

Article

The Influence Of Online Promotions, Online Customer Reviews And Trust On Behavior Intention Shopee Application Users

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Abstract: This study aims to examine the factors that influence the Behavior Intention of Shopee Application Users on Regular Class Management Students, 2021-2022 Dehasen University Bengkulu. The focus of this study is to determine whether Online Promotion, Online Customer Reviews and Trust affect the Behavior Intention of Shopee Application Users. The approach used is a quantitative approach with primary data. The sample in this study were Regular Class Management Students, Class of 2021-2022, Dehasen University Bengkulu, namely 150 people. The results of the multiple linear regression analysis are Equation $Y = 5.293 + 0.350 X_1 + 0.313 X_2 + 0.718 X_3 + e$, this illustrates the positive direction of regression, meaning that the variables Online Promotion, Online Customer Reviews and Trust have a positive influence on Behavior Intention (Y) Shopee Application Users. From the results of calculations using SPSS 25, it can be seen that the coefficient of determination of R square is 0.718. This means that the value of Online Promotion (x1), Online Customer Reviews (x2) and Trust (x3) affects Behavior Intention (Y) by 71.8% while the remaining 28.2% is influenced by other variables not examined in this study. The t test results at the significance level <0.05 explain that partially Online Promotion (x1), Online Customer Reviews (x2) and Trust (x3) have a significant influence on Behavior Intention (Y) Shopee Application Users. The results of the f test are smaller than 0.000, so the variables Online Promotion (x1), Online Customer Reviews (x2) and Trust (x3) have a significant effect on Behavior Intention (Y) Shopee Application Users.

Keywords: Promotion, Online Customer Reviews, Trust, Behavior Intention

Citation: Oktavyani, D. O. The Influence Of Online Promotions, Online Customer Reviews And Trust On Behavior Intention Shopee Application Users. Academic Journal of Digital Economics and Stability 2024, 38(1), 74-82.

Received: 27th Oct 2024Revised: 28th Nov 2024Accepted: 28th Dec 2024Published: 21th Jan 2025

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1. Introduction

In this modern era, the potential of the internet as a medium of marketing and commerce has become a widely discussed topic. Recently, the conversation has increasingly focused on how e-commerce has changed the way people conduct transactions. Consumers can now perform a variety of activities, from shopping to booking public transportation, using only their smartphones. With the increasing use of the internet in Indonesia, more and more businesses are entering the world of e-commerce to capitalize on the opportunities that exist.

Currently, there are many online shopping applications or marketplaces such as Shopee, Tokopedia, Blibli, Lazada, Bukalapak, and many more. Based on SimilarWeb data, as quoted by Bisnis.com, the top five e-commerce platforms with the highest number of visitors in Indonesia are Shopee. Shopee is an e-commerce company from Singapore. Founded in 2015 by Sea Group (formerly known as Garena), Shopee has grown rapidly and become one of the leading online shopping platforms in Southeast Asia and Taiwan. Shopee launched as a mobile application-based marketplace. Shopee has various attractive features for customers, including cash on demand (cod) features,

cashback, flash sales and daily promos, free shipping vouchers, shopee live, shopee coins, shopee pay, shopeepay later, shopee food, shopee mall, shopee games, ratings and reviews (online customer reviews) and others. The ease of shopping and selling online through the Shopee application has attracted the attention of the Indonesian people. To capitalize on this interest, Shopee developed various marketing strategies. One of its main strategies is offering attractive online promotions every day as well as holding sales on twin or special dates such as 10.10 and 12.12 these are also called flash sale promos. Promotion is an activity in an effort to convey product benefits and persuade customers to buy the products offered. Promotion is one of the determining factors regarding the success of a marketing program (Kotler and Armstrong 2019: 63).

In marketplace shopping, where consumers cannot directly see or experience a seller's products and service quality, online customer reviews are an important source of information. Consumers utilize these reviews to get a clearer picture of the products and services offered.

Online customer reviews are reviews provided by consumers regarding information from evaluating a product on various aspects, thus consumers can find out the quality of a product (Ningsih 2019: 26). These reviews often include personal experiences, advantages, disadvantages, and customer satisfaction levels and help other consumers make purchasing decisions and also provide valuable feedback to product or service providers, so as to increase consumer confidence in buying products at shopee.

Trust according to Kotler and Keller (2020: 219) trust is the company's willingness to rely on business partners, trust depends on a number of interpersonal and interorganizational factors, such as competence, integrity, honesty and kindness of the company.

Behavior intention reflects the likelihood of customers to take certain actions, such as providing positive word-of-mouth about service providers to others Resti and Rose (2022: 452).

2. Materials and Methods

The type of research used in this study is quantitative research. Sugiyono, (2019: 15) explains that quantitative methods are research based on the philosophy of positivism, which is used to research on certain populations or samples, and data collection using research instruments, which are quantitative or statistical data analysis with the aim of explaining and testing the hypotheses that have been set.

3. Results

Validity Test

The results of testing the validity of the research indicators, as in the following table:

Table 1. Results Of Testing The Validity

No	Statement Item	R- Tabel	R- Count	Description
Online Promotion(X1				
1	X1.1	0,1603	0,711	Valid
2	X1.2	0,1603	0,552	Valid
3	X1.3	0,1603	0,458	Valid
4	X1.4	0,1603	0,558	Valid
5	X1.5	0,1603	0,569	Valid
6	X1.6	0,1603	0,525	Valid
7	X1.7	0,1603	0,491	Valid
8	X1.8	0,1603	0,523	Valid

<i>Online Costumer Reviews (X2)</i>				
1	X2.1	0,1603	0,605	Valid
2	X2.2	0,1603	0,573	Valid
3	X2.3	0,1603	0,630	Valid
4	X2.4	0,1603	0,637	Valid
5	X2.5	0,1603	0,607	Valid
6	X2.6	0,1603	0,609	Valid
7	X2.7	0,1603	0,644	Valid
8	X2.8	0,1603	0,656	Valid
<i>Trust(X3)</i>				
1	X3.1	0,1603	0,647	Valid
2	X3.2	0,1603	0,585	Valid
3	X3.3	0,1603	0,632	Valid
4	X3.4	0,1603	0,609	Valid
5	X3.5	0,1603	0,626	Valid
6	X4.6	0,1603	0,600	Valid
7	X5.7	0,1603	0,576	Valid
8	X6.8	0,1603	0,616	Valid
<i>Behavior Intention (Y)</i>				
1	Y1	0,1603	0,647	Valid
2	Y2	0,1603	0,685	Valid
3	Y3	0,1603	0,689	Valid
4	Y4	0,1603	0,632	Valid
5	Y5	0,1603	0,637	Valid
6	Y6	0,1603	0,671	Valid
7	Y7	0,1603	0,695	Valid
8	Y8	0,1603	0,712	Valid

So, based on table 1 above, it can be seen that of the 32 research indicators, all indicators of the validity level are in accordance with the criteria proposed in this study, namely indicators X1 (Online Promotion), X2 (Online Costumer Reviews), X3 (Trust) and Y Behavior Intention. If R_{hitung} is positive and $R_{hitung} > R_{tabel}$, then the variable is valid, and if R_{hitung} is not positive and $R_{hitung} < R_{tabel}$ then the variable is invalid. So after testing the results of the validity test in this study have a value and $R_{hitung} > R_{tabel}$, the indicators used in this study are valid and can be used as research and answer the objectives of this study from variables X1 (Online Promotion), X2 (Online Costumer Reviews), X3 (Trust) and Y Behavior Intention, namely knowing the effect of online promotions, online costumer reviews, and trust in the behavior inention of shopee application users.

Reliability Test

Table 2. Reliability Statistics X₁

Reliability Statistics	
Cronbach's Alpha	N of Items
.709	8

From table 2. Shows the results of SPSS Online Promotion output known Cronbach Alpha value of $0.709 > 0.05$, so it can be concluded that the statement that has been given to respondents consisting of 8 statement items on Online Promotion variables is reliable or said to be reliable.

Table 3. Reliability Statistics X₂

Reliability Statistics X ₂	
Cronbach's Alpha	N of Items
.771	8

From table 3. Shows the results of SPSS Online Costumer Reviews, it is known that the Cronbach Alpha value is $0.771 > 0.05$, so it can be concluded that the statement that has been given to respondents consisting of 8 statement items on the Online Costumer Reviews variable is reliable or said to be reliable.

Table 4. Reliability Statistics X₃

Reliability Statistics X ₃	
Cronbach's Alpha	N of Items
.758	8

From table 4. Shows the results of SPSS Trust output, it is known that the Cronbach Alpha value is $0.758 > 0.05$, so it can be concluded that the statements that have been given to respondents consisting of 8 statement items on the Trust variable are reliable or said to be reliable.

Table 5. Reliability Statistics Y

Reliability Statistics Y	
Cronbach's Alpha	N of Items
.823	8

From table 5. Shows the results of the SPSS output of Behavior Intention known Cronbach Alpha value of $0.823 > 0.05$, so it can be concluded that the statement that has been given to respondents consisting of 8 statement items on the Behavior Intention variable is reliable or said to be reliable.

Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,293	1,285		4,785	,057
	Online Promotion	,350	,093	,312	3,782	,034
	Online Costumer Reviews	,313	,089	,279	3,504	,001
	Trust	,718	,089	,611	8,081	,000

a. . Dependent Variable: Behavior Intention

Source: Output SPSS .25

From the table above, the regression equation can be made:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

$Y = Behavior\ Intention$

$X_1 = Promosi\ online$

$X_2 = Online\ costumer\ reviews$

$X_3 = Kepercayaan$

$a = Nilai\ konstanta$

$e = Error$

$$Y = 5.293 + 0.350 X_1 + 0.313 X_2 + 0.718 X_3 + 1.285 e$$

From the description of the linear regression model above are:

- The constant value shows a value of 5.293, meaning that if the value of the independent variable (free) is zero, the dependent variable (bound) is 5.293. In this study, if the effect of online promotions, online customer reviews and trust is 0 (zero), then the behavior intention of shopee application users is 5.293%.
- The regression coefficient value of the digital marketing variable (b_1) = 0.350 means that the online promotion variable has a positive positive effect on the behavior inention of shopee application users. This means that if the value of online promotion is increased by 0.1 units, then online promotion will increase by 0.350 units assuming other independent variables remain.
- The regression coefficient value of the brand image variable (b_2) = 0.313 means that the online costumer review variable is positive for the behavior intention of shopee application users, this means that if the brand image value is increased by 0.1 units, the online costumer reviews will increase by 0.313 units, assuming that the other independent variables are constant.
- The regression coefficient value of the trust variable (b_3) = 0.718 means that the trust variable has a positive positive effect on the behavior intention of shopee application users, this means that if the trust value is increased by 0.1 units, the trust of shopee application users will increase by 0.718 units assuming other independent variables remain.

Based on the description above, it can be concluded that the constant value of 5.293 means that if the variables X_1 (Online Promotion), X_2 (Online Costumer Reviews), X_3 (Trust) and Y Behavior Intention will remain 5.293 there is a significant effect.

Table 7. Determination Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,847 ^a	,718	,712	3,120

a. Predictors: (Constant), Trust, Online Promotion, Online Costumer Reviews

b. Dependent Variable: Behavior Intention(Y)

T-Test

Table 8. Result T-Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,293	1,285		4,785	,057
	Online Promotion	,350	,093	,312	3,782	,034
	Online Costumer Reviews	,313	,089	,279	3,504	,001
	Trust	,718	,089	,611	8,081	,000

a. Dependent Variable: Behavior Intention

F-Test

Table 9. Result F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3621,170	3	1207,057	124,033	,000 ^b
	Residual	1420,830	146	9,732		
	Total	5042,000	149			

a. Dependent Variable: Behavior Intention

b. Predictors: (Constant), Trust, Online Promotion , Online Costumer Reviews

4. Discussion

The Effect of Online Promotion on Behavior Intention of Shopee Application Users

The results showed that the Online Promotion test (x1) showed t count 3.782 > t table 1.97635 and significance 0.034 < 0.05, then the results of the hypothesis, H_0 is rejected and H_a is accepted. This means that the Online Promotion variable has a significant effect on Behavior Intention in Dehasen University Bengkulu, Faculty of Economics and Business, Regular Class Management Study Program, 2021-2022.

These results are also supported by previous research by Lusita Dwi Setyarini (2023) The results showed that the t value of the promotion variable was 3.623 while the value of the t table was 1.980. So the value of t count > t table is 3.623 > 1.980 with a significance level of 0.00 < (0.05), then H_0 is rejected and H_a is accepted. This shows that the promotion variable has a significant influence on the purchase intention variable (behavior thisention).

Thus Online Promotion greatly influences Behavior Intention. The regression coefficient value of 0.034, we can understand that the Online Promotion variable has a positive influence on Behavior Intention.

The Effect of Online Costumer Reviews on Behavior Intention of Shopee Application Users.

The results showed that the Online Costumer Reviews (x2) test showed t count 3.504 > t table 1.97635 and significance 0.001 < 0.05, then the results of the hypothesis, H_0 is rejected and H_a is accepted. This means that the Online Costumer Reviews variable has a significant effect on Behavior Intention in Dehasen University Bengkulu, Faculty of Economics and Business, Regular Class Management Study Program, class of 2021-2022.

The results of this study are supported by research conducted by Ferandani Novihenti (2022) The results of the analysis of this study indicate that Online Costumer Reviews has a t value > t table, namely 2.241 > 1.97897 with the acquisition of a significance value of 0.027 < 0.05, it can be interpreted that H_1 is accepted, which means that there is a significant influence of the Online Costumer Reviews variable on buying interest (behavior thisention).

Based on this analysis, Online Costumer Reviews is a benchmark for generating buying interest. Information from various sources as well as comments from others about previous purchasing experiences, encourage someone to make a purchase.

The Effect of trust on Behavior Intention of Shopee Application Users.

The results showed that the trust test (x3) showed t count 8.081 > t table 1.97635 and significance 0.000 < 0.05, then the results of the hypothesis, H_0 is rejected and H_a is accepted. This means that the trust variable has a significant effect on Behavior Intention in Dehasen University Bengkulu, Faculty of Economics and Business, Regular Class Management Study Program, 2021-2022.

The results of this study are supported by research conducted by Rahmizal and Yuvendri (2020) which states that the trust variable has a significant and positive influence on purchasing decisions through the Shopee application for students in Padang city.

The Effect of Online Promotion, Online Customer Reviews, and Trust on Behavior Intention.

Based on the results of the comparison of the calculated F value with the F table, the calculated F value is greater than the F table value, namely 124.033 > 2.67. it is concluded that the results of the hypothesis, H_0 is rejected and H_a is accepted, meaning that there is a simultaneous influence between, Online Promotion (x1),

Online Customer Reviews (x2), and Trust (x3) have a significant effect on Behavior Intention (Y) on Dehasen University Bengkulu Faculty of Economics and Business Management Study Program Regular Class 2021-2022 students. This can be seen at the significance level of $0.000 < 0.05$.

Thus, the results of the simultaneous test have an influence between Online Promotion (x1), Online Customer Reviews (x2), and Trust (x3) have a significant effect on Behavior Intention (Y) in Dehasen University Bengkulu Faculty of Economics and Business, Regular Class Management Study Program, 2021-2022.

5. Conclusion

The research entitled "The Effect of Online Promotion, Online Customer Reviews, and Trust on Behavior Intention of Shop Application Users." concluded as follows:

1. The test results for the Online Promotion variable (X1) show a significance value of $0.034 < 0.05$. Because the significance value is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that Online Promotion has a significant influence on the Behavior Intention of Shopee Application Users.
2. The test results for the Online Customer Reviews (X2) variable show a significance value of $0.001 < 0.05$. Because the significance value is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that Online Promotion has a significant influence on Behavior Intention of Shopee Application Users.
3. The test results for the Trust variable (X3) show a significance value of $0.000 < 0.05$. Because the significance value is smaller than 0.05, H_0 is rejected and H_a is accepted. This means that Online Promotion has a significant influence on the Behavior Intention of Shopee Application Users.
4. From the results of calculations using SPSS 25, it can be seen that the coefficient of determination of R square is 0.718. This means that the value of Online Promotion (x1), Online Customer Reviews (x2) and Trust affects Behavior Intention (Y) by 71.8% while the remaining 28.2% is influenced by other variables not examined in this study.
5. From the results of calculations using SPSS 25, it can be seen that the significant value of F is smaller than 0.000 Online Promotion (x1), Online Customer Reviews (x2) and Trust affect Behavior Intention (Y) in Dehasen University Bengkulu Faculty of Economics and Business Management Study Program Regular Class 2021-2022.

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