Johansen's and Howland's (2012) research cannot reveal a significant effect of source credibility on purchase intentions, which means that a reviewer's credibility is not a significant indicator used by readers to evaluate e-WOM messages and influence purchase intentions.


Research by Xiaorong et al (2011), Sutanto and Aprianingsih (2016), Lin et al. (2011), Zhou et al. (2013) and Lee (2009) support that review quantity has a significant effect on purchase intentions. In contrast, research from Arora and Sharma (2018) states that there is no significant effect of the review quantity on purchase intentions.

Research by Zarco (2015) states that the review valence has a significant effect on purchase intentions. Furthermore, Ketelaar et al (2015) and Somohardjo (2017) stated that a positive review has a significant positive effect on purchase intentions. Whereas Ketelaar et al (2015) and Amandhari (2016) state that negative reviews have a significant negative effect on purchase intentions. In contrast, Togas, et al. (2019) suggested that the review valence did not have a significant effect on hotel booking intentions.

Based on the phenomena mentioned above, the writer is interested in testing the influence of the Online Consumer Reviews dimension consisting of source credibility, review quality, review quantity, and review valence on purchase intentions in Tokopedia. Therefore the title of this research is "THE IMPACT OF ONLINE CONSUMER REVIEWS DIMENSIONS ON ONLINE PURCHASE INTENTIONS IN TOKOPEDIA"
Review valence regarding the way the online review is viewed, for example, viewed negatively or positively (Schepers, 2015). Review valence can be either positive or negative. When the contents of a review are recommending a product, this is can be defined as a positive review. Conversely, when consumers recommend other products, this can be defined as a negative review (Somohardjo, 2017).

Purchase Intentions

According to Durianto (2003) purchase intentions is something related to consumers' plans to buy certain products, as well as how many units of product are needed in a certain period. According to Kotler and Keller (2009) purchase intentions is a behavior that arises as a response to an object that shows the customer's desire to make a purchase.

Relationship between Source Credibility and Purchase Intentions

If a review has a high source of credibility, then consumers will trust the message from the review, in other words the source credibility is how much a review reflects the reality in accordance with consumer evaluations. The better the source credibility of a review, it will increase consumer purchase intentions (Atika, Kusumawati, & Iqbal, 2012). Sutanto & Aprianingsih (2016) research also states that the source credibility has an influence on purchase intentions

H₁ = There is a significant effect of source credibility on online purchase intentions in Tokopedia.

Relationship between Review Quality and Purchase Intentions

Review Quality is the part that most influences purchase intentions. Review quality is very important because consumers want to minimize risk when buying products (Susanto & Aprianingsih, 2016). A review that is clear, easy to understand and complemented by supportive opinions will generate positive buying intentions. (Arora & Sharma, 2018). Information quality is a significant predictor of purchase intention. This means that the higher the quality of information provided, the stronger intention of customers to buy the product (Atika, Kusumawati, & Iqbal, 2012).

H₂ = There is a significant effect of review quality on online purchase intentions in Tokopedia.

Relationship between Review Quantity and Purchase Intentions

One of the factors that influence consumer decisions in buying products or services is the amount of information that consumers receive (Park, Lee & Han, 2007) The more amount of e-WOM information available, the higher the level of consumer confidence. In the internet environment, consumers influence each other. The influence on purchase intentions will be stronger when consumers have the same opinion. The quantity of e-WOM information has a significant positive effect on consumer trust and consumer trust is positively related to purchase intentions. That is, the greater the amount of e-WOM information, the greater the level of consumer confidence, and the stronger the consumer's purchase intention (Xiaorong et al, 2011). The more number of reviews of a particular product brand shows that more people have used the product. The results of the study show that the more reviews there are, the more popular and more attractive the product is in a community (Sutanto & Aprianingsih, 2016).

H₃ = There is a significant effect of review quantity on online purchase intentions in Tokopedia.

Relationship between Review Valence and Purchase Intentions

Ketelaar et al. (2015) and Somohardjo (2017) state that a positive review has a significant positive effect on buying intentions. Whereas Ketelaar et al. (2015) and Amandhari (2016) state that negative reviews have a significant negative effect on purchase intentions. The results of the study also state that reading a negative review will reduce the likelihood of buying consumers who have read the review.

H₄ = There is a significant effect of review valence on online purchase intentions in Tokopedia.

II. MATERIALS AND METHODS

2.1 Research Model

Based on the explanation above, the research model in this study is:

```
    Source Credibility (X1)  
                      Purchase Intentions (Y)  
                         /                          
                    Review Quality (X2)  
                         
                    Review Quantity (X3)  
                         
                    Review Valence (X4)  
```

2.1 Research Hypothesis

H₁ = There is a significant effect of source credibility on online purchase intentions in Tokopedia.

H₂ = There is a significant effect of review quality on online purchase intentions in Tokopedia.

H₃ = There is a significant effect of review quantity on online purchase intentions in Tokopedia.

H₄ = There is a significant effect of review valence on online purchase intentions in Tokopedia.
2.3 The Scope Of Research

The scope of this research is more focused on the effect online consumer reviews dimension consisting of source credibility, review quality, review quantity, review valence on purchase intentions in Tokopedia in 2019.

2.4 Research Design

The research design included a descriptive causality study. Because seen from the main purpose of the variables to be studied this is to describe the causal relationship of the phenomenon or problem solving studied to see the effect of source credibility, review quality, review quantity, review valence on purchase intentions in Tokopedia.

2.5 Data Types and Sources

The type of data used in this research is quantitative data. In this study, quantitative data were obtained from questionnaires distributed and filled out by respondents. This study uses primary data sources. The primary data in this study are in the form of answers to the questionnaire questions given to respondents of Tokopedia application users. Data collection techniques in this study is to use a questionnaire or questionnaire technique. The questionnaire in this study used closed questions that were distributed online in the Tokopedia application to prospective respondents. This data collection technique is used to determine the perception of the effect of source credibility, review quality, review quantity and review valence on online purchase intentions in Tokopedia.

2.6 Population and Sample

The population in this study is the Tokopedia application user. The sample size taken in this study is between 110 to 220 samples. According to Hair et. al (1998), the number of samples in a study is at least 5 to 10 times the questions for all variables or has a ratio of 5:1 to 10:1. Therefore a minimum of 95 samples (19 questions multiplied by 5) up to 190 samples (19 questions multiplied by 10) were obtained in this study. The sampling technique used by the author are non-probability sampling. While the non-probability sampling method used in this study was purposive sampling. The sample criteria chosen were respondents who made purchases using the Tokopedia Application in the last 2 months.

2.7 Data Analysis Technique

2.7.1 Instrument Testing

The instrument used in this study was a questionnaire, which is a list of statements given to Tokopedia users. Validity Test

Validity test is used to measure the validity of a questionnaire. Criteria are said to be valid if the value of r value > value of r table.

Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire can be declared reliable if the answers from respondents are consistent or constant.

2.7.2 Partial Test (t Test)

- If F value < F table then Ho is accepted and Ha is rejected. This means that there is no influence of the independent variables on the dependent variable simultaneously.
- If F value > F table then Ho is rejected and Ha is accepted. This means that there is an influence of the independent variables on the dependent variable simultaneously.

III. RESULT

Validity test

<table>
<thead>
<tr>
<th>No.</th>
<th>Dimension</th>
<th>r value</th>
<th>r table</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SC1</td>
<td>.771</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SC2</td>
<td>.773</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>SC3</td>
<td>.742</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td>2.</td>
<td>QL1</td>
<td>.798</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>QL2</td>
<td>.814</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>QL3</td>
<td>.816</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>QL4</td>
<td>.802</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td>3.</td>
<td>QN1</td>
<td>.799</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>QN2</td>
<td>.816</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>QN3</td>
<td>.785</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>QN4</td>
<td>.800</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td>4.</td>
<td>RV1</td>
<td>.793</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>RV2</td>
<td>.790</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>RV3</td>
<td>.796</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>RV4</td>
<td>.804</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td>5.</td>
<td>MP1</td>
<td>.802</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>MP2</td>
<td>.805</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>MP3</td>
<td>.803</td>
<td>.1424</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>MP4</td>
<td>.811</td>
<td>.1424</td>
<td>Valid</td>
</tr>
</tbody>
</table>

The significance level in this study was 0.05, so the r table was 0.1424. Based on table 1, it is known that all statements used are valid. This is because all r value are positive and greater than r table. Furthermore, researchers conducted a reliability test, where the results can be seen in the following table:

Reliability Test

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Cronbach's Alpha</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>X1</td>
<td>.878</td>
<td>Reliable</td>
</tr>
<tr>
<td>2.</td>
<td>X2</td>
<td>.916</td>
<td>Reliable</td>
</tr>
<tr>
<td>3.</td>
<td>X3</td>
<td>.912</td>
<td>Reliable</td>
</tr>
<tr>
<td>4.</td>
<td>X4</td>
<td>.910</td>
<td>Reliable</td>
</tr>
</tbody>
</table>
Table 2 shows that all Cronbach's Alpha research variables are worth more than 0.6, which is 0.878; 0.916; 0.912; 0.910 and 0.915, which means overall, each variable has a high consistency and reliability.

**Normality Test**

Normality test can also be carried out using the Kolmogorov-Smirnov test. If Sig. > 0.05 in the Kolmogorov-Smirnov test, the regression model has a normally distributed residual. The normality test results can be seen in table 3 below:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>0.107</td>
</tr>
<tr>
<td>Source Credibility</td>
<td>0.007</td>
</tr>
<tr>
<td>Review Quality</td>
<td>0.000</td>
</tr>
<tr>
<td>Review Quantity</td>
<td>0.059</td>
</tr>
<tr>
<td>Review Valence</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Based on the above results, it is known that the research regression model has a normal residual. This is evidenced by the Sig coefficient residuals that are worth more than 0.05.

**Multicollinearity Test**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Collinearity Statistics</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source Credibility</td>
<td>.128</td>
<td>7.784</td>
<td></td>
</tr>
<tr>
<td>Review Quality</td>
<td>.123</td>
<td>8.140</td>
<td></td>
</tr>
<tr>
<td>Review Quantity</td>
<td>.115</td>
<td>8.672</td>
<td></td>
</tr>
<tr>
<td>Review Valence</td>
<td>.101</td>
<td>9.977</td>
<td></td>
</tr>
</tbody>
</table>

Tolerance calculation shows the numbers ≥ 0.1 and VIF ≤ 10 on all variables means that there is no multicollinearity that occurs in any of the variables in the study.

**Heteroscedasticity Test**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.000</td>
</tr>
<tr>
<td>Source Credibility</td>
<td>0.964</td>
</tr>
<tr>
<td>Review Quality</td>
<td>0.692</td>
</tr>
</tbody>
</table>

The table above states that all variables used in the regression model do not have heteroscedasticity problems, as evidenced by the Sig. > 0.05.

**Partial Test (t Test)**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>0.107</td>
</tr>
<tr>
<td>Source Credibility</td>
<td>0.007</td>
</tr>
<tr>
<td>Review Quality</td>
<td>0.000</td>
</tr>
<tr>
<td>Review Quantity</td>
<td>0.059</td>
</tr>
<tr>
<td>Review Valence</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Based on table 6, it is known that there is a significant effect between the source credibility (X1), review quality (X2) and review valence (X4) on purchase intentions (Y), where this is evidenced by the value of each coefficient Sig. < 0.05. Whereas for the review quantity (X3) there is no significant effect on purchase intentions (Y), this is evidenced by the coefficient value Sig. > 0.05.

**Determination Coefficient Test**

<table>
<thead>
<tr>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>.942</td>
<td>.888</td>
<td>.885</td>
<td>1.156</td>
</tr>
</tbody>
</table>

Based on the determination coefficient test presented in table 7, it is known that the Adjusted R Square is worth 0.885 or 88.5%. This shows that the source credibility, review quality and review valence influence 88.5% of online purchase intentions in Tokopedia.

**IV. DISCUSSION**

The Effect of Source Credibility on Online Purchase Intentions in Tokopedia

Statistical test results show that the Source Credibility variable has a significance value of 0.002 (smaller than 0.05) so that the first hypothesis (H1) is accepted, namely source credibility has an effect on online purchasing intentions in Tokopedia. The results of this study are in line with the research of Atika, Kusumawati, & Iqbal (2012), Arora & Sharma (2018), Hui (2017), Sutanto & Aprianingsih (2016), Erkan & Evans (2016), and Amandhari (2016) which states that source credibility affects purchasing intentions.

The results of this study indicate that the credibility of the review given will affect one's purchase intentions. This is also supported by a Speigel Research
Center survey in 2017, which shows that reviews given by verified reviewers increase the credibility of the review and also increase consumer purchase intentions. The survey suggests that intention to purchase can be increased by 15% when consumers read the reviews given by verified reviewer compared to when reading the reviews given by the anonymous reviewer.

The Effect of Review Quality on Online Purchase Intentions in Tokopedia

Statistical analysis showed that the variables Review Quality has a significance value of 0.009 (less than 0.05) so that the second hypothesis (H₂) is received, the review quality affects the purchase intentions in Tokopedia. The results of this study are in line with research by Atika, Kusumawati, & Iqbal (2012), Arora & Sharma (2018), Sutanto & Aprianingsih (2016), Johansen & Hovland (2012), Lin, Lee & Horng (2011), Zhou, Liu, & Tang (2013), Lee (2009), Erkan & Evans (2016) which states that review quality were significantly affect the purchase intentions.

Based on the results of this study, it can be concluded that the quality of the review will affect purchase intentions. Reviews that are objective and logical and their delivery can be understood and relevant will increase purchase intentions.

The Effect of Review Quantity on Online Purchase Intentions in Tokopedia

Statistical test results show that the Review Quantity has a significance value of 0.059 (greater than 0.05) so that the third hypothesis (H₃) is rejected, meaning that the review quantity does not significantly influence the online purchase intentions in Tokopedia. The results of this study are in line with the research of Arora & Sharma (2018) which also states that there is no significant effect between review quantity and purchase intentions.

Review quantity related to the number of reviews that exist on a product. The results of this study indicate that the large number of reviews does not significantly affect a person's purchase intentions. This is in line with the facts that the large number of reviews is not the important thing for consumers. Based on a survey conducted by BrightLocal, consumers only read an average of 10 reviews and only 20% of consumers want to read more than 11 reviews.

The Effect of Review Valence on Online Purchase Intentions in Tokopedia

Statistical analysis showed that reviews valence has a significance value of 0.006 (less than 0.05) so that the fourth hypothesis (H₄) is received, the review valence effect the online purchase intentions in Tokopedia. The results of this study are in line with research by Zarco (2015), Ketelaar et al. (2015), Somohardjo (2017), and Amandhari (2016) which show that review valence were significantly affect the purchase intentions.

The results of this study indicate that the valence review will affect person's purchase intention. In other words, the positive reviews will increase a person's intention to purchase and the negative reviews will reduce a person's intentions to purchase. This is also supported by a survey conducted by BrightLocal in 2018 which stated that 68% of consumers would be more interested in what is being offered by the business after reading the positive reviews.

Conclusion

Based on the results of the research described earlier, the following conclusions can be drawn:

1. Source Credibility has a significant effect on online purchase intentions in Tokopedia.
2. Review Quality has a significant effect on online purchase intentions in Tokopedia.
3. Review Quantity has no significant effect on online purchase intentions in Tokopedia.
4. Review Valence has a significant effect on online purchase intentions in Tokopedia.

Recommendations

The suggestions that the author can give in this study are as follows:

1. Marketplace Tokopedia should pay attention to how the reviews are there in Tokopedia really reliable and actualy comes from consumers who purchase the product. Marketplace Tokopedia must crack down firmly shops online that do the fictitious transaction with the purpose of giving a good review for the products that they sell.

2. Marketplace Tokopedia should give appreciation to online store who sell products in Tokopedia that have good quality of service. It is intended that the consumers are satisfied with shopping in Tokopedia so they can provide positive reviews for the product they purchased.

REFERENCES


Online Consumer Reviews on Purchase Intention,” BI Norwegian


