

EFFECT OF ONLINE CUSTOMER REVIEW, ONLINE CUSTOMER RATING, ONLINE TRUST, AND PRICE ON INTEREST TO BUY MARKETPLACE IN INDONESIA

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ABSTRACT

The rapid development and progress of the internet have led to a shift in consumer behavior, namely, consumers who are starting to be interested in shopping online. The difference lies in the ability of consumers to assess the products they are interested in purchasing decisions. For that, we need to determine what factors can influence consumer buying interest so that it can cause the phenomenon of increasing online shopping trends in Indonesia, especially in terms of online customer review variables, online customer ratings, trust, and prices. This research is quantitative research with a survey method. The population in this study were all online marketplace users in Indonesia, and the sampling technique used purposive sampling with a total sample of 210 respondents. The data collection technique used an online questionnaire that the instrument had tested. The data analysis technique used to answer the hypothesis is partial and simultaneous testing with the help of multiple regression using the Software Statistical Product and Service Solution (SPSS 25). The findings in this study note that online customer reviews, online customer ratings, online trust, and prices have a positive and significant effect on buying interest in the marketplace in Indonesia, either partially or simultaneously.

Keywords: *Buying interest, Online customer rating, Online customer review, online trust, price.*

INTRODUCTION

Over time, information and communication technology is developing rapidly, one of which is the internet. The internet has become the most popular technology tool worldwide; according to Internet World Stats 2021, launched in March 2021, internet users reached 65.6 percent of the total population worldwide, which is 7.87 billion. This explains that more than half of the total population in the world are internet users. It is also known that the most significant internet users in the world come from Asia at 53.4

percent this is since the population in Asia is the largest among other regions, which is 4.32 billion (Internet World Stats 2021)

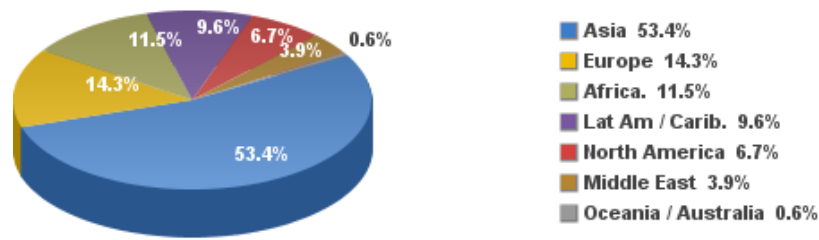


Figure 1. World Internet Users 2021
Source: Internet World Stats, 2021

Indonesia is a country located on the Asian continent. It has a reasonably rapid internet development, evidenced by data from Databoks sourced from internetworldstats.com, which states that in March 2021, Indonesia was in third place with the most internet users in Asia. The increasing number of Indonesian internet users is proof of the rapid development of the internet in Indonesia; according to Internet World Stats, Indonesian internet users in June 2021 reached 212.3 million internet users. This number has increased, and in 2020 Indonesian internet users will be at 175.4 million (We Are Social and Hootsuite 2020). From these data, it is clear that the number of internet users in Indonesia is increasing every year.

The increasing number of internet users, especially in Indonesia, makes the internet, other than as a source of information and communication, can also be used to help meet various daily needs. According to Databoks, quoting from the Central Statistics Agency (BPS), in December 2020, the purpose of accessing the internet is to use social media to get information and entertainment, do schoolwork, make online purchases, and others. From this information, it is known that people are starting to use the internet as a medium for online purchases; this is supported by the statement of (Dzulqarnain, 2019), which explains that the progress of the internet has caused a shift in consumer habits, this shift is that consumers are starting to be interested in purchasing goods or services online.

Online shopping utilizes the internet to connect sellers and buyers to offer goods or services, making it easier for consumers to purchase online. There are other advantages of online shopping; based on the results of the APJII survey in 2020, the advantages of online shopping are that the selling price offered is relatively cheaper, practical because it can be done anywhere, and faster. Also, supported by the statement of (Farki et al., 2016), which explains the primary reasons for changing consumer behavior from offline or conventional to online; this is based on the convenience offered by online shopping. This is obtained because consumers who shop online can access

more than one online store to choose more varied products. They can compare prices more quickly and practically because they can make online purchase transactions anytime and anywhere without needing to visit retail stores (Octaviani & Sudrajat, 2016)

Online shopping activities are part of the e-commerce business. According to CNN Indonesia, sourced from GlobalWebIndex, in 2019, Indonesia had the highest e-commerce adoption rate in the World. It is also evidenced by the growth of e-commerce in Indonesia which is increasing every year, which is caused by continuous support from the government regarding the development of e-commerce, both from the aspect of infrastructure and logistics development, financial institutions, and others (Rudiantara, 2015). In addition, this online shopping trend is indeed prevalent in Indonesia, even according to Databoks, which is sourced from a survey conducted by We are Social, reported in April 2021, explaining that 88.1 percent of internet users in Indonesia use e-commerce services to shop. Online, where the number is the highest in the World. So, it is not surprising that in Indonesia, online marketplaces are starting to appear which are part of e-commerce, as evidenced by the data released by I price in the third quarter of 2021 regarding the Indonesian marketplace competition map, which is sorted by several aspects, namely the average visitor to the mobile marketplace application, ranking based on Appstore as well as Playstore, and other aspects.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	158,136,700	#2	#3	966,050	4,619,750	6,525,510	4,963
2 Shopee	134,383,300	#1	#1	672,390	8,110,190	23,498,770	12,322
3 Bukalapak	30,126,700	#6	#5	224,560	1,727,530	2,519,260	2,395
4 Lazada	27,953,300	#3	#2	447,600	3,039,430	31,852,130	4,429
5 Blibli	16,326,700	#8	#6	548,460	1,921,130	8,634,590	2,146
6 Ralali	5,513,300	#22	n/a	2,870	41,260	91,250	168
7 Bhinneka	4,506,700	#17	#16	66,700	42,370	1,034,260	493
8 JD ID	3,823,300	#7	#7	47,100	604,750	966,880	1,237
9 Matahari	1,114,000	#9	n/a	92,200	1,744,880	1,568,340	509
10 Jakmall	896,300	#16	#12	3,670	53,270	99,610	77

Figure 2. Indonesian Marketplace Competition Map
Source: (Iprice 2021)

According to (Della Saskiana, 2021), online and traditional or offline shopping have differences, and the main difference is the ability of consumers to judge a product of interest. This is because there is no physical form that consumers can consider before the purchase transaction is carried out. Consumers who shop online can only rely on online sellers' descriptions and pictures of products. This is different from consumers who

make purchases traditionally or offline, who can directly assess the products offered in terms of quality, colour, and others (Prayoga, 2021). This difference is also a risk for potential consumers who will shop online (Farki et al., 2016).

From the differences and risks of online shopping, a tool is needed that can be used as consideration for prospective consumers in shopping online, making it easier for consumers to obtain additional information related to the products they are interested in, reducing the negative impacts received and to create consumer buying interest. These tools are undoubtedly different from those usually used in traditional or offline shopping.

In addition, the price factor influences customer buying interest in online shopping (Japarianto & Adelia, 2020). In shopping either online or offline, consumers will pay attention to the price factor of a product to be considered before a purchase transaction is made; according to (Tjiptono, 2015), a price is a form of overall sacrifice from customers to obtain an item or service. *Price* is also defined as a determinant of the value of an item or service. It is supported by the research of (Taan, 2021), which in his research explained that the price variable has a positive and significant influence on the buying interest of marketplace customers, which means that if the price offered is relatively cheap, the buying interest of customers will increase. This explains that determining the right price can positively influence customer buying interest in the marketplace. However, in contrast to the results of research by (Sumaa et al., 2021), it is known that the price variable does not significantly influence customer buying interest, so it can be interpreted that price does not have much influence on customer buying interest. The results of the two studies indicate a difference; it becomes interesting to study further by adding the online trust variable.

The advantages provided by online shopping are the reason for the shift in consumer behavior from conventional shopping to online, but in addition to the advantages obtained, some things cause consumers not to do this online shopping; namely, there are differences as well as risks experienced by consumers. The difference between online and conventional shopping lies in the ability of consumers to assess the products they are interested in, which leads to purchasing decisions. For this reason, it is necessary to know what factors can influence consumer buying interest to lead to the increasing online shopping trends in Indonesia. Based on this, the formulation of the problem in this study is: Is there any influence of online customer review, online customer rating, online trust, and price on buying interest in the marketplace in Indonesia.

LITERATURE REVIEW

Online Customer Reviews

According to (Aisyah & Engriani, 2019), electronic word of mouth is a medium where customers can share thoughts and information about products that have been used

and also allow consumers to make judgments or suggestions on a product using the internet. Online customer review is another type of electronic word of mouth that can be interpreted as a channel for consumers to see reviews from other consumers regarding an item, service, and how the company is produced (Lackermair et al., 2013). Electronic word of mouth provided by consumers also has many types, such as short stories about customer experiences, ratings or ratings, texts, and photos or videos.

Many marketing strategies in the online marketplace can be used as a factor for consumer decision-making in online purchase transactions. Online customer review is one of the many features offered by the online market that is getting much attention from academics and the general public as one of the essential components in the purchasing decision-making process (Farki et al., 2016).

Online Customer Rating

Online customer ratings are similar to reviews but in rating consumers in expressing their opinions using a scale, the use of a scale in the form of a star is the most widely used rating scheme in the online marketplace (Lackermair et al., 2013). Consumers who have completed an online purchase can provide a rating or rating, which usually ranges from a scale of one to five stars; if the given star reaches five stars, the product sold is good and follows consumer expectations and vice versa. Consumers can then post the rating assessment in the features provided by the online store and seen by other consumers.

It is also explained (Mukhopadhyay & Chung, 2016) that the number of stars obtained can be related to the quality of an item sold on the internet; this happens because ratings have become one of the most common ways that customers use to find out more information about an item or service. So, customers make the online customer rating feature a benchmark for the quality of an item or service.

Online Trust

Trust is a strong foundation in determining the success or failure of a marketplace in the future; a marketplace must be able to build a high level of trust between sellers and potential buyers to attract customers to make purchase transactions in the marketplace (Yusuf Fitra Mulyana, 2016). In the context of online shopping, trust is known as online trust.

Online trust is essential in encouraging online customer buying interest, which ultimately leads to purchase decisions, and is an essential aspect of every online buying and selling transaction because only consumers who have confidence will make transactions via the internet (Putra & Hariyadi, 2014). Compared to conventional shopping, issues related to trust are considered more crucial in online shopping; this is

because when shopping online, the buyer has less space and time to analyze the goods to be purchased (Japariato & Adelia, 2020).

Price

Price plays an essential role for both companies and consumers. Price is all the value that customers contribute to gain from the use of goods or services; a product can be classified as expensive, cheap, or reasonable, depending on the point of view of each individual. Consumer perceptions are formed when a product is compared to the price of a competitor's product or when the price is compared to excellence (Kotler & Keller, 2016). According to (Dwidienawati et al., 2020) , to win the competition, companies must offer goods or services demanded by consumers at a reasonable price to compete successfully. A *fair price* is a price that matches the market. The company's product quality can also be considered a competitive price.

A customer needs to sacrifice a specific price given for a product or service to get those goods or services (Irawan et al., 2020); consumers always pay close attention to the price of a product when shopping. In simple terms, the price can be an amount (monetary unit) and is defined as another aspect (non-monetary) that contains specific uses to obtain a product.

Buying Interest

Consumer purchase intention is the desire and tendency of customers to buy an advertised product if they have the opportunity to do so in the future (Zafar & Rafique, 2012). According to (Kotler & Keller, 2016), consumer buying interest is related to their likelihood of buying a product or service and their likelihood of switching from one brand to another; when the profit exceeds the cost to get it, their desire to buy increases.

Buying interest is a process of learning and thinking that produces perceptions that generate buying interest. Consumers' brains are motivated by buying interest, and when they have to fulfill their desires, they will act based on what is in their heads; buying interest is related to emotions and feelings when someone is happy with a product, their desire to buy it increases (Khotimah & Febriansyah, 2018). Meanwhile, according to (Widokarti & Donni, 2019), buying interest focuses on everything that involves feeling happy about something created by desire and the perception that the product has benefits that make them want to own or exchange it.

Effect of Online Customer Reviews on Purchase Interest

With the increasing popularity of the internet, online customer reviews have become a valuable resource for consumers looking for information about the quality of a product. Reviews on the internet are also considered more relevant to consumers than the information offered by sellers. (Harli et al., 2021), reviews will reflect a wide range of preferences, including diverse technical backgrounds, skill levels, circumstances, and

use conditions. This information enables consumer information to be more relevant to more people. (Dzulqarnain, 2019). Online customer reviews are a source of varied product information that online site visitors can read before making a purchase decision; these reviews are expected to form the initial expectations of online customers (Latief & Ayustira, 2020). This finding indicates that previous online customer reviews increase consumer interest in online shopping at online sellers. Previous customer reviews make it easier for future prospective customers to shop online by making it easier to find information about an item. They can influence online buying interest, in line with the research results of (Naomi & Ardhiyansyah, 2021), which explain that online customer review variables have a positive and significant influence on interest buying consumers in a marketplace in West Java. From the description above, the following hypothesis is derived:

- H1: Online customer reviews have a positive and significant effect on buying interest in the marketplace in Indonesia.

Effect of Online Customer Rating on Purchase Interest

The online customer rating is the part of the review that expresses customer opinions using a star symbol instead of text; users' ratings of product preferences for their experience refer to the psychological state and emotional response they have when dealing with virtual products in a mediated environment (Arbaini, 2020). According to (Engler et al., 2015), online customer rating in online purchases is a medium for customers to express opinions about the quality of online goods. However, sometimes bias is found in its measurement due to the assessment of goods by customers reflecting global consumer satisfaction. Despite its drawbacks, the rating significantly impacts consumer buying interest. Because of the importance of this rating, the market should consider using it as a tool to increase sales and brand awareness. The simplicity of the rating can be used to its advantage as it makes it easier for people to rate and at the same time, it takes less time to give a rating but has a significant impact on others (Farki et al., 2016).

- H2: Online customer reviews have a positive and significant effect on buying interest in the marketplace in Indonesia.

Effect of Online Trust on Buying Interest

Consumer buying interest is influenced by several factors, one of which is trust. *Consumer trust* in e-commerce is defined as online trust. Online trust is one of the most critical aspects of buying and selling online. If each party trusts the other, a business transaction between two or more parties will occur. This belief must be built from scratch and verified before it can be recognized by other parties or business partners (Yusuf Fitra

Mulyana, 2016). Meanwhile, according to (Mahadhika & Zuliestiana, 2021), online trust is the consumer's impression of how the website meets expectations, how reliable website information is, and the amount of trust in the website.

According to (Shahnaz & Wahyuno, 2016), trust is a factor that influences customer buying interest in online stores, and this is in line with the results of research conducted by (Rosdiana & Haris, 2018), where consumer trust has a significant positive effect on online buying interest. This impact benefits resellers or online sales agents, as evidenced by consumers' increasing interest in making purchases online.

H3: Online trust has a positive and significant effect on buying interest in the marketplace in Indonesia.

Effect of Price on Buying Interest

According to (Alhempri et al., 2020), each customer is presented with a wide selection of products. When the options are identical, the price will be the deciding factor in the purchase. You can imagine that if the price is too high, the product will not be purchased. When consumers shop for goods online, they consider various factors. The most crucial factor is the price (Wedhana Purba & Tirtayani, 2021). Price is an essential variable in marketing because it can influence customer decisions to obtain a product. Price is the only part of the marketing mix that generates revenue or revenue for the firm (Harli et al., 2021). One element of product selection that will affect buyer interest is price. (Prakash & Pathak, 2017) show that price is significant in consumer decision-making. It is considered an essential component, so the price has been identified as an essential aspect of marketing strategy that significantly impacts consumer buying behaviour (Irawan et al., 2020). This is also supported by research (Japariato and Adelia 2020) which shows that price significantly influences buying interest because consumers' ability to buy a product is determined by the amount of money they have and its comparison with the facilities they have when buying a product. From the description above, the following hypothesis is derived:

H4: Price has a positive and significant effect on buying interest in the marketplace in Indonesia.

Effect of Online Customer Review, Online Customer Rating, Online Trust, and Price on Buying Interest

According to (Della Saskiana, 2021), online and traditional or offline shopping have differences as well as risks, and the main difference is the ability of consumers to assess a product of interest. This is because there is no physical form that consumers can consider before the purchase transaction is carried out. According to (Putra & Hariyadi, 2014), the factor that influences buying interest in online shopping is the trust factor. This statement is relevant to research (Perwira, 2017) which shows a relationship between

trust, price, and convenience to consumer buying interest on the OLX site. The study's results (Mawa & Cahyadi, 2021) also show that the price, online customer review, and rating variables significantly affect buying interest. This is because before buying an item, the first thing consumers pay attention to is the price. So, it can be said that the price influences one's buying interest in a particular product

H5: Online customer review, online customer rating, online trust, and price affect the interest in buying marketplaces in Indonesia simultaneously.

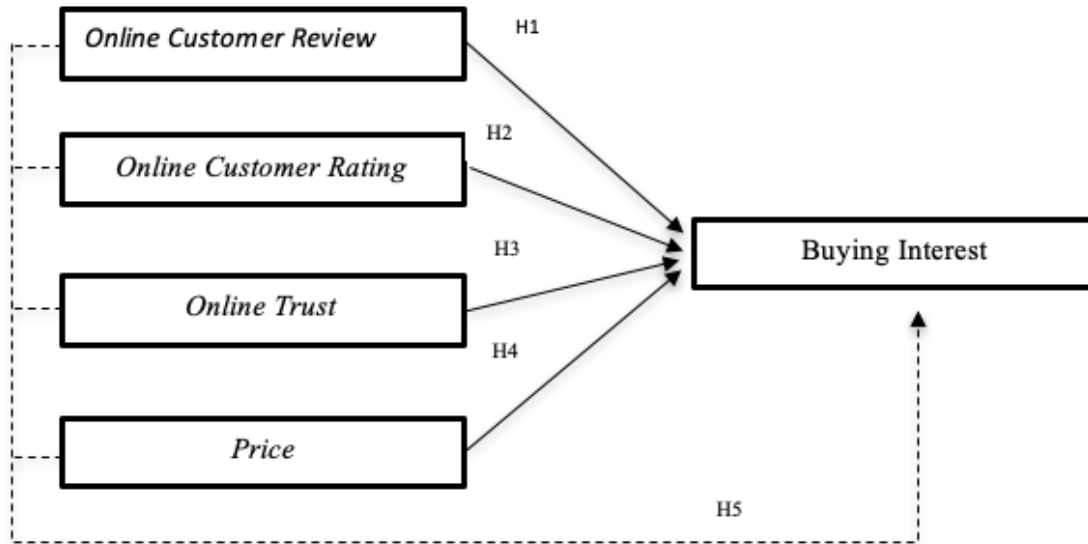


Figure 3. Research Model

RESEARCH METHOD

This research is a type of quantitative research using survey methods. According to (Sekaran & Bougie, 2016), quantitative research is a type of scientific data analysis that uses mathematical or statistical calculations to process and analyze data in the form of numbers or numbers.

The sampling method used in this study is non-probability sampling, with the sampling technique used being purposive sampling. According to (Sekaran & Bougie, 2016), non-probability sampling is a sampling design in which each element or member of the population does not have the same opportunity to be selected as a sample. Purposive sampling is a term for a sampling technique limited to certain people who can provide the information needed, either because they are the only ones who have the information needed or because they meet the researcher's requirements (Sekaran & Bougie, 2016).

This study analyzes the data using Software Statistical Product and Service Solution (SPSS) version 25. The analytical methods used include validity, reliability, and

classical assumption tests consisting of data normality, multicollinearity, and heteroscedasticity tests. Parametric statistical test in this study using multiple regression analysis.

DATA ANALYSIS AND DISCUSSIONS

Data Analysis

Multiple linear regression analysis was used in this study between the following variables: Online Customer Review (X1), Online Customer Rating (X2), Online Trust (X3), and Price (X4) on Purchase Interest (Y). The following are the results of research data processing:

Table 1. Multiple Linear Regression Analysis Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.155	1.244		.124	.901
Review	.112	.045	.168	2.456	.015
1 Rating	.281	.137	.144	2.057	.041
Trust	.104	.052	.147	2.001	.047
Price	.336	.053	.408	6.387	.000

a. Dependent Variable: Minat Beli

Based on table 4.14, it can be seen that the results of the multiple regression coefficient table and multiple regression equations are obtained as follows:

$$Y = 0,155 + 0.112 X_1 + 0.281 X_2 + 0.104 X_3 + 0.336 X_4 + e$$

Table 2. T-Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	.155	1.244	.124	.901
Review	.112	.045	.168	2.456 .015
1 Rating	.281	.137	.144	2.057 .041
Trust	.104	.052	.147	2.001 .047
Price	.336	.053	.408	6.387 .000

a. Dependent Variable: Buying Interest

The t-test was carried out by comparing t-count and t-table with a significance level of 0.05 and degrees of freedom $n-k = 210-5 = 205$, in order to obtain a t-count of 1.652.

Table 3. F-Test Result

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	860.498	4	215.124	60.159	.000 ^b
1 Residual	733.069	205	3.576		
Total	1593.567	209			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Price, Rating, Review, Trust

The F test is carried out by comparing F-count and F-table, the F-table value is obtained from $df_1 = k-1 = (5-1 = 4)$ and $df_2 = n-k = (210-5 = 205)$ so that the F-table is 2.41 which can be seen at $\alpha = 0.05$. Based on the results of the F-count test, it can be seen that the significance level obtained is 0.000, which is smaller than 0.05, and the F-count value obtained is 60.159, which is greater than F-table, which is 2.41.

Table 4. Coefficient of Determination Test Results (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.531	1.89102

a. Predictors: (Constant), Price, Rating, Review, Trust

Based on table 4, it can be seen that the R Square value is 0.540 or 54.0%, meaning that the online customer review variables (X1), online customer rating (X2), online trust (X3), and price (X4) affect buying interest (Y). by 54.0%. The remaining 46.0%

is influenced by other variables not examined in this study. The coefficient of determination test results also show that many independent variables still affect buying interest, and further research is needed.

Discussions

From the results of the study, it is known that online customer reviews, online customer ratings, online trust, and price influence buying interest; the following is an interpretation of the research results:

1) Effect of Online Customer Reviews on Marketplace Purchase Interest in Indonesia

The significance level for the online customer review variable is 0.015, which is smaller than 0.05, and the t-value obtained is 2.456, which is greater than the t-table, which is 1.652. The online customer review regression coefficient has a positive value of 0.112. So, from these results, it can be concluded that H1: online customer reviews have a positive and significant effect on buying interest in the marketplace in Indonesia; the higher the online customer review value, the higher the consumer buying interest in the marketplace in Indonesia.

In the marketplace, online customer reviews can significantly influence consumer buying interest because the reviews come from the experience of someone who has bought products in the marketplace. Reviews from previous customers make it easier for future customers to shop online by making it easier to find information about a product and can influence online buying interest. In addition, a product with positive reviews from previous customers will have a higher perceived value, making consumers more confident in the product they are interested in.

2) Effect of Online Customer Rating on Marketplace Purchase Interest in Indonesia

The significance level of the online customer rating variable is 0.041, which is smaller than 0.05, and the t-count value obtained is 2.057, which is greater than the t-table, which is 1.652. Then the online customer rating regression coefficient has a positive value of 0.281. So from these results, it can be concluded that H2: online customer rating has a positive and significant effect on buying interest in the marketplace in Indonesia. The higher the online customer rating value, the higher the consumer buying interest in the marketplace in Indonesia.

The results of this study explain that online customer rating has a positive and significant effect on purchase intention. This is due to the advantages of online customer rating, namely its convenience, where the rating form is elementary, namely the star symbol so that it can increase the effectiveness of consumer shopping because ratings can be used to find out a product or compare products quickly. This can also be seen in the perceived usefulness indicator in this study which contributes the most to the online

customer rating. Consumers see ratings as a simple tool that can help them save time while shopping, suitable for consumers who have many considerations.

The rating has proven to be an essential factor influencing consumer buying interest (Sarmis, 2020). In line with the results of research (Harli et al., 2021), which explains that the online customer rating variable has a more dominant effect on consumer buying interest, this is most likely because when buyers consider buying a product, the first thing they see is the rating.

3) Effect of Price on Marketplace Buying Interest in Indonesia

The significance level for the price variable is 0.000, which is smaller than 0.05, and the t-count value obtained is 6.387, which is greater than the t-table, which is 1.652. Then the price regression coefficient has a positive value of 0.336. So from these results, it can be concluded that H4: the price has a positive and significant effect on buying interest in the marketplace in Indonesia; the higher the price value, the higher the consumer buying interest in the marketplace in Indonesia.

Judging from the results of this study, it shows that price affects buying interest in online shopping, meaning that consumers will consider the prices offered by the marketplace starting from the affordability of prices, the suitability of prices with what is offered by the product itself in terms of quality and benefits obtained and consumers will also compare prices. In the marketplace, which is higher or lower than the reference price. This will then affect the customer's price perception, affecting their buying interest. Thus, consumers' perceptions of price directly impact their purchase intention.

Consumers also choose to buy products based on their budget and desired benefits. Especially in the marketplace, they offer a wide selection of products at competitive prices similar to those sold elsewhere. The marketplace also offers a wide range of pricing options for the same item, allowing customers to tailor their purchases to their budget.

4) The Effect of Online Trust on Marketplace Buying Interest in Indonesia

The level of significance for the online trust variable is 0.047, which is smaller than 0.05, and the t-value obtained is 2.001, which is greater than the t-table, which is 1.652. Then the online trust regression coefficient has a positive value of 0.104. So, from these results, it can be concluded that H3: online trust has a positive and significant effect on the acceptance of buying interest in the marketplace in Indonesia; the higher the online trust value, the higher the consumer buying interest in the marketplace in Indonesia.

The findings of this study indicate that online trust affects consumer buying interest. An explanation of the influence of online trust on the buying interest of marketplace consumers in Indonesia can be seen in how the marketplace itself can build

trust from consumers. This is also demonstrated by the ability of the marketplace to provide transaction protection to consumers from the influence of third parties, such as the existence of a payment system using a Joint Account (Escrow) and also a refund guarantee if it is proven that the product is not genuine so that consumers get guaranteed satisfaction and security in online shopping. When consumers are confident in the ability of the marketplace to provide the best in making online purchase transactions, consumers will feel a favorable feeling. When this happens, it will further increase consumer buying interest.

5) The Influence of Online Customer Reviews, Online Customer Ratings, Online Trust, and Price on Interest in Buying Marketplaces in Indonesia

Based on the results of the F-count test, it can be seen that the significance level obtained is 0.000, which is smaller than 0.05, and the F-count value obtained is 60.159, which is greater than F-table, which is 2.41. So, from these results, it can be concluded that H5: online customer review, online customer rating, online trust, and price affect buying interest in the marketplace in Indonesia simultaneously accepted.

The results of the multiple linear regression test show that the price variable has a more decisive influence on purchase intention than online customer reviews, online customer ratings, and online trust, with a coefficient of 0.336, implying that if the price is increased by one unit, buying interest will increase by 0.336. The findings of this study also show that if the online customer review, online customer rating, online trust, and price change, the buying interest will also change. This is shown by the R Square analysis of 0.540 or 54.0%, meaning that the online customer review (X1), online customer rating (X2), online trust (X3), and price (X4) variables affect buying interest (Y) by 54.0%. The remaining 46.0% is influenced by other variables not examined in this study, such as product and promotion factors.

In online shopping using the marketplace, an essential difference is the ability of consumers to assess a product of interest. This is because there is no physical form that consumers can consider before the purchase transaction is carried out. So, we need a tool that can be used as consideration for prospective consumers in online shopping, minimizing the negative impacts obtained and creating consumer buying interest. Judging from the results of this study, shows that online customer reviews, online customer ratings, online trust, and price have a positive and significant effect on buying interest in the marketplace in Indonesia.

CONCLUSIONS AND SUGGESTIONS

Online customer reviews have a positive and significant effect on buying interest in the marketplace in Indonesia, as evidenced by the significance level of the online customer review variable is 0.015. Online customer rating has a positive and significant

effect on buying interest in the marketplace in Indonesia, as evidenced by the significance level of the online customer rating variable is 0.041. Online trust has a positive and significant effect on buying interest in the marketplace in Indonesia, as evidenced by the significance level of the online trust variable is 0.047. Price has a positive and significant effect on buying interest in the marketplace in Indonesia, as evidenced by the significance level of the price variable is 0.000. Online customer reviews, ratings, trust, and price affect the interest in buying marketplaces in Indonesia simultaneously accepted; the results of the f-count test evidence this; it can be seen that the significance level obtained is 0.000.

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