

Analysis of Consumer Buying Interest, which is Influenced by Online Customer Reviews and Price Consciousness

Analysis of Consumer
Buying Interest

Lukman Abdul Azizul Hakim

Universitas Logistik dan Bisnis Internasional, Bandung, Indonesia

E-Mail: lukmanabdulazizul@ulbi.ac.id

373

ABSTRACT

This study aims to determine the effect of online customer reviews or Online Customer Review (X1) and Price Consciousness (X2) on Buying Interest (Y) studies conducted on consumers who have bought pastry products online on various online sales platforms. The survey was conducted using questionnaires to pastry consumers who had transacted through online sales platforms. After that, the data is processed using SPSS. This study used the following data analysis: coefficient of determination, t test, multiple regression test, and data quality test. Based on the results of this study, the t-count value was 4,843 sig values. 0.000 less than 0.05 indicates that online customer reviews have an impact on buying interest as well as Price Consciousness has an influence on buying interest, which is indicated by the calculation results with a calculated t value of 3.651, and a sig value. 0.001 less than 0.05.

Submitted:
2 FEBRUARI 2024

Accepted:
10 MARET 2024

Keywords: Online Customer Review, Price consciousness, Buying Interest

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari ulasan pelanggan online atau Online Customer Review (X1) dan Price Consciousness (X2) terhadap Minat Beli (Y) studi dilakukan terhadap Konsumen yang pernah membeli produk kue kering melalui online di berbagai platform penjualan online. Survey dilakukan menggunakan kuesioner kepada konsumen kue kering yang pernah bertransaksi melalui platform penjualan online. Setelah itu, data diproses menggunakan SPSS. Penelitian ini menggunakan analisis data sebagai berikut: koefisien determinasi, uji t, uji regresi berganda, dan uji kualitas data. Berdasarkan hasil penelitian ini, nilai t-hitung sebesar 4.843 nilai sig. 0.000 kurang dari 0.05 menunjukkan bahwa ulasan pelanggan online berdampak pada minat beli begitupun dengan Price Consciousness memiliki pengaruh terhadap minat beli, yang ditunjukkan oleh hasil perhitungan dengan nilai t yang dihitung 3.651, dan nilai sig. 0.001 kurang dari 0.05.

Kata kunci: Online Customer Review, Price Consciousness, Minat Beli

INTRODUCTION

Internet has been an integral part of people's lifestyles for a long time. The advantages of the internet make users feel that there are no limits to getting information and fulfilling life's needs. As a result, consumers are starting to switch from shopping offline to shopping online. The emergence of online sales platforms has eroded offline sales platforms. Several application-based platforms, such as Gojek's Gofood and Grab's Grabfood, as well as Shopee Food, which is part of the Shopee sales ecosystem, include various online sales platforms (Bigne et al., 2020; Fatmawati et al., 2022). Consumers on these various platforms can also choose goods from various shops and make payments through various banking services and digital wallets (Choirunnida & Prabowo, 2024). According to a publication from the Central Statistics Agency (*Badan Pusat Statistik/BPS*) published in the 2022 E-Commerce Statistics Publication, which shows sales made via the internet market throughout 2022.

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 2, 2024
pp. 373-378
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v12i2.2482

Table 1. Most sold goods or services in 2022

Sector	Sold
Food and Drink	43,02%
Fashion	15,04%
Household needs	8,11%
Cosmetics	5,37%
Transportation services	5,86%

Table 1 shows that during 2022, there will be a significant shift in consumer purchasing patterns, which is reflected in various industrial sectors (Kumbara, 2021). The dominant position is occupied by the food and beverage sales sector at 43.02%. In the fashion sector, a contribution of 15.04% to total sales indicates that consumer interest in clothing, footwear and accessories remains high. The household necessities sector recorded a sales portion of 8.11%. This reflects consumer involvement in purchasing products to meet daily household needs, such as kitchen utensils, furniture, and decorative items. The cosmetics and transportation services sectors each contributed 5.37% and 5.86% to total sales. Even though this figure is not as large as the previous sectors, it still has a significant impact on the consumer economy (Maharani & Dzikra, 2021). The data above leads to the conclusion that food and beverages are the sectors that sell the most online (Lestari & Wahyono, 2021). This shows that many customers are interested in making purchases online (Helmi et al., 2022; Suparwo, 2022).

This is what prompted us to conduct research regarding online buying interest. Purchase interest is a feeling that arises after receiving stimulation from a product that one sees. This means that customers will go through various processes based on various factors, including product, price, location, promotions, physical evidence, people, and processes. When buyers buy goods from online sales, the buyer cannot directly see and feel the physical goods being sold by the seller. Buyers will try to get information about the products they are going to buy in various ways, one of which is through Online Customer Reviews and Price Consciousness. This research will examine the influence of these two variables on consumers of dry cakes, where dry cakes are a food that is attached to families in Indonesia, especially during celebrations of big holidays or holidays such as Eid. Where Indonesia is the largest Muslim country in the world, it is hoped that this research can be an input for pastry business actors to market, sell, and serve buyers online and provide the best service. as well as strategies to be able to compete in the online market.

LITERATURE REVIEW

Online customers are evaluations made by consumers after they experience a particular product or service. The reviews are then posted online, providing a subjective view of their experience. This shows that online customer reviews have high value in providing insight to potential consumers about a particular product or service before they make a purchasing decision (Nurfauzi et al., 2023). In the current digital era, all social media users can have easy access to platforms, social media, and online discussion forums; online customer reviews have a big influence on brand perception and purchasing decisions (Harli et al., 2021). The analysis conducted by consumers in online reviews can also have a significant impact on brand reputation (Shengli & Fan, 2019). Positive reviews can increase consumer confidence in a product or service, thereby encouraging increased sales and customer loyalty. Negative reviews can damage a brand's reputation and reduce consumers' interest in purchasing the product (Tseng & Lee, 2016).

It is important for companies to actively monitor and respond wisely to online customer reviews as this can provide valuable insight into the strengths and weaknesses of their products or services. By regularly monitoring customer reviews, companies can identify general trends in customer feedback, whether positive or negative. Thoughtful responses can also help build better relationships with customers, showing that the company cares about their feedback and is committed to improving the quality of the

product or service. In the long term, this can result in higher customer loyalty and a more positive brand image. Online customer reviews also have a significant impact on shaping brand image and overall consumer purchasing decisions. Positive reviews can build a good reputation for a brand, attract the interest of potential consumers, and increase trust in the product or service. Negative reviews can damage a brand's image and reduce consumers' interest in purchasing the product. Companies should consider customer reviews as a valuable source of information and take appropriate actions to ensure that they have a positive impact on consumer brand perceptions and purchasing decisions (Khuong & Tram, 2015; Haikal, 2018).

According to Almaná & Mirza (2013) and Harli et al. (2021), online customer comments are analyzed and reviews made and posted by customers who have had experience using the product, while Price Consciousness is the customer's tendency to look for price differences. Customers who are price-conscious tend to choose cheaper goods (Cahya & Prabowo, 2023). Consumers often have several preferences and strategies that they employ. One thing that may be a major concern for consumers is price. This kind of offer is often an incentive for consumers to make a purchase because they can save money or get added value from the products they buy. The ability to save money when shopping is also a priority for many consumers. They will look for ways to optimize their budget and look for affordable products without sacrificing quality or satisfaction. (ButarButar, 2020) interest that comes from emotional impulses and easily changes according to changes in emotions without other thoughts (Mahendra, 2021). Hiola (2022) states that buying interest is included in consumer behavior and the information search stage. Part of consumer behavior because be part of the purchasing decision making process.

H1: Online customer reviews have a positive and significant effect on purchasing interest

H2: Price consciousness has a positive and significant effect on buying interest

METHOD

This research method uses a quantitative approach. The data collection technique is through distributing questionnaires to respondents in the research. Online Customer Review (X1), Price Consciousness (X2), and purchase interest (Y) are the independent and dependent variables in this research. Samples were taken using the purposive sampling method. Consumers who have and will purchase pastry products via the Internet are the subjects of this research. The Slovin formula was used to determine the research sample size, and the total number of samples was rounded to 100 samples. To obtain data, a survey method consisting of a list of questions was used to collect respondents' opinions and concerns about the research subject. To measure the data, a Likert scale was used. The purposive sampling method is used to collect data based on certain criteria. The population criteria deemed most appropriate to provide the data required by consumers who have purchased pastries via online shopping platforms were selected as a purposive sampling method.

RESULT

Based on the results of the correlation analysis between variables, it can be observed that there is a significant relationship between online customer reviews, price consciousness, and consumer buying interest. The online customer review variable shows a fairly strong positive correlation with purchase interest (Y), with correlation values ranging from 0.530 to 0.744. This indicates that the higher the level of online customer reviews, the higher the consumer's buying interest in the product or service offered (Faradisa et al., 2016; Anjani, 2021). The price consciousness variable also shows a significant positive correlation with buying interest, although not as strong as the correlation between online customer reviews and buying interest (Oryza & Nilowardono, 2022; Martiah et al., 2023). However, high price awareness among consumers still influences their purchasing interest positively. These results show that factors such as price

and online customer reviews have a real impact in shaping consumer shopping behavior (Wolfinbarger & Gilly, 2021). Companies can leverage this information to improve their marketing strategies, including effectively managing customer reviews and offering attractive prices to consumers. Each component expressed is valid, and each statement component contained in the research instrument can be considered appropriate as a tool for evaluating research results, which can be seen in Table 2.

Table 2. Validity

Variable	R Count	R table (5%)	Information
Online Customer Review			
X1.1	0.607		Valid
X1.2	0.690		Valid
X1.3	0.636	0.179	Valid
X1.4	0.553		Valid
X1.5	0.556		Valid
Price Consciousness			
X2.1	0.506		Valid
X2.2	0.581		Valid
X2.3	0.524		Valid
X2.4	0.456	0.179	Valid
X2.5	0.257		Valid
X2.6	0.547		Valid
Purchase Interest			
Y.1	0.530		Valid
Y.2	0.535		Valid
Y.3	0.614		Valid
Y.4	0.744		Valid
Y.5	0.648	0.179	Valid
Y.6	0.740		Valid
Y.7	0.674		Valid
Y.8	0.645		Valid

Based on the Cronbach's Alpha values that have been calculated, it can be concluded that the three variables observed - namely Online Customer Reviews, Price Consciousness, and Purchase Interest - show a high level of reliability. Cronbach's Alpha value for Online Customer Reviews is 0.740, Price Consciousness is 0.656, and Purchase Interest is 0.879, all of which exceed the critical value set at 0.60, which can be seen in Table 3.

Table 3. Reliability Test

Variable	Alpha Cronbach's	Critical Value	Information
Online Customer Reviews	0.740		Reliable
Price Consciousness	0.656	0.60	Reliable
Interest in buying	0.879		Reliable

Table 3, it can be concluded that each variable is shown to be reliable and worthy of being tested again if the Cronbach's Alpha value is more than 0.60. This shows that the instruments or questions used to measure these variables are reliable in producing consistent and trustworthy data (Ilhamalimy & Ali, 2021). The high reliability of these variables is important in the context of data analysis because it provides confidence that the results obtained from these measurements are reliable and can be used as a basis for decision-making. the results of the analysis are based on data obtained from these variables and can take appropriate steps in designing strategies or policies based on the findings obtained.

the customer buying interest variable is not influenced by other variables, namely the Online Customer Review (X1) and Price Consciousness (X2) variables. The regression coefficient (X1) has a value of 0.352, indicating that the Online Customer Review variable has a positive influence on customer buying interest; in other words, every one unit increase in the online customer review variable will influence customer purchasing

interest. According to the regression coefficient (X2), which has a value of 0.371, the price variable value of price consciousness has a positive influence on consumer buying interest. In other words, consumer buying interest will be influenced by 0.371 if the price value variable increases by one unit.

Table 4. Partial Test

Variable	Unst. Coef B	Unst. Coeff Std. Error	Stand Coeff Beta	T	Sig.	Tolerance	VIF
Constant	1.792	2.303		0.778	0.438		
X1	0.332	0.067	0.392	4.843	0.000	0.475	2.104
X2	0.391	0,113	0.271	3.651	0.001	0.486	2.058

From Table 4, the effect of online customer reviews on buying interest shows a t-count value of 4.843 and a sig. 0.000 is less than 0.05, according to the t-test results in the table. Thus, the Online Customer Review variable has an impact on purchase intention, with Ha accepted and Ho rejected. The effect of price consciousness on purchase intention, the t-count value is 3.651, and the sig value. 0.001 is less than 0.05, according to the t-test results in Table 4. Thus, buying interest is influenced by price consciousness, with Ha accepted and Ho rejected.

Table 5. Coefficient of Determination

R	R Square	Adjusted R Square	Std Error of the estimate
0.8-8	0.653	0.655	2.802

Table 5 shows the results of the R determination test with an R determination coefficient of 0.655. The coefficient of determination R indicates how well the statistical model fits the observed data. The R value of 0.655 reveals that the independent variable influences 65.5% of the variation in the dependent variable. In other words, approximately 65.5% of the observed changes in the dependent variable can be explained by the independent variables considered in this study. However, the remaining 34.5% of the variation in the dependent variable cannot be explained by the independent variables examined in this study. This suggests that there are other factors contributing to variation in the dependent variable that were not considered in this analysis. Thus, while the results of the analysis show that the independent variables studied have a significant influence on the dependent variable, there is still some variation in the dependent variable that cannot be explained by the independent variable. This highlights the complexity of the phenomenon under study and calls for further research to understand additional factors that may influence the dependent variable.

CONCLUSION

Based on the results of hypothesis testing carried out in this research, it can be concluded that the Price Consciousness variable has a positive and significant impact on purchasing interest, and the Online Customer Review variable also has a t-value of 4.843 and a significance value of 0.000 < 0.05. As shown in table 8, the results of the R determination test, with a coefficient of determination R of 0.644, show that the independent variables as a whole influence the dependent variable by 65.5%, while the remaining 34.5% is influenced by other variables. Conclusions regarding variables tested in this research has been proven to have an influence both simultaneously and partially on interest in purchasing pastry products online. By considering the factors examined in this research, the results are expected to provide advice to pastry producers in Indonesia on how to improve online sales.

REFERENCES

- [1] Anjani, A. P. (2021). Analysis of product variation and service quality on repurchase intention mediated by customer satisfaction. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 295-309.
- [2] Bigne, E., Chatzipanagiotou, K., & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The stimulus-organism-response model revisited. *Journal of Business Research*, 115, 403-416.
- [3] ButarButar, R. M. (2020). *Pengaruh Viral Marketing, Price Consciousness Dan Kualitas Produk terhadap Keputusan Pembelian Pada Marketplace di Indonesia*. Available at: <http://repositorybaru.stieykpn.ac.id/1346/>
- [4] Cahya, A. D., & Prabowo, R. E. (2023). Pengaruh Promosi, Online Consumer Review, Dan Citra Merek Terhadap Keputusan Pembelian (Studi Pada Pengguna E-Commerce Shopee Di Jawa Tengah). *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(5), 5667-5677.
- [5] Choirunnida, A., & Prabowo, R. E. (2024). Kualitas Produk, Persepsi Harga dan Online Customer Review terhadap Keputusan Pembelian pada E-Commerce Shopee di Kota Semarang. *Journal of Management and Bussines (JOMB)*, 6(1), 263-274.
- [6] Faradisa, I., Hasiholan, L. B., & Minarsih, M. M. (2016). Analisis pengaruh variasi produk, fasilitas, dan kualitas pelayanan terhadap minat beli ulang konsumen pada Indonesian coffeeshop Semarang (ICOS CAFE). *Journal of Management*, 2(2).
- [7] Fatmawati, T. A. F., Wijyantini, B., & Wibowo, Y. G. (2022). The Influence of Price Consciousness, Online Customer Reviews and Online. *Proceedings of the ICON*, 2(2), 1-10.
- [8] Haikal, D. M. (2018). The Effect of Consumer Ethnocentrism, Brand Image, and Perceived Quality, on Purchase Decisions with Purchase Intention as Intervening Variable. *Jurnal Akuntansi, Manajemen dan Ekonomi*, 20(2), 38-49.
- [9] Harli, I. I., Mutasowifin, A., & Andrianto, M. S. (2021). Pengaruh online consumer review dan rating terhadap minat beli produk kesehatan pada e-marketplace Shopee selama masa pandemi COVID-19. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(4), 558-572.
- [10] Helmi, S., Ariana, S., & Supardin, L. (2022). The role of brand image as a mediation of the effect of advertising and sales promotion on customer purchase decision. *Journal of Economics and Sustainable Development*, 13(8), 90-99.
- [11] Hiola, R. (2022). Efek Interaksi Pemanfaatan Media Promosi Pada Strategi Digital Marketing dan Perilaku Konsumen Terhadap Minat Beli Konsumen. *Paradoks: Jurnal Ilmu Ekonomi*, 5(4), 285-295.
- [12] Ilhamalimy, R. R., & Ali, H. (2021). Model perceived risk and trust: e-WOM and purchase intention (the role OF trust mediating IN online shopping IN shopee Indonesia). *Dinasti International Journal of Digital Business Management*, 2(2), 204-221
- [13] Khuong, M. N., & Tram, V. N. B. (2015). The effects of emotional marketing on consumer product perception, brand awareness and purchase decision—A study in ho chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 3(5), 524-530.
- [14] Kumbara, V. B. (2021). Determinasi Nilai Pelanggan Dan Keputusan Pembelian: Analisis Kualitas Produk, Desain Produk Dan Endorse. *Jurnal Ilmu Manajemen Terapan*, 2(5), 604-630.
- [15] Lestari, M., & Wahyono, W. (2021). The influence of celebrity endorser and online promotion on purchase decision through brand image. *Management Analysis Journal*, 10(2), 198-211.
- [16] Maharani, A., & Dzakra, A. D. (2021). Fungsi Perlindungan Konsumen Dan Peran Lembaga Perlindungan Konsumen Di Indonesia: Perlindungan, Konsumen Dan Pelaku Usaha (Literature Review). *Jurnal Ekonomi Manajemen Sistem Informasi*, 2(6), 659-666.
- [17] Mahendra, R. R. (2021). Pengaruh Kualitas Produk, Online Marketing, Electronic Word of Mouth, Dan Harga Terhadap Minat Beli Produk Fellas. Co. *Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis*, 6(3), 255-264.
- [18] Martiah, A., Ismulyani, H. U., & Inonu, S. H. (2023). Pengaruh Perceived Risk, Perceived Reputation, dan Trust Online terhadap Minat Beli Online Konsumen Shopee. *Jurnal Informatika Ekonomi Bisnis*, 1333-1337.
- [19] Nurfauzi, Y., Taime, H., Hanafiah, H., Yusuf, M., & Asir, M. (2023). Literature Review: Analisis Faktor yang Mempengaruhi Keputusan Pembelian, Kualitas Produk dan Harga Kompetitif. *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(1), 183-188.
- [20] Oryza, G. A., & Nilowardono, S. (2022). The effect of digital marketing, online customer reviews and ratings on consumer buying interest through shopee. *Jurnal Ekonomi*, 22(01), 13-22.
- [21] Shengli, L., & Fan, L. (2019). The interaction effects of online reviews and free samples on consumers' downloads: An empirical analysis. *Information Processing & Management*, 56(6), 102071.
- [22] Suparwo, A. (2022). Effect of Online Promotion, Price and Brand Image on Purchase Decisions for Neosairess Herbal Products. *Enrichment: Journal of Management*, 12(2), 2469-2474.
- [23] Tseng, S. M., & Lee, M. C. (2016). A study on information disclosure, trust, reducing search cost, and online group-buying intention. *Journal of Enterprise Information Management*, 29(6), 903-918.
- [24] Wolfenbarger, M., & Gilly, M. C. (2001). Shopping online for freedom, control, and fun. *California management review*, 43(2), 34-55.