

# THE IMPACT OF VIRAL MARKETING, ONLINE CUSTOMER REVIEW, AND ONLINE CUSTOMER RATING ON ONLINE SHOPPING DECISIONS IN THE TOKOPEDIA MARKETPLACE OF UNIVERSITAS DIPONEGORO STUDENTS

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**Abstract:** *Tokopedia in the past year has not become a trend and could not achieve enough of their popularity in the community, negative reviews, and low ratings for certain of products also makes people reluctant to choose to buy online through Tokopedia. So, by looking at the existing problems, this research was conducted with the aim of knowing the impact of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia Marketplace of Universitas Diponegoro Students. The number of samples is 118 respondents with a non-probability sampling technique, namely purposive sampling. This type of research is explanatory research which is processed using SPSS V25 software. Data processing was carried out using validity and reliability tests, correlation coefficients, determination coefficients, simple linear regression, multiple linear regression, t-test, and F-test. The conclusion from this study is that the Viral Marketing variable has no significant effect on the Online Shopping Decisions variable, the Online Customer Review variable has a significant effect on the Online Shopping Decisions variable, and the Online Customer Rating variable has a significant effect on the Online Shopping Decisions variable.*

**Key Words:** *Customer Rating; Customer Review; Shopping Decision; Viral Marketing*

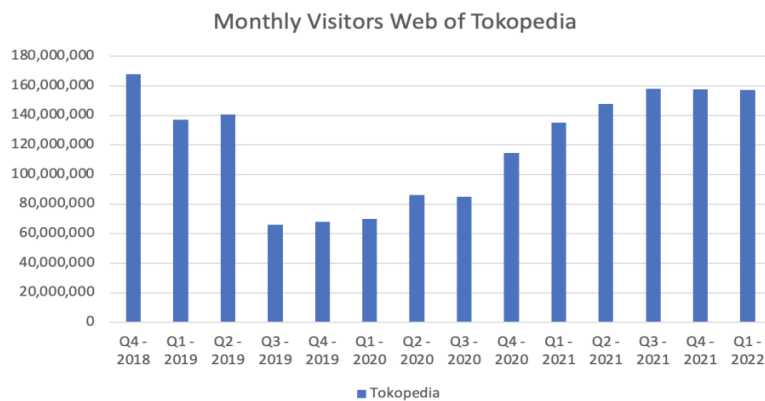
## Introduction

People's lifestyles are changing in this technological day, and we can experience it. One of those lifestyle modifications is the increase in shopping activity. The advancement of technology makes it simpler for people to obtain what they needed. Consumer may now shifting their behavior to take use of e-commerce services comparing to conventional way to buy whatever they need. To reduce the negative effects of internet shopping, consumers should obtain more information about the items they wish to buy. This information can be easily obtained by reading reviews and examining a store's ranking, as well as by researching social media-popular products.

Tokopedia is an e-commerce site that reached the first ranks of monthly visitors in Indonesia, the data was obtained from [iprice.co.id](http://iprice.co.id) and was updated in Q1 2022. As a result, it can be inferred that the Tokopedia e-commerce site has the largest number of visitors which reached 157,233,300 and have high popularity among others by competing against other e-commerce platforms and sites. Tokopedia is an e-commerce company which has been established for 13 years and has a large number of consumers. Consumers might evaluate numerous variables before making the purchase decision, including trust, certainty in performing online transactions, convenience of discovering the desired product or what to buy, product information, and clear product purchases.

This description is supported by the research of Pradipta (2021) which explains topics that tend to be the same but with different variables. This research explains the effect of sales promotions, prices, and spoken word on purchasing choices of Tokopedia consumers. Then in the study it was also explained that Tokopedia used a marketing plan strategy to be able to reach more consumers. Likewise with the study undertaken by Putri (2021) entitled The Influence of Customer Reviews, Customer Ratings and Viral Marketing on Purchase Decisions on Tokopedia E-commerce. The factors utilized in this investigation were also described in this study became a marketing strategy in Tokopedia. In addition, this research is based on the following data:

**Graph 1. Average of Tokopedia Visitors, 2018-2022**



Sources: *iprice.co.id*, 2022

Based on the data from *iprice.co.id* in Graph 1.2, it shown that the average number of Tokopedia’s visitor was fluctuated in the beginning of 2019. There was a decreased from the second to the third quarter of 2019 which 140.4 million to 65.9 million visitors. Also, between the third quarters of 2020 and 2021, the visitors have been experienced in continuous increase, and finally has stabled visitors until the first quarter of 2022. This indicates that Tokopedia always maintain well their e-commerce platform to satisfy all consumers.

Along with the rising economy and the fast advancement of technology in Indonesia today, the competition in the world of buying and selling online is becoming more challenging and difficult. This makes e-commerce should be more aware of realize how important consumers are to the success of their business, and certainly e-commerce itself must be extra so that it is effective in determining marketing strategies they serve a crucial function for the continuity of e-commerce in the eyes of the public. To increase sales, various strategic approaches and techniques have been applied by e-commerce to influence consumers on online purchasing decisions. Tokopedia, for instance, officially announced that they had succeeded in hooking up one of the Korean Idol BTS as their advertisement figure. The joining of BTS as advertising figure is expected to improve consumer purchasing decisions to use Tokopedia more often as a means of shopping.

Tokopedia consumers are currently experiencing an increase in their purchase rate from year to year, as seen from the transaction value Tokopedia similar with Shopee and Bukalapak are currently experiencing an increase in their transaction value from year to year. In this case, Tokopedia also considered to have a effective strategy in seizing the competition and getting high and fast purchasing decisions seeing Tokopedia has highest value of transaction when it compared to Shopee and Bukalapak. Having an increase in transaction value from year to year is certainly something that is expected by business people and a company, because it indicate a high purchasing decision for the product. A high purchase decision indicates that a product or service has succeeded in attracting the attention of consumers. This statement is supported by Kotler (2009), what is meant by a purchase decision is an individual's action or behavior to use or buy a product in the type of services or goods that he believes can provide self-satisfaction and is willing to bear the possible risks.

Tokopedia has made various marketing efforts through digital marketing, to face the existing competition. As a leading e-commerce industry, Tokopedia needs to adapt to what the public is looking for and interested in. Seeing that Tokopedia in the past year has not become a trend and could not achieve enough their popularity in the community, it can be proven by the

graph uploaded by Google Trends which shows that the number of Tokopedia searches on Google continues to stable from June 2021 to February 2022 and still far from Shopee.

Tokopedia certainly should exist overcome with a method of promotion that is able to compete and adapt to current conditions. In using a company's marketing strategy, it does not only need to be good, but also must be right. Look at the existing conditions, a strategy that can be applied in the digital marketing era is through the use of viral marketing. Kotler & Armstrong (2004) explain Viral marketing as an internet approach of sales promotion which in the process includes the development of electronic communications and or marketing media which is so contagious that consumers want to share it with friends.

Tokopedia's e-commerce position more comprehensively. Even though Tokopedia in average monthly visitors and transaction value has significantly increased, however, for the last four years, from 2018 to 2021 Tokopedia ranking by Top Brand continues to decrease, Tokopedia still lost and get ranked below Shopee. Nonetheless, Tokopedia still marked as Top Brand.

Because the "top brand" in measuring brand performance has three criteria that are used as benchmarks to become a Top Brand. Firstly, Mind Share, which shows how strong the brand is in a product category in placing itself in the thoughts of clients and becoming the top brand of mind or the most remembered. Secondly, Market Share, which shows how strong the brand is in the market and is closely related to customer buying behavior based on last usage. And lastly, Commitment Share, which shows how strong the brand is in the market and encourages customers to impact potential customer retention or can be inferred as future intentions.

Besides that, bad reviews and low ratings also might lead to purchase decisions that are inferior to those of other e-commerce competitors. Tokopedia allows the general public to sell things and operate online shopping quickly and for free. Tokopedia also offers a secure and pleasant online purchasing experience. Tokopedia is continually striving to deliver the greatest service to the community and the highest level of customer satisfaction. Furthermore, Tokopedia enables customers to select from a wide range of online items without fear of fraud. Tokopedia also offers free delivery to customers who meet the terms and conditions of their purchase. Even though Tokopedia is highly popular among the general population, it still receives negative feedback and ratings.

The researcher picked Tokopedia's Viral Marketing, Online Customer Rating, and Online Customer Review as the research object because Tokopedia has an appealing marketing approach and is undoubtedly valuable for students and the general public who want to buy online. Tokopedia's core marketing strategies include viral marketing, online customer ratings, and online customer reviews, which make students and the general public delighted to purchase online utilizing one of the e-commerce platforms, Tokopedia. Tokopedia is also more accessible to students and young people as a result of this marketing strategy. Today's demands and desires are becoming increasingly widespread, resulting in a huge range of product options available on Tokopedia that can be purchased.

Universitas Diponegoro students are among the young people who often utilize e-commerce and aged 18-25 years (Gen Z) became the largest contributor to the proportion of the e-commerce users. Thus, Universitas Diponegoro students who become Tokopedia customers have the possibility and potential to either get experience through viral marketing, online customer rating, online customer review, and online shopping decision.

Based on the background researchers are intrigued by what has been described which reviewing the impact of Viral Marketing, Online Customer Ratings, and Online Customer Reviews, so the researchers intended to conduct a thesis which entitled "**The Impact of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia Marketplace of Universitas Diponegoro Students**".

## **Literature Review**

### **Viral Marketing**

Viral Marketing according to Wiludjeng & Nurlela (2013) is a process of disseminating electronic messages that become a channel for communicating a product to a wider and growing audience. This strategy is carried out in the hope that every consumer who gets this information is infected like virus (so a customer or advocate) and can then proceed to infect other easily as influenced users. The measuring instrument used is using the following indicators which passed down to items: (1) Product Engagement, Wiludjeng & Nurlela (2013) Know about the products or promotions; (2) Product Knowledge, Wiludjeng & Nurlela (2013) Knowing the various types about the products or promotions; (3) Talk About the Products, Wiludjeng & Nurlela (2013) Spreading to others, talking to others because interesting; (4) Reduce Uncertainty, Wiludjeng & Nurlela (2013) Obtaining clarity through the information, gaining trust.

### **Online Customer Review**

Online Customer Review according to Farki et al. (2016) is one of variety of factors which can be determine purchasing decision of a person and appearing that people may take the number of reviews as an indicator of famous product or the value of a product is considered by its potential buyers and will impacted to the willingness in buy a product. The measuring instrument used is using the following indicators which passed down to items: (1) Perceived Usefulness (Farki et al., 2016) Reviews on Tokopedia help in online shopping to evaluate interested products; (2) Perceived Enjoyment (Farki et al., 2016) Reviews information on Tokopedia is very clear and easy to understand and the display of reviews on Tokopedia makes it easy to view and read; (3) Perceived Control (Farki et al., 2016) Gets the information needed about the products that want to buy.

### **Online Customer Rating**

According to Flanagin & Metzger (2007), online Customer Rating can be illustrated as part of a review that uses symbols such as stars rather than text (sentences) in expressing opinions from consumers. This rating is an assessment given by consumers on the performance of sellers in online stores. So, when the online rating is higher, it shows the better the quality of a product that affects consumers to be interested in buying it. This rating is given as a way to give online sellers feedback starting with one to five stars. The measuring instrument used is using the following indicators: (1) Credible (Flanagin & Metzger, 2007) related to the quality or the power to generate customer trust. It consists of trust the rating reviews given by other consumers and rating information matches reality that makes safe and comfortable in purchasing product; (2) Expertise (Flanagin & Metzger, 2007) Enables professional consumers to filter information available, and consumers have an incentive to enforce quality standards. It consists of there is a rating, which shows that store is professional and the rating information is useful; (3) Pleasure and Entertaining (Flanagin & Metzger, 2007) Consumers function as sources and receivers of information making it fun, attracting consumer confidence. It consists of Feel nice to get rating information and believe in products with a good rating.

### **Online Shopping Decision**

Shopping Decisions or purchasing decision conforming to Kotler and Keller (2016) can be determined as a series of processes carried out by consumers where consumers evaluate problems, consider information on a product or service, and choose the best alternative to finally make a decision. The measuring instrument used is using the following indicators which passed down to items: (1) Product Selection (Kotler & Keller, 2016) Takes decision to buy a product; (2) Brand Choice (Kotler & Keller, 2016) Makes decision about various brands offered; (3) Purchase Time (Kotler & Keller, 2016) Decisions to buy product can be made quickly; (4) Purchase Amount (Kotler & Keller, 2016) Can Buy product repeatedly; (5) Payment Method (Kotler & Keller, 2016) An make decision through multiple payment methods and The payment method offered make it easy to purchase product.

## Hypothesis

H1: Viral Marketing suspected to have an effect on Online Shopping Decisions.

H2: Online Customer Review suspected to have an effect on Online Shopping Decisions.

H3: Online Customer Rating suspected to have an effect on Online Shopping Decisions.

H4: Viral Marketing, Online Customer Reviews, and Online Customer rating suspected to have an effect on Online Shopping Decisions.

## Research Methods

The type of research conducted by the researcher is explanatory research, namely can be illustrated as research that is aimed in providing context for the variables under study, elucidating how those variables relate to one another, and validating preexisting theories (Sugiyono, 2010).

The population in this study were the students of Universitas Diponegoro students, Bachelor's Program, whoever making a purchase of product on the Tokopedia marketplace site.

According to Cooper & Emory (1996) it was written that the basic formula in determining the sample size for a population whose number was not defined with certainty, the sample was determined directly by 100 respondents. The number of samples of 100 has met the requirements of a sample is said to be representative. Therefore, the number of samples in this study were 118 respondents with a non-probability sampling technique, namely purposive sampling.

## Results

### Characteristics of Respondents

The results of the study proved that the 118 respondents who were Universitas Diponegoro students, there were 43 male (36.4%) and 75 female (63.6%), so that the majority of Diponegoro University students who became the respondents in this study were female.

The average respondent had the same age range, which are between 18-22 years.

The majority of Universitas Diponegoro students who become the respondents in this study were students of the Faculty of Science and Mathematics (11%).

The majority of Universitas Diponegoro students who become the respondents in this study had income or pocket money of >Rp1,000,000 – Rp2,500,000 (44.9%).

The majority of Universitas Diponegoro students who are respondents in this study make purchases 0-2 times (72%).

### Results of Data Analysis

**Table 1. Multiple Linear Regression Results of Viral Marketing, Online Customer Reviews, and Online Customer Ratings on Online Shopping Decisions**

Model	Coefficients <sup>a</sup>			t	Sig.	
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	3.464	1.817		1.907	.059
	Viral Marketing (X1)	.043	.046	.062	.939	.350
	Online Customer Review (X2)	.527	.106	.384	4.983	.000
	Online Customer Rating (X3)	.451	.078	.437	5.804	.000

a. Dependent Variable: Online Shopping Decision (Y)

The regression equation can be formed as follows:

$$Y = 3.464 + 0.043X1 + 0.527X2 + 0.451X3$$

Information:

Y = Online Shopping Decision

X1 = Viral Marketing

X2 = Online Customer Review

X3 = Online Customer Rating

Based on the regression equation above, for each variable the researcher can interpret that the variables viral marketing, online customer reviews, and online customer ratings have a positive influence on online shopping decisions, this is based on the positive value of the regression coefficient, namely the viral marketing variable (X1) is 0.043, the regression coefficient for the online customer review variable (X2) is 0.527, and the online customer rating variable (X3) is 0.451. Meanwhile, a constant value of 3,464 states that the variable viral marketing, online customer review, and online customer rating on online shopping decisions is constant and from the table it can also be seen that the most dominant variable in this study is the online customer review variable seen in the standardized coefficients column, beta that is equal to 0.527.

**Table 2. F-Test of Viral Marketing, Online Customer Reviews, and Online Customer Ratings on Online Shopping Decisions**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	949.777	3	316.592	46.647	.000 <sup>b</sup>
	Residual	773.714	114	6.787		
	Total	1723.492	117			

a. Dependent Variable: Online Shopping Decision (Y)

b. Predictors: (Constant), Online Customer Rating (X3), Viral Marketing (X1), Online Customer Review (X2)

Based on the table F-Test, it can be seen that the results of the calculation of the F test count is 46.647, F table at n = 118 with 3 variables, namely 2.68 and Sig of 0.000, it can be inferred that F count > F table (46.647 > 2.68) and the probability value is 0.05 greater from the probability value Sig 0.000 which means that all independent variables namely viral marketing, online customer reviews and online customer ratings have a significant influence together on online shopping decisions, so that H0 is rejected and Ha is accepted.

## Discussions

The viral marketing variable does have no significant effect on online shopping decisions as evidenced by the results of the partial test (t test) with the results of t count smaller than t table (0.939 < 1.658) and a significant value of 0.350. In the results of the respondents' answers, which is viral marketing has a mean of 3.32.

According to Herbert Blumer and Eliu Katz's Uses and Gratifications theory (usability and satisfaction), good use of social media in viralizing a product can certainly influence purchasing decisions for a product by the way the product that has been successfully viralized then spreads quickly so that consumers are curious about the product and interested in making purchasing decisions.

This opinion is contrary to this research because the majority of respondents agreed that they knew about Tokopedia promotions through BTS advertisements posted on social media because BTS advertisements were posted on all social media and distributed through other types of media featuring Tokopedia promotions through BTS advertisements were easily recognized by all levels of society. With Tokopedia promotions that are known by the whole community, they can increase purchasing decisions and shop online with various attractive promotions offered. However, there are still deficiencies in the statement regarding the spreading of promotional information to other people because the majority of respondents feel that everyone already knows the promotions offered by Tokopedia because the advertisements aired by Tokopedia always

appear in various media, so respondents feel there is no need to spread this promotional information. So that H1 which states that "It is suspected that there is a significant influence of Viral Marketing on Online Shopping Decisions in the Tokopedia marketplace" is rejected.

The online customer review variable has a positive and significant influence on online shopping decisions as evidenced by the results of the partial test (t test) with the results of t count being greater than t table ( $4.983 > 1.658$ ) and a significant value of 0.000. In the results of the respondents' answers, online customer reviews have a mean of 4.26.

On the word of Lackermair et al. (2013), a review is one of the elements that influence a person's purchasing or shopping decision, implying that individuals may use the number of reviews as an indicator of a product's popularity or value, which will influence their willingness to buy a product.

This opinion is in line with this research because the majority of respondents agreed that looking at reviews on Tokopedia can help evaluate products of interest in shopping online. Searching for information related to product reviews that are of interest, especially reviews that are supported by the appearance of photos and videos, can increase confidence in shopping online because indirectly potential consumers can find out the condition of the product and the actual quality of the product. However, there are still deficiencies in the statement regarding review information on Tokopedia which is easy to understand, because not all Tokopedia users provide complete and clear reviews. In addition, there are still many consumers who do not provide clear reviews regarding the products they buy and only give ratings or make reviews that are not appropriate, so that other potential consumers cannot know how the description of the product has been received by other consumers who have bought it beforehand.

There are reviews given by other consumers based on the experience they have when buying a product through an online site, customer reviews can influence other consumers in transacting online. With a good impression on a product, it will encourage the desire of potential consumers to buy a product.

So that H2 which states that "It is suspected that there is a significant influence of Online Customer Review on Online Shopping Decisions in the Tokopedia marketplace" is accepted.

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transacting online. With a good impression on a product, it will encourage the desire of potential consumers to buy a product. So that H2 which states that "It is suspected that there is a significant influence of Online Customer Review on Online Shopping Decisions in the Tokopedia marketplace" is accepted.

All independent variables, namely viral marketing, online customer reviews, and online customer ratings have a significant influence on online shopping decisions together, so that H0 is rejected, and Ha is accepted because it has a calculated F value of 46.647 with a significant value of 0.000.

Shopping decisions or purchasing decisions as stated by Kotler & Keller (2016) can be determined as a series of processes carried out by consumers where consumers evaluate problems, consider information on a product or service, and choose the best alternative to finally make a decision.

This opinion is in line with this research because the majority of respondents agreed that they can make decisions about various payment methods. Respondents felt Tokopedia was very complete in providing the types of payment methods that are used and owned by people in various circles, both through mobile banking, internet banking, e-wallets, merchants such as Alfamart or Indomaret as well as cash on delivery (COD) so that anyone who will shop via Tokopedia will have no difficulty in making a purchase decision because of the availability of various payment methods. However, there are still deficiencies in the statement regarding the decision to buy products offered by Tokopedia, which can be done quickly because respondents tend not to make product purchase decisions quickly. This is because consumers are always careful when shopping online by looking at product reviews, store reviews, and ratings. owned first to ensure the product is appropriate and the store does not commit fraud. Consumers also have various other considerations such as shipping costs if they buy a product with a weight that exceeds the free shipping limit and other price discounts that are only offered on certain schedules. So that H3 which states that "It is suspected that there is a significant influence of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia marketplace" is accepted.

## **Conclusions and Suggestions**

Viral marketing on Tokopedia based on results in this study proved has a no significant effect on online shopping decisions. This can happen because the majority of respondents declared not all people always follow trends because something is viral but have consideration for what they need. Viral marketing in this research makes consumer interested to know the products and its promotions, but not necessarily buying it right away. Respondents in this case also tended to only spread information related to Tokopedia promotions to fellow BTS fans, so the selection of brand ambassador basically cannot influence everyone to make a shopping decision and viral just a temporary moment which can be finished at any time. This is the reason why viral marketing has no significant effect on online shopping decisions. Online customer reviews on Tokopedia based on research results show that have a significant effect on online shopping decisions. This happen because respondents felt that by seeking information related to product reviews to be purchased, especially reviews with photos or videos, it can increase trust and confidence in buying the products needed. The majority of respondents stated that looking at reviews can help evaluate products that are of interest in shopping online. Online customer rating on Tokopedia based on research results proved that online customer ratings have a significant effect on online shopping decisions. This happen because respondents felt that the rating on Tokopedia could provide good information in terms of seller service to buyers, compatibility between product photos and product suitability in real terms so that it had an impact on purchasing decisions on a product. Viral marketing, online customer review, and online customer rating together have a significant influence on online shopping decisions. This can be happening because when the BTS as brand ambassador is viral, people who are not fans will may not be interested with its promotions and make a buying decision. In this case, reviews and ratings really help give



trust and confidence in the product to be purchased and also adding good information, so that consumers are influenced to shop online. Therefore, viral marketing, online customer reviews, and online customer ratings when taken together have a significant influence on online shopping decisions.

For further research, it is hoped that researchers can develop the research that has been done, for example by using other methods such as mediation, moderation, and others. Furthermore, the researcher also hopes that the next researcher will be able to explore more deeply, this research variable can be reused in subsequent studies but tested on different research objects. In addition, it can also replace or add other variables as well as dimension that are expected to add to the complexity of the research. The limitation on this research, because of the BTS that being used as an ambassador of Tokopedia, but not everyone is a fan of BTS, so that many people are not aware of the promotion of BTS on Tokopedia. Therefore, it is also hoped that future researchers will be able to consider other viral moment or brand ambassadors that has the greatest influence on consumers in making purchases as a study to be studied.

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