

The Influence of Online Customer Reviews and Online Customer Ratings on Consumer Trust in Roughneck 1991 Products

*The Influence of Online
Customer Reviews*

719

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ABSTRACT

Abstract

The aim of this research is to ascertain whether positive or negative internet reviews have an impact on consumer trust in a business. The methodology of this investigation is quantitative. 2019 active management students who have purchased Roughneck 1991 items on Shopee Marketplace form the population for this analysis. A total of 94 participants were surveyed for this analysis. Primary data collection was carried out by sending questionnaires, so this research relies entirely on this method. Multiple regression analysis in SPSS 25 was used to analyze the data in this study. The t-test findings of this study indicate that good online customer reviews significantly increase consumer trust, whereas online customer ratings do not. Consumer confidence in Roughneck 1991 products on Shopee Marketplace increased as a result of the positive and statistically significant feedback they received from other customer evaluations and ratings posted online. It is hoped that in the future academics will include more characteristics that theoretically also impact customer trust. Researchers can provide Roughneck 1991 marketing advice to improve the quality and quantity of their merchandise. Roughneck has tremendous potential to expand their market share thanks to the positive feedback they will get from satisfied customers if they continue to improve the quality of their goods.

Keywords: *Keywords should be written following a summary between 4-7 words*

ABSTRAK

Tujuan dari penelitian ini adalah untuk memastikan apakah ulasan internet positif atau negatif berdampak pada kepercayaan konsumen terhadap suatu bisnis. Metodologi penyelidikan ini adalah kuantitatif. Mahasiswa manajemen aktif tahun 2019 yang telah membeli item Roughneck 1991 di Marketplace Shopee menjadi populasi untuk analisis ini. Sebanyak 94 peserta disurvei untuk analisis ini. Pengumpulan data primer dilakukan dengan mengirimkan kuesioner, sehingga penelitian ini mengandalkan metode tersebut sepenuhnya. Analisis regresi berganda pada SPSS 25 digunakan untuk menganalisis data dalam penelitian ini. Temuan uji-t dari penelitian ini menunjukkan bahwa ulasan pelanggan online yang baik secara signifikan meningkatkan kepercayaan konsumen, sedangkan penilaian pelanggan online tidak. Kepercayaan konsumen terhadap produk Roughneck 1991 di Marketplace Shopee meningkat sebagai hasil dari umpan balik positif dan signifikan secara statistik yang mereka terima dari evaluasi dan penilaian pelanggan lain yang diposting secara online. Diharapkan kedepannya para akademisi lebih banyak memasukkan

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karakteristik yang secara teoritis juga berdampak pada kepercayaan pelanggan. Peneliti dapat memberikan saran pemasaran Roughneck 1991 untuk meningkatkan kualitas dan kuantitas barang dagangan mereka. Roughneck memiliki potensi yang sangat besar untuk memperluas pangsa pasarnya berkat feedback positif yang akan mereka dapatkan dari pelanggan yang puas jika mereka terus meningkatkan kualitas barangnya.

Kata kunci: Kata Kunci dicantumkan di bawah abstrak antara 4-7 kata atau frasa

INTRODUCTION

In today's increasingly digital world, internet resources are more influential in shaping consumers' final purchasing choices. This is the reason why people change their behavior or way of life as a result of technological advances. So people's expectations about price, quality or special product offers shift as a result of these changes. One of the most obvious results of today's digital growth is the widespread use of social networks and e-commerce platforms for the purchase and sale of goods and services. Business people in the fashion sector are also affected by this shift as they try to attract consumer interest in their goods through social media and online shopping. Roughneck 1991 is a local clothing label that promotes its products through online channels and social media. The 2.3 million e-commerce account followers prove the growing popularity of Roughneck 1991 among Indonesian consumers.

According to research conducted by Sumarni, et al. (2020), the emergence of the Covid 19 Pandemic in Indonesia has caused various physical, mental, spiritual and economic health problems, resulting in a shift in social and cultural values, which ultimately contributed to an increase in online shopping. Due to the spread of the disease, people's preferences have shifted from offline convenience to online mode of doing business and commerce. One of the many things that attracts buying interest in online shopping is the many discount offers, free shipping, and a multitude of other benefits. These benefits contribute to a change in behavior from offline to online. Despite the obvious benefits of online shopping, many people are put off because of the inherent risks. These include concerns about fraud, poor product quality, and unsafe online transactions, to name a few (Nafigatunisak & Hirawati, 2022). As a result, trust in online retailers is critical to success.

The foundation of every successful company is trust. For consumers' knowledge and the conclusions they draw about a product to have a positive impact, businesses must earn their trust.

Gaining customer trust requires honesty in providing goods or services that have been marketed to them. In addition, promises from companies or marketers, such as exchanging or replacing damaged goods, repairing damaged products after use, will also contribute to the level of customer trust after purchasing a product.

Consumers who are considering making an online purchase may do so, in part, by searching for information about the things they are considering. Shopee's marketplace includes two features—online customer reviews and online customer ratings—to facilitate consumers' ability to gather information. These two additions are intended to increase customers' trust in e-commerce and the goods it sells by allowing them to learn about the quality of products and services provided by online retailers, even from strangers. As a result, prospective buyers must be calmer if they prevent fraud by researching the items they want to buy before making an online purchase.

People are wary of making purchases over the internet because they do not trust online retailers. Consumers tend to be less cautious when buying and selling due to the rise of e-commerce. As demonstrated by the rise of online shopping fraud, which often involves selling large quantities of goods at low prices. Because internet transactions often do not involve a physical meeting of buyers and sellers, the trust system becomes the main capital in all such transactions. E-commerce is susceptible to several types of fraud, including suppliers disappearing after receiving money or delivering goods different from those advertised. Customers' confidence in the things they offer in e-commerce is bolstered

when they can peruse reviews and ratings left by other customers before making a purchasing decision.

Having customers who believe in a business and its products is critical to its launch. No product will be successful in the long run if consumers don't believe in it. If there is mutual trust between the parties involved in a transaction, an agreement will be reached (Rosdiana, 2019).

Reviews and ratings left by actual customers on a company's website can do a lot to increase trust in a brand. Electronic word of mouth (eWOM) occurs when customers communicate their thoughts and opinions about a product or service online through channels including blogs, message boards, and social media. Similarly, online customer ratings are numerical ratings that customers offer a business or service on the web. Customers' impressions of a product are greatly influenced by the reviews and ratings they read online. Because they are based on actual purchases, customer reviews and ratings are a trusted source of unbiased, first-hand data. Customers are more likely to purchase a product or subscribe to a service if they see positive evaluations and ratings from other customers. For example, research by Wahyudi et al. (2019) found that young people in Mataram City place a lot of trust in Online Customer Reviews and Online Customer Ratings before making purchases from the Shopee fashion section. Consumers' impressions and trust in a product are greatly influenced by the reviews and ratings they read about the product on the internet. Transparency and honesty in the online review process are important factors for creating long-term customer trust (Kamisa, et al., 2022). This is especially true for managing and using reviews, which may have a beneficial effect on a company's image and consumer loyalty. Customers will evaluate their choices (which store to visit, when to buy, etc.) before actually making a purchase (Sukarno, 2022).

Reviews and ratings left by customers online may have a significant impact, but this is not always the case. Low ratings or unfavorable reviews may make potential buyers think twice about making a purchase. Consumers no longer have confidence in the product, which is to blame. And because dishonest people can easily falsify evaluations, consumers may begin to distrust the validity of the data presented. Buyers can reduce the likelihood of being disappointed with a purchase by conducting research in the form of reviews or comments about the product or service in question. According to data collected and reported annually by We Are Social in Kamisa, et al., (2022), 89% of consumers utilize internet reviews and other user-generated content before making purchasing decisions. These numbers show that when customers read critical reviews of a product, as many as 80% of them will reconsider their purchasing decision. This research found that consumers' negative perceptions of online retailers as a result of reading their reviews can discourage them from making purchases there.

recognizes the importance of customer feedback and ratings in establishing levels of trust. The purpose of this study was to assess the impact of online customer evaluations and ratings on buyers' confidence in purchasing power for 1991 rough goods.

METHODS

Quantitative methods were used for this research. This investigation is a causal study because that is what the situation requires. Investigating the relationship between independent and dependent variables is the focus of causal research (Sugiyono, 2021). Our research aims to show that Roughneck 1991 product reviews and ratings can increase consumer confidence in making purchases. The study ran from January 2023 to July 2023 and is now underway at Store Rougneck 2021. Preliminary polling revealed a sample size of 94 among actively enrolled 2019 Management students who have purchased Roughneck 1991 items on the Shopee marketplace. The sample size for this study was calculated using a fully representative sample drawn from the student population of active Shopee users and who actually purchased the product in question. Shopee has the video game Roughneck 1991. As a result, 94 participants were randomly selected to be sampled in the study.

Questionnaires are used to collect information for research. The data collection questionnaire consists of a series of questions or statements filled in by the respondent (Sugiyono, 2021). The primary data for this research comes from a survey sent via electronic media (especially Google Form) to students who purchased Roughneck 1991 merchandise. In this research, answers were measured using a Likert scale. Statements on the current questionnaire require respondents to express their level of agreement or disagreement on a scale from “strongly disagree” to “strongly agree.”

With the help of SPSS (Statistical Product and Service Solution) 25, a multiple linear regression analysis model was used to determine whether online customer reviews and online customer ratings influenced consumer confidence in the 1991 rough items.

RESULTS AND DISCUSSION

Research result

Test instrument

The poll included responses from 94 students who recently purchased Roughneck 1991 on the Shopee platform. The validity and reliability of the research questionnaire will be checked before multiple regression analysis is carried out.

Validity test

Validity testing helps show how well a questionnaire measures what it is intended to measure. If the correlation value is greater than correlation $> r_{\alpha, (df-2)}$, then the statement can be considered genuine.

Table 1. Validity test

Research variable	No. Statement	Product Moment Correlation
Online Customer Reviews	1	0.552
	2	0.536
	3	0.493
	4	0.640
	5	0.593
	6	0.601
	7	0.696
	8	0.695
Online Customer Ratings	1	0.625
	2	0.630
	3	0.752
	4	0.762
	5	0.562
Consumer Confidence	1	0.726
	2	0.682
	3	0.690
	4	0.736
	5	0.477
	6	0.525

The value used is 0.3610 so that all statement items can be declared valid and there is no need for elimination in the questionnaire statement $r_{0,05,(28)}$.

Reliability test

The purpose of a reliability test is to determine the reliability of a given measuring instrument. A variable is considered reliable if the Cronbach Alpha coefficient is ≥ 0.60 .

Table 2. Reliability Test

Research Variable	Cronbach Alpha
Online Customer Reviews	0.732
Online Customer Ratings	0.670
Consumer Confidence	0.710

Table 2 shows that all research instruments are said to be reliable and have met the requirements for use in research.

Normality test

The normality test is carried out to see whether the residual distribution of the residual variables in the regression model is normal. If the significance level between the dependent and independent variables is more than 0.05, then the residual distribution is normally distributed.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		94
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.26270392
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.038
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Since the calculated significance value of 0.200 is greater than the critical value (0.05), we can conclude that the residual distribution is normal.

Multicollinearity test

To find out whether the independent variables are correlated, a multicollinearity test is carried out. A tolerance value greater than 0.1 is used as the limit value, which is equivalent to a VIF value less than 10.

Table 4. Multicollinearity Test

Research Variable	Tolerance	VIF
Online Customer Review	730	1.369
Online Customer Rating	730	1.369

Based on the table above, it can be seen that the tolerance value obtained is >0.1 and the VIF value is <10 . So It can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity test

The heteroscedasticity test determines whether there are differences in variance and residuals between observations in the regression model. Homoscedasticity is when there is no difference in residual variance between two observations, and heteroscedasticity is when there is. Examining scatterplot graphs in this way can help determine whether heteroscedasticity is present or not:

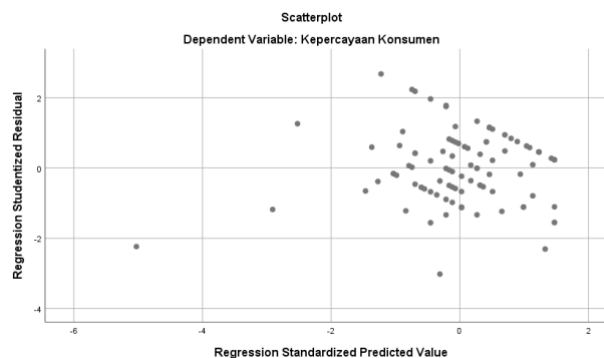


Figure 1. Heteroscedasticity Test Scatterplot Graph

The points in the following scatterplot visual display are evenly distributed above and below the zero Y-axis, and no clusters or waves are created.

Multiple Linear Regression Analysis

The model and its influence on the dependent variable were tested using multiple linear regression analysis. This is a multivariate regression model built in SPSS.

Table 5. Multiple Linear Regression Analysis

Variabel Penelitian	Unstandardized Coefficients	
	B	Std. Error
(Constant)	7.321	2.426
Online Customer Review	.492	.072
Online Customer Rating	.099	.114

Based on the table above, the regression equation can be prepared as follows:

$$\hat{Y} = 7.321 + 0.492X_1 + 0.099X_2$$

β_0 : Y (Consumer Confidence) will be worth 7,321, if the independent variable is 0

β_1 : Every one unit increase in X_1 (Online Customer Reviews) then Y (Consumer Confidence) will increase by 0.492 times, if the other independent variables are fixed.

β_2 : Every one unit increase in X_2 (Online Customer Ratings) then Y (Consumer Confidence) will increase by 0.099 times, if the other independent variables are fixed.

By calculating the coefficient of determination, one can ascertain the degree of relationship between the independent and dependent variables. R Squared is the appropriate coefficient of determination to use.

Table 6. Coefficient of Determination

R Square	Adjusted R Square
0.450	0.438

Based on the data in the table above, we can conclude that online customer reviews and ratings influence consumer trust by up to 45.0%, with the remaining 10.0% influenced by variables not captured by the model.

It was hypothesized that independent factors could have an influence on the dependent variable, so a t test was conducted to evaluate this hypothesis. If the significance level is below 0.05, then X has a moderate effect on Y.

Table 7. t test

Research variable	t	Sig.
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Online Customer Reviews	6.883	000
Online Customer Ratings	0.868	388

The data in the table above shows that online customer reviews have an effect on consumer trust with a calculated t value of $6.883 > t \text{ table } 1.986$ and a significance level of $0.000 < 0.05$. However, the t test shows that there is no relationship between online customer ratings and consumer trust, with a significance level of $0.388 > 0.05$ and a calculated t value of $0.868 < t \text{ table } 1.986$.

The F test is carried out to see whether there is a significant interaction between the independent variables in the regression model and the dependent variable. If sig. value is smaller than 0.05, then the independent variable (Y) is influenced by the dependent variable (X) simultaneously.

Table 8. F test

Variabel Penelitian	F	Sig.
Online Customer Review dan Online Customer Rating – Kepercayaan Konsumen	37.197	.000

Using the data in the table above, we can conclude that the number of reviews and the average rating of these reviews have a significant influence on consumer trust.

Discussion

Based on the research results, it was found that consumer trust for 1991 roughneck products in the Shopee marketplace, the information provided by 1991 roughneck products in the Shopee marketplace is very good and trustworthy so that potential consumers no longer hesitate to buy a product in the Shopee marketplace for 1991 roughneck products.

Online customer review of 1991 roughneck products on the Shopee marketplace. The dimension of source credibility in conveying information to consumers is the dimension with the highest score from respondents. This means that in the minds of online consumers, customer reviews lie in the credibility of the correct information source. Positive and accurate evaluations left by customers on the Shopee storefront for Roughneck 1991 can reassure potential buyers and encourage them to complete their online purchase.

Online customer rating about 1991 roughneck products on the Shopee marketplace. Credible dimensions and useful information were the highest points from respondents. This means that the online customer rating lies in credible and useful information about the 1991 roughneck shop on Shopee, which can give consumers a perception of trust in buying online products, especially at the 1991 roughneck shop on the Shopee marketplace.

The Influence of Online Customer Reviews on Consumer Trust

According to the first hypothesis test, there is not enough evidence to draw conclusions about the impact of online customer reviews on consumer trust levels. The research's null hypothesis that "Online customer reviews have no effect on consumer trust" was rejected because the positive and statistically significant results contradicted the hypothesis.

Respondents gave the highest assessment of the reliability of the source when conveying information to consumers. Customer trust in online reviews depends on the reliability of the relevant information source. Positive and accurate evaluations left by customers on the Shopee storefront for Roughneck 1991 can reassure potential buyers and encourage them to complete their online purchase.

According to research, online customer reviews have a significant impact on consumer trust, with an average impact of 68%. Buyer confidence will increase as a result of good feedback from peers. Consistent with previous research, then. Rahmawati (2023) claims that internet shoppers place great stock in feedback left by previous buyers. Information becomes the deciding factor when customers have difficulty generating educated guesses about product quality or when stated product requirements are unclear. There are a large number of options available to internet shoppers. However, because customers cannot taste or smell the goods, they have little direct knowledge about them. Online customer reviews were developed to overcome these limitations and to provide useful data to interested parties. Because online customer evaluations are made freely by users who have purchased goods, they are taken seriously.

The Influence of Online Customer Ratings on Consumer Trust

When comparing online customer ratings of consumer trust, the significance value is $0.338 > (0.05)$, in line with the findings of the second hypothesis test. As a result, the study's null hypothesis -- that "Online customer ratings have no effect on consumer trust" -- was deemed incorrect.

Respondents gave it the highest marks for credibility and practicality. This implies that buyers may have confidence to make purchases on the Shopee marketplace, especially on the Roughneck 1991 store, because of the positive feedback left by other customers.

According to the findings, internet customer ratings have little impact on consumer trust in a business. This shows that even without customer ratings, people feel comfortable buying Roughneck 1991 goods through the online marketplace Shopee.

The Influence of Online Customer Reviews and Online Customer Ratings on Consumer Trust

Consumer trust as measured by online reviews and ratings was found to have a significant value of 0.000 0.5, with a corresponding F value of $37.197 > F$ table 3.095. This shows that the third hypothesis is correct and that x_1 and x_2 have an influence on y at the same time.

Because several supporting dimensions include the credibility of information sources and useful information that can be a solution to problems faced by consumers when there is a tendency to be afraid of shopping online or buying roughneck 1991 products on the Shopee marketplace, online consumer reviews and online customer ratings have an influence on consumer trust overall. simultaneous by 37%. That's good news for those who bought the hardneck in 1991, and will likely increase their level of trust in the brand. This research is consistent with the findings of other studies, such as those conducted by Wahyudi et al. (2019), who found that young people in Mataram City rely heavily on online customer reviews and ratings when making fashion purchases on Shopee. Although the magnitude of the impact is different, it is implied to have the same relationship as the findings of this study.

CONCLUSIONS

Data studies show that online customer reviews have a favorable and sizable influence on consumer trust. Trust, however, is only slightly influenced by online customer ratings. The y value is influenced by x_1 and x_2 simultaneously. Researchers draw ideas for future studies based on these findings, including the hope that other researchers will add more characteristics that in principle also impact consumer trust. The quality and quantity of their goods are two areas where researchers can provide advice to Roughnecks marketing. Better, higher quality Roughneck products generate more positive reviews from customers, which in turn increases the online customer ratings of the Roughneck 1991 store on the Shopee marketplace. If a store's ratings are high, more people will feel comfortable making purchases there.

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