



The Influence Of Online Shop Features On Intention To Purchase 1991 Roughneck Industrial Fashion Products On Shopee With Credibility As An Intervening Variable

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Abstract

Information and communication technology development has been accelerating in both developed and developing countries, including Indonesia. The internet is one of the emerging technologies that has altered many facets of human life and daily routines. The usage of internet services has been used in a variety of industries, including the economics, particularly in the sale of products via e-commerce platforms such as Shopee. The purpose of this study is to examine the impact of online shop features on Roughneck Fashion Industry 1991 product purchase intentions using the trustworthiness of online reviews. The research results were evaluated using SEM (Structural Equation Modeling) and AMOS (Analysis of Moment Structures) software, with 219 respondents serving as a sample. According to the study's findings, the reliability of reviews has a considerable impact on consumer purchase intentions. The trustworthiness of the Shopee reviews of 1991 Roughneck Industrial Fashion Product is a key aspect in customer purchasing decisions. Based on the findings and discussion, it is possible to conclude that: (1) review correctness impacts review credibility; (2) review completeness influences review credibility; and (3) review completeness affects review credibility. (1) review correctness impacts review credibility; (2) review completeness influences review credibility; and (3) review completeness affects review credibility. (1) review correctness impacts review credibility; (2) review completeness influences review credibility; and (3) review completeness affects review credibility.

Keywords: review accuracy, review completeness, timeliness, review quantity, review consistency, online review credibility, consumer purchase intention.





1. INTRODUCTION

Both in developed countries such as the United States and in developing countries such as Indonesia, the development of information and communication technology has progressed quite rapidly. The internet is a type of information and communication technology that is developing rapidly. The existence of the internet has significantly changed people's daily activities and way of life. The increasing user base is a sign that internet use in Indonesia is increasingly widespread. Information on the number of internet users in Indonesia is available in data from the Indonesian Internet Service Providers Association (APJII).

According to a customer survey conducted in China in 2018, more than 80% of online shoppers admitted that they check product reviews posted by previous buyers before making a purchasing decision. Further research conducted globally shows that 61% of online shoppers consider Electronic Word of Mouth (eWOM) to be important in their purchasing decision-making process (Roy et al. 2018; Charlton 2015; Floyd et al. 2014). However, although many studies have illustrated the importance of online reviews and their influence on consumer attitudes, there is still a lack of considering different variables and their effects on consumer purchase intentions (Karabas et al., 2020). Literature discussing variables that influence online reviews and their impact on consumer purchase intentions is still limited,

In this research, researchers will consider various factors of online shop features and the credibility of online reviews, as well as how these variables influence customer shopping intentions. Dominique, et al. (2022) concluded that several online shop features, such as accuracy, completeness, timeliness, quantity of reviews, consistency of reviews, and expertise of the online review writer, have an influence on customer shopping intentions. The results of other research conducted by Wu (2017) show that the credibility of online reviews plays an important role in influencing consumer information processing, because this helps build customer trust in goods. This trust has an effect on increasing customers' buying interest in relation to goods on the platform.

2. LITERATUREREVIEW

2.1 Understanding Online Shopping

Ecommerce or electronic commerce can also be interpreted as a new concept that reflects the way of buying and selling products and services via computer networks. E-commerce is a way of buying and selling goods, services and data using computer networks





such as the internet, according to the definition given by Turban et al. (2000) as quoted by Handayani (2010).

2.2 Elaboration Likelihood Model (ELM)

According to Borchers (2005: 44) in communication direction, messages are examined from the perspective of many people and how people process orders so that they better understand how people can respond to the communicant's orders. Furthermore, according to Borchers, research on the results of the communication atmosphere or from the perspective of many people, one of which is observational research on the Elaboration Likelihood Model. The Elaboration Likelihood Model (ELM) is an impression hypothesis that attempts to predict if and how people will be convinced or not by a command (Littlejohn & Foss, 2012: 108).

2.3 Understanding Purchase Intention

As shown by Kotler and Keller (2016), the attitude of customers who are willing to choose or buy a product based on their experience of using, consuming, or simply liking a product is referred to as what is called customer purchase intention. Fishbein and Ajzen in Jogiyanto (2017) explain that purchase intention is potential personal interest in an item. Intention is one part of the study of an individual's brain and influences a person's activities. It could be said that purchase intention is an action that arises because of assessments and ideas about the perfect product or service.

2.4 Online Reviews

According to Miletsky (2010), consumers benefit from online reviews because they can hold the manufacturer or seller responsible if the goods or services obtained do not meet expectations and are disappointing. Customers share their experiences with other consumers through internet review sites, and this information becomes material for other consumers to consider in making future purchasing decisions (Chen and Xie, 2017). Apart from that, online reviews also have an important role as a source of information. This is due to the fact that all customers are able to obtain reviews via the internet, either through websites or e-commerce platforms (Lee and Shin, 2014). These online reviews are an important reference for consumers to understand the quality of products or services before making a purchase.





2.5 Credibility of Online Reviews

Surveys based on sites that can be maintained or trusted are interpreted as a benchmark for consumers to believe that the information is strong or trustworthy (Chen and Chang, 2018). Because site-based reviews can be trusted compared to units in electronic institutions that contain various surveys regarding uncontrolled matters from customers and previous customers who have unwavering quality/skills and confidence that are visible to site customers (Park, et al , 2015).

2.6 Determining Online Shop Features

According to Schmitt (2010) Features are items as skills with various qualities. With the equipment selection section to determine the equipment he needs. However, the feature is very useful for the company's ability to compete with other products in their market. According to Thomas, et al. (2019), accuracy, timeliness, quantity, consistency, and competence of consumers offering reviews are five highly relevant peripheral cues connected to online store features. These peripheral cues play an important role in influencing consumers in evaluating online shop features and making purchasing decisions.

3. RESEARCH METHOD

On this occasion the author used Shopee user respondents who had purchased or planned to purchase Roughneck 1991 fashion industry products. Apart from that, data was collected by observing the review column for each Roughneck 1991 product on Shopee. The independent variables in this research are the accuracy of online reviews, completeness, timeliness, number of reviews, consistency, and reviewer expertise. The intervening variable in this research is the credibility of the review by acting as a buffer between the independent variable and the dependent variable, so the independent variable does not directly influence the dependent variable. Consumer purchase intention is the dependent variable in this research, and is influenced by several independent factors such as the accuracy of online reviews, completeness of reviews, timeliness of reviews,

Collection uses direct techniques, namely collecting information directly from customers by distributing Google forms or online surveys. A questionnaire-style instrument used to collect data was designed and distributed to consumers who had purchased Roughneck 1991 Industrial fashion products in Shoope. The population in this study are users and people who have purchased the Roughneck 1991 label at Shoope. Next, a random sampling technique is used, which ensures that each element of the population has an equal





chance of being selected as a sample. In this research, the use of non-probability sampling methods and random sampling techniques is considered the most successful and efficient way to obtain data.

Descriptive analysis was carried out in this research to characterize and provide information about the influence of online store characteristics on purchase intentions for 1991 roughneck industrial fashion products on Shopee, with credibility as an intervening variable. Data collected from the sample and research population will be examined statistically using descriptive analysis methods. The data analysis method used is Structural Equation Modeling (SEM), which aims to provide a comprehensive understanding of the relationship between the variables in the research. SEM is not used to develop theory, but rather to test and validate a model that has been formulated. Therefore,

4. RESULT

The author explains the findings of a study on the influence of the Online Shop feature on purchase intentions for fashion products from the 1991 Roughneck industry on the Shopee platform, using credibility as an intervening variable. Data was obtained through distributing questionnaires to 219 samples of people who bought Roughneck 1991 brand products in the Java Island region. Respondents' responses will be used as information to overcome the problems presented in the discussion outlined in the proposal.

4.1 Validity and Reliability Test

Validity and reliability tests were carried out using the AMOS application version 25.0. The results of the validity and reliability tests for each variable can be seen in Table 1 below:

Table 1 Variable Validity and Reliability Test

Variable	Items	Factor Loading	Construct Reliability
Accuracy of Online Reviews	AU01	0.759	6,424
	AU02	0.868	
	AU03	0.867	
	AU04	0.862	
Review Completeness	KU1	0.812	7,088
	KU2	0.869	
	KU3	0.813	





	KU4	0.883	
Timeliness of Reviews	KWU1	0.848	7,591
	KWU2	0.897	
	KWU3	0.906	
Review Quantity	CUL1	0.835	7,240
	CUL2	0.849	
	CUL3	0.786	
	CUL4	0.767	
Review Consistency	COL1	0.798	6,311
	COL2	0.672	
	COL3	0.878	
Expertise Reviews	UKL1	0.422	2,868
	UKL2	0.801	
	UKL3	0.689	
	UKL4	0.741	
Credibility of online reviews	KUO1	0.706	5,517
	KUO2	0.877	
	KUO3	0.776	
Purchase Intention	NB1	0.117	0.810
	NB2	0.837	
	NB3	0.867	
	NB4	0.830	
	NB5	-0.057	
	NB6	-0.074	

Source: Data processed 2023

According to Ghozali (2017), data is considered valid if the loading factor value is >0.5. The validity test results show that all question indicators representing the four variables have been declared valid, because they have a loading factor value of >0.5. Furthermore, Ghozali (2017) stated that test results are considered reliable if they have a construct reliability value of >0.7. The test results show that the CR value for each variable is greater than 0.7. Based on these results, it can be concluded that the entire research instrument is reliable and can be used in this research.





4.2 Descriptive Analysis

4.2.1 Respondent Characteristics

4.2.1.1 Based on Gender

From the questionnaire that was distributed to 209 respondents, data regarding the gender of the respondents who filled out the questionnaire was obtained. Complete information regarding these results is displayed in Table 2.

Table 2 By Gender

Gender	Amount	Percentage
Man	117	53.42%
Woman	102	46.58%
Total	219	100%

Source: Questionnaire distribution activities, 2023

Based on tabulation 2, it shows that the majority in this research were men with a total of 117 people having a presentation of 53.42% and women with a total of 102 respondents or having a percentage of 46.58%.

4.2.1.2 Based on Age

The percentage based on age can be observed in the following index 3:

Table 3 Based on Age

Information	Amount	Percentage
< 18 years old	17	7.16%
19-20 years old	39	17.81%
21-25 years old	88	40.18%
> 25 years	75	34.25%
Total	219	100%

Source: Questionnaire distribution activities, 2023

Based on tabulation 3, the majority of respondents in this study were aged 21-25 years as many as 88 people or a percentage of 40.18%, aged 18 years as many as 17 or a percentage of 7.16%, 19-20 years as many as 39 people or a percentage of 17.81%, and aged > 25 years as many as 75 people or a percentage of 34.25%.





4.2.1.3. Job

The percentage of respondents by profession can be seen in Table 4 below:

Table 4. Job

Information	Amount	Percentage
Housewife	21	9.59%
Employee	51	23.29%
Student/i	147	67.12%
Total	219	100%

Source: Questionnaire distribution activities, 2023

Of the 219 respondents who participated in this research, tabulation 4. shows that the majority of the samples in this research were 147 students or a percentage of 67.12%, 51 employees or a percentage of 23.29%, and 21 households or a percentage of 9.59%

4.2.1.4. Based on Monthly Expenditures

The percentage of respondents based on monthly expenditure can be seen in tabulation 4.5 below:

Table 5. Based on Expenditures Per Month

Information	Amount	Percentage
<Rp. 1,000,000	87	39.73%
> Rp. 1,000,000 – Rp. 2,000,000	18	8.22%
>Rp. 2,000,000 – Rp. 3,000,000	10	4.57%
>Rp. 3,000,000 – Rp. 4,000,000	44	20.09%
>Rp. 4,000,000 – Rp. 5,000,000	30	13.70%
<Rp. 5000,000	30	13.70%
Total	219	100%

Source: Questionnaire distribution activities, 2023

According to the 219 respondents who participated in this research, diagram 5 shows that the majority of the sample in this study had monthly expenses of Rp. 1,000,000 totaling 87 respondents or a percentage of 39.73%, respondents who had expenditures of IDR





3,000,000 – IDR 4,000,000 totaling 44 respondents or a percentage of 20.09%, respondents who had expenditures of IDR 4,000,000 totaling 30 respondents or a percentage of 13.70%.

4.2.1.5. Based on Respondents' Shopping Experience on Shopee

Percentages based on shopping experience at Shopee are shown in Table 4.6 below:

Table 6 Respondents' Shopping Experience at Shopee

Information	Amount	Percentage
Once	219	100%
Never	0	0
Total	219	100%

Source: Processed Data, 2023

Based on 219 samples participating in this research, table 6 shows that 219 respondents in the research had shopping experience at Shopee which had a 100% presentation.

4.2.1.6. Based on Respondents' Frequency of Shopping at Shopee

Table 7 shows the percentage of respondents who regularly shop at Shopee:

Table 7. Frequency of Respondents Shopping at Shopee

Information	Amount	Percentage
Once a month	39	17.81%
Once Every Three Months	121	55.25%
Once every six months	19	8.68%
Once a year	40	18.26%
Total	219	100%

Source: Processed Data, 2023

Based on the 219 samples in this study, the tabulation above shows that most of the samples in this study mostly shop at Shopee once every 3 months with a total of 121 respondents or a percentage of 55.25%, respondents who shop at Shopee once a year are 40 respondents or have a percentage of 18.26 %, respondents who shop once a month at Shopee





are 39 respondents or have a percentage of 17.81%, and respondents who shop at Shopee once every 6 months are 19 respondents or have a percentage of 8.68%.

4.2.2 Assessment of Variables

The sample size in this research was 219 respondents who were eligible for processing and in accordance with the requirements required in this research. The scale used in this research is a Likert scale with a range of 1-6 where the lowest score (strongly disagree) is given a score of 1 and the highest score of strongly agree is given a score of 6.

Table 8 Classification of variable measurements

Score Range	Criteria
1.00 – 1.83	Very low
1.84 – 2.67	Low
2.68 – 3.50	Somewhat Low
3.51 – 4.33	Enough
4.34 – 5.17	Tall
5.18 – 6.00	Very High

Source: Processed by researchers in 2023

4.2.2.1. Online Review Accuracy Variables

The distribution of sample calculations on the online review accuracy variable can be explained using the combined results of respondent responses, as shown in the table below:

Table 9 Descriptive Analysis of Online Review Accuracy

No	Indicator	Average	Information
1	Find accurate online reviews regarding Roughneck 1991 products	3.10	High enough
2	Online reviews on Shopee regarding Roughneck 1991 products are comprehensive,	3.19	High enough
3	Previous customers always gave positive reviews on Shopee regarding Roughneck 1991 products	3.58	Tall





4	Seeing the level of accuracy of online reviews on Shopee made me intend to buy Roughneck 1991 products.	3.47	Tall
Average		3.34	High enough

Source: Questionnaire distribution activities, 2023

Based on the analysis table, it shows that the average respondent's calculation of the accuracy of online reviews is 3.58 (high). The highest calculation is seen in "previous customers always gave positive descriptions on shopee about Roughneck 1991 products" amounting to 3.58 (high) and the lowest research results are seen in the indicator "I create accurate online descriptions about Roughneck 1991 products correctly" amounting to 3.10 (Enough). Therefore, the highest calculation occurred when previous customers always gave positive reviews on Shopee for the Roughneck 1991 product.

4.2.2.2. Review Completeness Variable

The results of these sample responses can be used to characterize the distribution of respondents' calculations regarding the completeness of the review variable, as shown in the table below:

Table 10 Descriptive Analysis of Review Completeness

No	Indicator	Average	Information
1	Online reviews on shopee contain all the necessary information regarding Roughneck 1991 products.	3.08	High enough
2	Online reviews on Shopee contain detailed and complete information.	3.12	High enough
3	Online reviews on the shop contain various positive information about all the products sold.	3.07	High enough
4	Customers are able to get important information from online reviews.	3.21	High enough
Average		3.12	High enough

Source: Questionnaire distribution activities, 2023





Based on analysis, it is proven that the respondent's calculation of the completeness of the review is 3.12 (quite high). The highest calculation is seen in "users can obtain useful data from online reviews" of 3.21 (quite high) and the lowest research result is seen in the indicator "online reviews on the shoppe contain various positive data from all products sold" of 3.07 (fairly high). Therefore, the highest calculations occur when users can obtain useful data from online reviews.

4.2.2.3. Timeliness of Review Variables

The sample responses that have been collected can be explained by the distribution of respondents' calculations for the timeliness of reviews variable as seen through the following index:

Table 11 Descriptive Analysis of Review Timeliness

No	Indicator	Average	Information
1	Shopee always updates every comment review on Roughneck 1991 products.	2.59	High enough
2	Customers can provide product reviews without any time limit.	3.25	High enough
3	Shopee provides an easy review feature for customers.	2.94	High enough
Average		2.93	High enough

Source: Questionnaire distribution activities, 2023

Based on analysis, it proves that the calculation for the timeliness of reviews is 2.93 (quite high). The highest evaluation appears to be "users are able to provide product reviews without a time limit" of 3.25 (quite high) and the lowest research results are seen in the indicator "shopee always updates every review comment on the Roughneck 1991 product" of 2.59 (high enough). Therefore, the highest calculation occurs when users can provide product reviews without a time limit.

4.2.2.4. Review Quantity Variables

The sample responses that have been collected can be shown in the distribution of respondents' calculations for the review quantity variable through the following tabulation:





Table 12. Descriptive Analysis of Review Quantity

No	Indicator	Average	Information
1	Customers have given many positive reviews to Roughneck 1991 products.	3.47	Tall
2	Many customers have given 5 stars to Roughneck 1991 products sold at the shop.	3.05	High enough
3	There are many positive comments about shoppe products.	2.78	High enough
4	Having lots of positive information can influence customer buying interest.	3.06	High enough
Average		3.09	High enough

Source: Questionnaire distribution activities, 2023

Based on analysis, it shows that the evaluation of the number of reviews is 3.09 (quite high). The highest evaluation appears in "many positive reviews given by users to Roughneck 1991 products" amounting to 3.47 (high) and the lowest research results appear in the indicator "many positive reviews regarding shoppe products" amounting to 2.78 (quite high). Therefore, the highest evaluation occurs when users give many positive reviews to the Roughneck 1991 product.

4.2.2.5. Review Consistency Variables

The distribution of calculations on the review consistency variable is presented in the index below, based on the results of the responses collected:

Table 13. Descriptive Analysis of Review Consistency

No	Indicator	Average	Information
1	Different online reviews about shoppe are consistent with the quality of the products sold.	3.09	High enough
2	Shoppe always provides consistent information if the item ordered is not available.	3.29	High enough





3	Having consistent reviews from reviewers will make customers continue to use the shop.	3.84	Tall
Average		3.41	Tall

Source: Questionnaire distribution activities, 2023

According to tabulation analysis 4.13, it shows that the review consistency evaluation is 3.41 (high). The highest calculation appears in "having constant reviews from reviewers will make users always use the shoppe" of 3.84 (high) and the lowest research result appears in the indicator "different online reviews about the shoppe do not change the quality products sold" of 3.09 (quite high). Therefore, the highest evaluation occurs when there are constant reviews from reviewers, which will make users always use the shoppe.

4.2.2.6. Reviews Expertise Variables

The distribution of assessments on the skill review variable can be explained using the findings of the collected answers, as shown:

Table 14 Descriptive Analysis of Expertise Reviews

No	Indicator	Average	Information
1	Reviewers have knowledge about how to describe the quality of Roughneck 1991 products on Shopee.	3.47	Tall
2	Reviewers Online reviews on Shopee seem to have enough insight to make an assessment for customers.	3.05	High enough
3	Reviewer online reviews on Shopee are competent.	2.23	Low
4	The messages conveyed by reviewers when reviewing products can be conveyed clearly.	3.67	Tall
Average		3.13	High enough

Source: Questionnaire distribution activities, 2023





Based on the analysis in tabulation 14, it shows that the average respondent's calculation of review expertise is 3.13 (quite high). The highest evaluation was seen in "the messages provided by reviewers when reviewing the product were conveyed clearly" at 3.67 (high) and the lowest research results were seen at the indicator "online reviewers at Shopee are experts" at 2.23 (low). Therefore, the highest calculation occurs when the messages provided by reviewers when reviewing the product are conveyed clearly.

4.2.2.7. Review Credibility Variables

The distribution of calculations for the review credibility variable can be illustrated using the results of the collected responses, as shown:

Table 15. Descriptive Analysis of Online Review Credibility

No	Indicator	Average	Information
1	The results of reviewers' reviews on the Roughneck 1991 product on Shopee can be trusted.	2.94	High enough
2	The results of reviewers' reviews on the Roughneck 1991 product on Shopee are in accordance with the product quality.	3.72	Tall
3	The results of reviewers' reviews on the Roughneck 1991 product on Shopee are reliable.	3.58	Tall
Average		3.41	Tall

Source: Questionnaire distribution activities, 2023

Based on the analysis tabulation in Table 4.15, it shows that the average rating for respondents' review credibility is 3.72 (high). The highest evaluation appears to be "the results of reviewers' reviews of the Roughneck 1991 product on Shopee match the quality of the product." amounted to 3.72 (high) and the lowest research results were seen in the indicator "Reviewers' review results on the Roughneck 1991 product on Shopee can be recognized." of 2.94 (quite high). Therefore, the highest calculation occurs when there are reviewers' reviews on the Roughneck 1991 product on Shopee that can be trusted.



4.2.2.8. Purchase Intention Variable

The distribution of respondents' assessments of the purchase intention variable can be explained using the results of the collected answers, as shown in the table below:

Table 16. Descriptive Analysis of Purchase Intention

No	Indicator	Average	Information
1	With the online shop feature, I intend to buy products from the shop.	3.49	Tall
2	I intend to buy the product back through Shopee.	2.96	High enough
3	I will recommend Shopee to friends or family.	3.15	High enough
4	I will continue to use shoppe for online shopping.	3.25	High enough
5	Shopee makes shopping easy for me.	3.67	Tall
6	I will tell about the amazing experience after using the application and ordering products on Shopee to my family, friends or other people.	3.78	Tall
Average		3.38	High enough

Source: Questionnaire distribution activities, 2023

According to tabulation analysis 4.16, it shows that the average evaluation of respondents regarding purchase intentions is 3.38 (quite high). The highest evaluation appears in "Shopee provides convenience for me in shopping" of 3.67 (high) and the lowest research results appear in the indicator "I intend to buy more products through Shopee" of 2.96 (quite high). Therefore, the highest evaluation occurs when Hoppe provides convenience for users in shopping.

4.3 Causality Analysis Using the Structural Equation Model (SEM) Approach

Hypothesis testing in the research was carried out using the Structural Equation Model (SEM) approach operated through the AMOS program. AMOS is software that has the ability to perform Structural Equation Modeling (SEM), which makes it easy to build



structural equation models with accuracy that exceeds standard multivariate statistical techniques.

4.3.1 Theoretical Model Development

The data analysis method used is Structural Equation Modeling (SEM), which aims to provide a comprehensive understanding of the relationship between the variables in the research

4.3.2 Goodness of Fit Index Testing

Calculating Goodness of Fit is an important goal in SEM to evaluate how well a hypothesized model “fits” the sample data. The following data shows the Goodness of Fit.

Table 17. Goodness of Fit Index Test Results

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Research Model	Model
CMIN/DF	≤ 2.0	2015,484	<i>Marginal Fit</i>
<i>Significant probability</i>	≥ 0.05	0,000	<i>Marginal Fit</i>
GFI	≥0.90	0.591	<i>Marginal Fit</i>
AGFI	≥0.90	0.527	<i>Marginal Fit</i>
TLI	≥0.90	0.474	<i>Marginal Fit</i>
RMSEA	≤0.08	0.130	<i>Marginal Fit</i>
CFI	≥ 0.90	0.515	<i>Marginal Fit</i>

Source: Data processed 2023

The results in the table above show that the research model is close to a fit model. This is shown in the figures for CMIN/DF (2015.484), GFI (0.591), AGFI (0.527), TLI (0.474), RMSEA (0.130) and CFI (0.515). This figure has a marginal point or is close to model fit. Model transformation is carried out to reduce the Chi-Square and the model becomes fit. Analysis of model changes, utilizing the results of the modification index output. Analysis of model changes utilizes the results of the output modification indices in table 4.18 below:

Table 18. Modification indices Covariance: (Group number 1 - Default model)

			MI	Par Change
MY	<-->	CABBAGE	4,338	-0.024

e31	<-->	KWU	4,548	0.028
e25	<-->	UKL	9,073	0.037
e25	<-->	CUL	5,592	-0.05
e20	<-->	e24	5.13	-0.046
e19	<-->	e25	7,089	0.059
e11	<-->	CABBAGE	7,455	0.053
e11	<-->	e19	6,366	-0.049
e11	<-->	e17	7.03	0.064
e9	<-->	e24	4,283	-0.041
e8	<-->	e29	4,264	0.038
e6	<-->	e31	4,344	-0.037
e6	<-->	e13	5.13	0.056
e5	<-->	e29	4,226	0.038
e3	<-->	CUL	4,281	-0.045
e3	<-->	e23	5,757	-0.058
e1	<-->	e29	4,851	-0.041

Source: Data processed 2023

After modifying the indices several times, the results are as follows:.

Table 19. Results of Modified Goodness of Fit Index Test

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Research Model	Model
CMIN/DF	≤ 2.0	313,169	<i>Marginal Fit</i>
<i>Significant probability</i>	≥ 0.05	0.875	<i>Good Fit</i>
GFI	≥0.90	0.921	<i>Good Fit</i>
AGFI	≥0.90	0.886	<i>Marginal Fit</i>
TLI	≥0.90	1,008	<i>Good Fit</i>
RMSEA	≤0.08	0,000	<i>Good Fit</i>
CFI	≥ 0.90	1,000	<i>Good Fit</i>

Source: Data processed 2023

Based on the results at index 4.19, it can be seen that the research model has completed the model fit benchmarks. This is shown in the Significant probability figures of





(0.875), GFI (0.921), TLI (1.008), RMSEA (0.000) and CFI (1.000) which are stated to have FIT numbers, only CMIN/DF (313.169) and AGFI (0.886) are has a Marginal Fit number.

4.3.3 Hypothesis Testing

This hypothesis testing procedure can be observed in table 20. It is clear from data processing that there is a positive relationship between variables if the CR shows a number above 1.96 and below 0.05 for the p number (Ghozali, 2017), so it can be said that:

Table 20. Hypothesis Test Results

No	Hypothesis	Standardized	P	CR	Information
1	The accuracy of the review affects the credibility of the review	0.679	5,104	0,000	Significant
2	The completeness of the review affects the credibility of the review	0.363	3,018	0.003	Significant
3	The timeliness of reviews affects the credibility of reviews	0.265	2,516	0.012	Significant
4	The quantity of reviews affects the credibility of reviews	0.172	1,600	0.110	Not significant
5	The consistency of reviews affects the credibility of reviews	0.252	2,172	0.003	Significant
6	Review expertise influences review credibility	0.493	3,942	0,000	Significant
7	The credibility of online reviews strengthens the positive influence of online shop features on customer purchase intentions	0.631	6,859	0,000	Significant

Source: Data processed 2023

According to Table 20, there are regression test results that show the weights that explain the influence between related variables. In the analysis, it was found that The results of the standardized regression weights parameter regression coefficient show that the figure is 0.679 with a CR figure of 5.104 with a ρ value of 0.000 ($\rho < 0.05$). These findings prove that there is a positive and significant influence between the accuracy of online reviews on the





credibility of online reviews, which proves that the hypothesis (H1) proposed in the previous chapter can be accepted. This means that the more positive the level of accuracy of an online review, the more significant the positive impact on the credibility of the online review. This will increase customer buying interest based on 1991 Roughneck Industrial Fashion Products on Shopee.

The results of the standardized regression weights parameter regression coefficient show that the value is 0.363 with a CR value of 3.018 with a ρ value of 0.003 ($\rho < 0.05$). The findings of this research show that there is a positive and significant influence of review completeness on the credibility of online reviews, which proves that the hypothesis (H2) proposed in the previous chapter can be accepted. This means that the more complete the online review, the more positive and significant the impact on the credibility of the review. This positive impact will increase customer buying interest in Roughneck 1991 Industrial Fashion Products on Shopee.

The results of the standardized regression weights parameter regression coefficient show that the value is 0.265 with a CR value of 2.516 with a ρ value of 0.012 ($\rho < 0.05$). The findings of this research show that there is a positive and significant influence. This means that the better the timeliness of online reviews, the more significant the positive impact on the credibility of the review.

The results of the standardized regression weights parameter regression coefficient show that the value is 0.172 with a CR value of 1.600 with a ρ value of 0.110 ($\rho > 0.05$). The findings in this study show that the quantity of reviews does not have a significant effect on the credibility of online reviews, which does not prove the hypothesis (H4) proposed in the previous chapter. This means that the quantity level of online reviews will not have a positive and significant influence on the credibility of these reviews.

The results of the standardized regression weights parameter regression coefficient show that the value is 0.252 with a CR value of 2.172 with a ρ value of 0.003 ($\rho < 0.05$). The research findings show that there is a significant positive influence that review consistency has on the credibility of online reviews, which proves the hypothesis (H5) proposed in the previous chapter. This means that the better the consistency of online reviews, the more significant the review's credibility will be.

The results of the standardized regression weights parameter regression coefficient show that the value is 0.493 with a CR value of 3.942 with a ρ value of 0.000 ($\rho < 0.05$). The findings in this study show that review expertise has a positive and significant influence on the credibility of online reviews, which proves the hypothesis (H6) proposed in the previous





chapter. This means that the better the reviewer's expertise, the more significant the review's credibility will be.

The results of the standardized regression weights parameter regression coefficient show that the value is 0.631 with a CR value of 6.859 with a ρ value of 0.000 ($\rho < 0.05$). The findings in this research show that the credibility variable of online reviews significantly strengthens the positive influence of online shop features on customer purchase intentions, which proves the hypothesis (H7) proposed in the previous chapter. This means that the better the credibility of online reviews, the stronger the positive influence of online shop features on customers' purchase intentions for Roughneck 1991 Fashion Industry Products on Shopee.

5. CONCLUSION

From the data analysis, the conclusion of this research is that the accuracy of online reviews has a positive and significant effect on the credibility of online reviews. The completeness of reviews has a positive and significant effect on online credibility, meaning that having clear, complete reviews regarding Roughneck 1991 products on Shopee will increase purchasing intentions, because each customer has an assessment of all complete reviews and provides comprehensive information regarding Roughneck 1991 products. Timeliness of reviews. affects the credibility of online reviews. What is meant by this research is that customers think that reviews of Roughneck 1991 products are always new and up to date, and describe the condition of Roughneck products.

The quantity of reviews has no influence on the credibility of online reviews. This means that in this research, customers do not consider that the large number of reviews is an indicator of information that is important or attracts attention for them in purchasing Roughneck 1991 products. The consistency of reviews affects the credibility of online reviews, which means that customers tend to think about reviews about Roughneck 1991 products on Shoope High consistency in reviews given on the Shopee app indicates a higher level of credibility. Reviewers' expertise has a significant influence on online credibility. Customers with review skills will lead to a lot of customer understanding, expertise and motivation to provide correct and honest information about Roughneck 1991 products on Shoope. The credibility of online reviews strengthens the positive influence of online shop features on customer purchasing intentions. In this research, the credibility of Roughneck 1991 product reviews on Shoope is an important factor in customer purchase intentions for Roughneck 1991 products.





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