

# **E-Marketing Strategy and Website Quality Through Online Customer Review And Its Implications For Purchase Decisions In Shopee And Tokopedia In Jakarta**

Rahayu Lestari<sup>1</sup>, Eddy Guridno<sup>2</sup>, Molina<sup>3</sup>

<sup>1</sup>(Faculty of Economic and Business, Universitas Nasional, Jakarta-Indonesia)

<sup>2</sup>(Faculty of Economic and Business, Universitas Nasional, Jakarta-Indonesia)

<sup>3</sup>(Faculty of Economic and Business, Universitas Nasional, Jakarta-Indonesia)

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## **Abstract**

*This research was conducted with the aim of proving "E-Marketing Strategy and website quality through Online Customer Review and its implications for purchasing decisions at Shopee and Tokopedia in Jakarta".*

*The purpose of this research is to conduct an analysis related to the consumer purchasing decision process at Market Place Shopee and Tokopedia in Jakarta through online customer reviews. Sampling based on purposive sampling technique, as many as 150 respondents in Jakarta using proportional random sampling in Jakarta. The analytical method used statistical-partial least square using analysis tools SEM Lisrel 8.70 software.*

*The result of this research is that there is an effect but not significant of e-marketing strategy on online customer reviews. There is a significant effect on the quality of the website on online customer reviews. There is a significant influence online customer reviews have on purchasing decisions at Shopee and Tokopedia in Jakarta.*

**Keywords:** *e-marketing, website quality, online customer reviews, purchasing decisions*

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Date of Submission: 29-01-2021

Date of Acceptance: 14-02-2021

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## **I. Introduction**

Having been in Indonesia since 2015, Shopee is the most visited online or e-commerce site for Indonesians. What made Shopee succeed in becoming top of mind in the minds of Indonesian consumers? Online research conducted by Snapcart on 6,000 respondents for the January 2018 period found an interesting finding that 37% of respondents admitted to using Shopee. This makes the online retailer from Singapore in the first place most frequently used in online shopping, followed by Tokopedia (25%) and Lazada (20%).

Shopee's success at the top seems predictable. Since it was first launched in Indonesia, Shopee has targeted women as its main target market. This can be seen from the brand identity in the form of an orange tote bag.

The company under the control of a company called Sea is indeed determined to become a fashion e-commerce, because fashion marketplaces manage the number of goods or stock keeping units that are large. To date, Shopee has sold 74 million fashion items, out of 1.6 million active sellers from all over Indonesia. Source: <https://marketeers.com/mengapa-shopee-jadi-e-commerce-yang-paling-often-accessed>.

Previously, Tokopedia CEO William Tanuwijaya said artificial intelligence technology is now the technology most needed to solve various problems, including in the field of e-Commerce, one of which is the supply chain to logistics. William said, as a company that has a mission to equalize the economy digitally, Tokopedia wants consumers everywhere to receive goods on the same day of transactions. This is possible thanks to technology. Source: <https://www.liputan6.com>

It was phenomenal for the emergence of the three startups which immediately poked into the well-established ranks of brands. Source: <https://mana.Manajemenkeuangan.net> has been established.

One of the factors that encourage consumers to do e-commerce activities is the quality of the website. The website of a company must present the presence of the company in the eyes of the customer in a virtual way so that consumers trust and make transactions online through the company's website.

Information in product reviews or user ratings can have a positive or negative impact on the company. Product reviews or ratings provided by users on e-commerce platforms can also be information for other users. Lidya et. al. (2018).

The website quality variable has a significant effect on the purchasing decision variable, where the website quality variable can explain the purchasing decision variable by 40.5%, while  $(100-40.5)\% = 59.5\%$  is explained by other variables. Widya (2016).

Online consumer reviews have a significant effect on purchasing decisions. Advertising has a significant effect on purchasing decisions. Brand image has a significant effect on purchasing decisions (Lycanti).

Based on the background previously described, several product problems were raised at Shopee and Tokopedia including: how much influence e-marketing has on online customer reviews, how much influence does website quality have on online customer reviews, and how much influence online customer reviews have on product purchasing decisions in Shopee and Tokopedia, an in-depth analysis will be carried out using the Structural Equation Modeling (SEM) technique using the Lisrel 8.70 software for Windows

## **II. Theoretical Basis**

### **E-Marketing**

Buchory and Saladin (2010: 2) "Marketing is a social and managerial process involving individuals or groups to meet their needs and desires through the creation, offering, and exchange (value) of products with others".

E-marketing or Internet Marketing (electronic marketing) is the process of marketing products and services to customers using the media

Internet. Cokorda & Arta, 2018.

An online channel is a channel that a person can reach via a computer and modem. The modem connects the computer to the telephone line so that the computer can reach various online information services.

a. There are two types of online channels (Kotler, 1997: 318-319) in Amelia, namely: Commercial online channels. Online channels provide subscribers with five main services: information (news, dialogue opportunities (bulletin boards, forums, chat boxes), and e-mail.

b. Internet. The Internet is a global network of approximately 45,000 computer networks that enable instant and decentralized global communication. The Internet, originally created to support academic research and exchange, is now available to a much wider audience of about 25 million people.

According to Jony Wong (2010) in the book Malau (2017: 299) electronic commerce is the purchase, sale and marketing of goods and services through an electronic system. There are six indicators in E-Commerce according to Hidayat (2008: 7), in Fransilia et. al. (2019), namely:

#### **1. Products**

There are many types of products that can be sold via the internet, including fashion products, food, electronic devices and so on.

#### **2. A Place to Sell Products**

The place to sell products is the internet, which means you must have a domain and hosting.

#### **3. How to Receive Orders**

There are many ways that you can do to receive orders, including by using e-mail, telephone, SMS, chat or applications or shopping baskets.

#### **4. Payment**

The way to make payments is by credit card, bank transfer and also payment.

#### **5. Shipping method**

Delivery can be made via a courier service if the product purchased is in the form of goods.

#### **6. Customer Service**

The services provided are to deal directly with the company and are usually used to ask for pr Website Quality

The World Wide Web is a service provided by the Internet, which uses internationally accepted standards for storing, re-accessing, formatting, and displaying information contained on the internet. The dimensions or sub variables in Rafdi and Retno (2017), from WebQual 4.0 are arranged based on three main areas, namely:

#### **1. Usability**

Includes "website design" and "usability", for example web appearance, ease of use, handling between pages and images displayed to users.

#### **2. Information Quality**

Refers to the quality of the website content and its relevance to user needs, for example, the amount of accuracy, context, format and relevance of information.

#### **3. Service Interaction Quality**

The quality of the interaction service offered by the website to users. This section is divided into "trust" and "empathy". For example, issues regarding transactions, information security, product delivery, personalization and communication with website owners.

### **Online Customer Reviews**

The online review feature on the relevant marketplace application becomes additional information that can influence assumptions so that they take the final action, namely the consumer's decision to buy a product related to the seller or product in question.

Reviews are part of the Electronic Word of Mouth (eWOM), which is a direct opinion of someone and not an advertisement. Reviews are one of several factors that determine a person's purchasing decision, indicating that one can take the number of reviews as an indicator of the popularity of a product or the value of a product that will influence the willingness to buy a product. But not necessarily the more reviews mean the product will be bought by customers. Many factors are the reasons for the decision to buy a product for customers. Farki and Berto (2016).

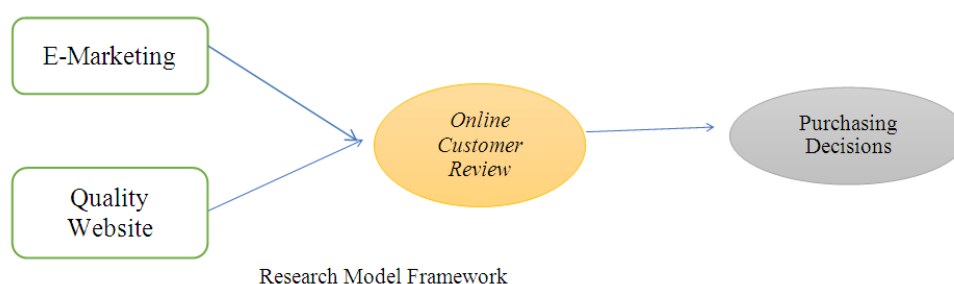
Online customer reviews (OCRs) are reviews provided by consumers related to information from the evaluation of a product on various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have bought products from the seller. on line. Nur & Yulida.

Online consumer review indicators according to Lupiyoadi (2013: 160) in Lycanti are as follows:

- a. Consumers get information about products
- b. Consumers are compelled to make purchases because of other people's motivation
- c. Get other people's recommendations.

#### Theoretical Framework

The theoretical framework is nothing but identifying a network of relationships between variables that are considered important for the study of any problem situation. (Uma Sekaran, 2007: 115). The theoretical framework is a network that is structured, explained, and logically elaborated between variables that are considered relevant in the problem situation and identified through processes such as: interviews, observations, and literature surveys. (Uma Sekaran, 2007: 127).



### III. Research Methodology

#### Population and Sample

Sampling in this study was carried out using certain considerations (Ferdinand, 2007; 225), finding that for the SEM model, the appropriate sample size was between 100-200. in this study were all Shopee and Tokopedia consumers. The sample used is as much

#### Variable Measurement

Data for statistical calculations, the author uses a research instrument in the form of a questionnaire. Each alternative answer in the questionnaire is given a weighted value. Alternative answers are measured using a "Likert" scale, which is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. For the purposes of statistical calculations, each answer is given a score as in Table 1 below:

**Table 1**  
Weighted Score for Each

Answer Alternative	Positive value
Strongly Agree	5
Agree	4
Doubt	3
Disagree	2
Strongly Disagree	1

Source: Sugiyono (2012: 93)

Analysis Technique

The data analysis method used is descriptive analysis method and the researcher uses the Structural Equation Modeling (SEM) technique using Lisrel 8.70 for Windows software. Structural equation modeling (Structural Equation Modeling) can be described as an analysis that combines the factor analysis approach, structural modeling, and path analysis. This study uses Confirmatory Factor Analysis techniques or confirmatory factor analysis in SEM which is used to confirm the most dominant factors in a group of variables.

**IV. Discussion Result**

Description of Research Variables

Based on the questions in the questionnaire that have been submitted to the respondents, various perceptions of variable indicators are obtained, namely e-marketing strategy, website quality, online customer reviews, and purchasing decisions. Furthermore, descriptive data analysis was carried out from all the variables studied so that the research findings were as follows:

**Table 2**

Descriptive Statistics			
	N	Sum	Mean
fashion and electronic products	150	635.00	4.2333
through internet media	150	674.00	4.4933
receipt of orders with a shopping cart	150	651.00	4.3400
ease of payment system	150	622.00	4.1467
delivery of goods via courier or freight forwarder	150	631.00	4.2067
service from deft customer service	150	634.00	4.2267
appearance of website design and ease of use	150	585.00	3.9000
quality of website content according to user needs	150	616.00	4.1067
the quality of interaction services offered by the website	150	610.00	4.0667
consumers get information about products through reviews	150	611.00	4.0733
the impulse to buy because of other people's motivation	150	615.00	4.1000
recommendations from others	150	621.00	4.1400
efficiency for product search	150	591.00	3.9400
competitive prices and quality products	150	612.00	4.0800
information, safety and appropriate instructions	150	617.00	4.1133
Valid N (listwise)	150		

Source: Data processed by SPSS 23.00, 2021

Based on Table 2. above, that for descriptive purchasing decisions, it indicates that the answer to the questions in the questionnaire that has the highest average (mean) for the indicators is the support factor of 4.49 through the internet media. While the lowest average (mean) for indicators of website design appearance and ease of use is 3.90. Based on these conditions, in general, respondents in this case consumers perceive that the purchase decision is to use the internet or online which is more widely used.

**Instrument Test**

**Tabel 3  
Validity Test**

Questionnaire	Rcount	R <sub>tabel</sub>	Information
fashion and electronic products	0.618	0.361	Valid
through internet media	0.381	0.361	Valid
receipt of orders with a shopping cart	0.417	0.361	Valid
ease of payment system	0.488	0.361	Valid
delivery of goods via courier or freight forwarder	0.622	0.361	Valid
service from deft customer service	0.411	0.361	Valid
appearance of website design and ease of use	0.462	0.361	Valid
quality of website content according to user needs	0.669	0.361	Valid
quality of website content according to user needs	0.447	0.361	Valid
consumers get information about products through reviews	0.601	0.361	Valid
the impulse to buy because of other people's motivation	0.623	0.361	Valid
recommendations from others	0.417	0.361	Valid
efficiency for product search	0.687	0.361	Valid
competitive prices and quality products	0.612	0.361	Valid
information, safety and appropriate instructions	0.623	0.361	Valid

Source: Data processed by SPSS 23.00, 2021

Based on Table 3 above, it can be explained that the output of data processing that is inputted into the SPSS 23.00 program as a counting tool states that all the questionnaire items submitted have a greater Corrected Item Total Correlation value when compared to r Table in sample N to 30 namely 0.361 which means that the whole  $r_{count} > r_{tabel}$ . Based on the output above, the overall value of the instrument validity test on the e-marketing strategy variable (X1), website quality (X2), online customer review (Y1), and purchase decision (Y2), the overall value of the statement items submitted is declared valid, so that all statement items from the variable can be continued at a later stage.

**Tabel 4**  
Reliability Statistics

Cronbach's Alpha	N of Items	Information
.867	15	Reliable

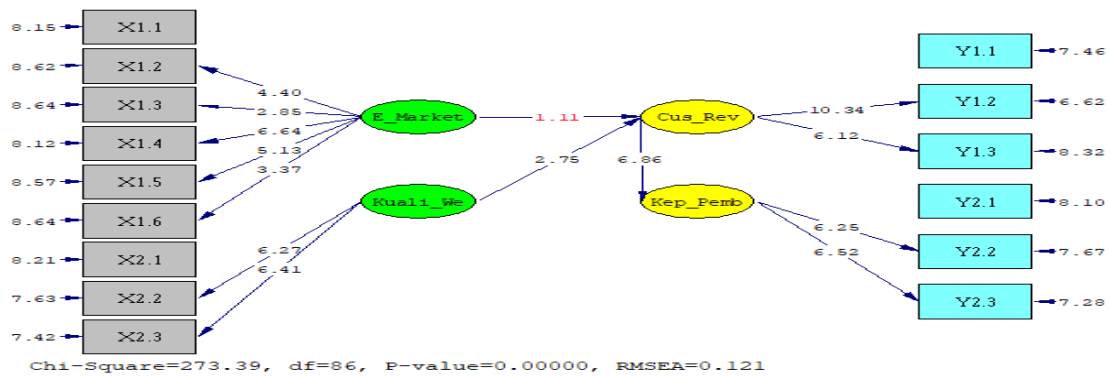
Source: Data processed by SPSS 23.00, 2021

Based on Table 4 above, the output of data processing carried out with the SPSS 23.00 program as a counting tool, the value shown in the table, it can be said that all questionnaire items can be used to measure all variables in this study are said to be valid and reliable, indicated by the value Cronbach's alpha variable has a very good value level, which is above 0.6.

This means that the value of the variable is said to be good and acceptable because it has been above the very good level and even the results are good, which is shown in the Reliability statistic output, where the Cronbach's alpha value of all variables is above the level is very good.

**Test Results of Structural Equation Modeling (SEM)**

Model testing in SEM is intended to determine whether or not a research model is being researched. The hybrid model built on the structural equation model is as follows in Figure 2 as follows:



**Path Diagram Estimated Model SEM Full (Standardized)**

Source: Data processed with Lisrel 8.70. 2021

Based on the test results on the structural equation presented in the image above. Testing the entire SEM model is carried out by two kinds of tests, namely model suitability and model hypothesis testing. SEM full model testing is used to see the feasibility of the model or the suitability of the model.

Structural equation modeling analysis is used to determine the structural relationship between the variables studied. The structural relationship between variables is tested for conformity with the goodness-of-fit index. The results of structural equation modeling (SEM) analysis using the Lisrel 8.70 program in this study can be seen in Table 5, as follows:

**Tabel 5**  
Measurement Model Suitability

Indicator	GOF	Expected Size	Estimation Results	Conclusion
<i>Absolute Fit Size</i>				
GFI		GFI > 0.90	0.91	Good Fit
RMSEA		RMSEA < 0.08	0.000	Good Fit

Incremental Fit Size			
NNFI	NNFI > 0.90	0.93	Good Fit
NFI	NFI > 0.90	0.87	Marginal Fit
AGFI	AGFI > 0.90	0.73	Marginal Fit
RFI	RFI > 0.90	0.84	Marginal Fit
IFI	IFI > 0.90	0.91	Good Fit
CFI	CFI > 0.90	0.91	Good Fit

Source: Data processed with Lisrel 8.70. 2021

Based on Table 5 above, the six measures of conformity obtained have a good fit measurement model index, namely GFI, RMSEA, NNFI, IFI and CFI, while those with a moderate measurement model fit index (Marginal fit) are AGFI, NNFI and RFI.

### Structural Model Equations

The structural equation model, is presented in the following structural equation:

$$1. \text{Cus\_Rev} = 0.34 * \text{E\_Market} + 0.84 * \text{Kuali\_We}, \text{Errorvar.} = 0.0044, R^2 = 0.98$$

(0.30)      (0.31)      (0.013)

1.11      2.75      0.35

$$2. \text{Kep\_Pemb} = 0.93 * \text{Cus\_Rev}, \text{Errorvar.} = -0.0057, R^2 = 1.03$$

(0.14)      (0.015)

6.86      -0.38

Based on equation 1 above, the loading factor (path coefficient) of the e-marketing variable is 0.34; website quality of 0.84.

Based on equation 2 above, for the loading factor (path coefficient) the customer review variable is 0.93.

### Hypothesis Test

**Table 6**  
**Hypothesis Testing**

Hypothesis	Description	t Value Count	Conclusion
H <sub>1</sub>	The effect of e-marketing on online customer product reviews on Shopee and Tokopedia	1.11	The hypothesis is rejected
H <sub>2</sub>	The effect of website quality on online customer product reviews on Shopee and Tokopedia	2.75	Hypothesis accepted
H <sub>3</sub>	The influence of online customer reviews on product purchase decisions at Shopee and Tokopedia	6.86	Hypothesis accepted

Source: Data processed by researchers, 2021

### Value of Determination Coefficient (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) in equation 1 is 0.98, the amount of variation in the influence of the e-marketing strategy variable and website quality on online customer reviews is 98%, the remaining 2% is influenced by other factors not examined.

The coefficient of determination (R<sup>2</sup>) in equation 2 is 1.02, the magnitude of the variation in the influence of the online customer review variable on purchasing decisions is 1% in this study.

### Research Limitations

1. This study has limitations, namely the object of observations made in this study is only consumers who make online purchase decisions with a total of 150 people, it is advisable to increase the number of respondents.
2. Suggestions for future research is to use other variables outside the variables under study in order to obtain more varied results on purchasing decisions. Future research should look for additional variables such as: product quality (curriculum) etc.

## V. Conclusion

The conclusions that can be formulated are as follows:

1. There is an influence but not significant e-marketing strategy on online customer product reviews on Shopee and Tokopedia.
2. There is an effect of website quality on online customer product reviews on Shopee and Tokopedia.

3. There is an effect of online customer reviews on product purchase decisions at Shopee and Tokopedia

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Rahayu Lestari, et. al. "E-Marketing Strategy and Website Quality Through Online Customer Review And Its Implications For Purchase Decisions In Shopee And Tokopedia In Jakarta." *IOSR Journal of Business and Management (IOSR-JBM)*, 23(02), 2021, pp. 60-66.