Customer Analysis Review, Product Quality and Promotion on Purchasing Decisions for Cosmetic Products in E- commerce Shopee

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Abstrack

This research aims to determine the influence of customer reviews, product quality and promotions on purchasing decisions for cosmetic products on Shopee e-commerce. The population used in this research is Shopee consumers who have purchased cosmetic products. The sample selection technique in this study used non-probability sampling with the purposive sampling method. This research uses Naresh K Malhotra's theoretical formula with a total of 88 respondents. The analytical methods used include validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis and hypothesis tests (F test and T test). Analysis of the data used can see that the independent variable has an influence on the dependent variable. The research results show that customer reviews (X1) have a significant positive effect on purchasing decisions, product quality (X2) have a significant positive effect on purchasing decisions, and promotions (X3) have a significant positive effect on purchasing decisions. Customer reviews, product quality and promotions simultaneously influence decisions to purchase cosmetic products on Shopee e-commerce.

Keywords: customer reviews, product quality, promotions, purchasing decisions, e-commerce

1.   INTRODUCTION

Technological advances have become the main driver in changing human life patterns. One of the technological advances that has occurred is the development of internet technology. The internet is very popular among the public because it has wide connections and coverage. Widespread and fast internet access has changed the way we communicate, work and shop. This can be seen by the availability of various online- based services that can make things easier for people, one of which is the availability of e- commerce.

E- commerce has become an important part of modern society's daily life to make purchases easily and comfortably without having to sacrifice time to go to a shopping place. One of the e- commerce platforms that dominates the market in various countries, including Indonesia, is Shopee. Shopee is an e- commerce platform launched in 2015 by technology company Sea Limited. As an e- commerce platform, Shopee offers a variety of products ranging from daily necessities to luxury goods from various categories such as fashion, electronics, cosmetics to household equipment.

Selling cosmetic products through e- commerce such as Shopee in Indonesia has become a significant trend in recent years. This condition is proven by the high sales data in e- commerce for the cosmetic product category.
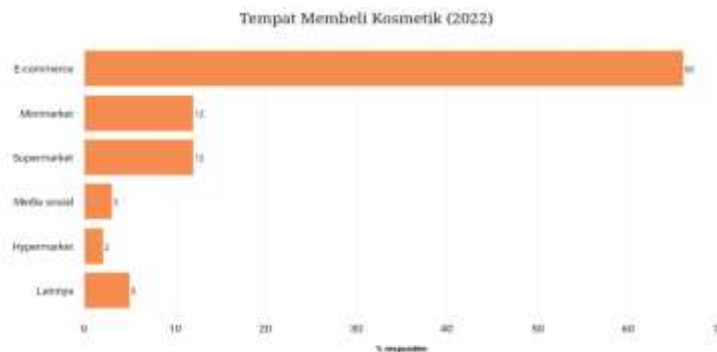
Gambar 1 Data Penjualan Produk Kosmetik

Source: Databox

Survey results Populix show that 66% of buyers cosmetics buy Through the internet. Research result This more Good than purchase cosmetics in hypermarkets, supermarkets and minimarkets. Supermarkets and minimarkets each account for 12% of buyers cosmetics, only 2% buy cosmetics from the hypermarket. The remaining 3% of respondents bought cosmetics via social media, and 5% purchased cosmetics in place other. Shopee is the most

popular cosmetics e-commerce, with 98% of respondents say they buy cosmetics on that platform.

When shopping on e- commerce, problems often arise when the product purchased is different from the original product. The success of an e- commerce platform like Shopee not only depends on the completeness of its products and services, but consumers also often look at product reviews and ratings before making purchasing decisions. Shopee provides a platform for users to post reviews and ratings to help other consumers make purchasing decisions. Customers reviews provide information to potential buyers about a product from consumers who have benefited from it. This allows consumers to easily find comparisons with similar products sold by other online merchants. Customer reviews are important in e-commerce because potential buyers look for information about products in the product review section. Consumers tend to give more trust to positive consumer reviews.

Quality product is one of the factor important influences decision purchase, p This Because customer want to ensure that they will get commensurate value with their money take it out. Manufacturer and marketer must notice quality product they For ensure that product the can fulfil standard expected quality consumer Because consumer want to ensure that they get products that meet hope and give good value for they. One important factor that influences purchasing decisions is product quality. According to Kotler & Armstrong in (Malik et al., 2022) Product quality is a feature or characteristic of a product or service that depends on its ability to meet customer needs, either directly or indirectly. Consumers are more likely to choose quality products because it can guarantee satisfaction and increase their trust in the e- commerce platform Shopee.

Promotion is one of the most important parts in attracting consumers to buy a product. According to Kotler & Keller in (Balhmar, 2021) Promotions are various types of short-term incentives that aim to encourage consumers to try or buy the products or services offered. This can be in the form of consumer promotions such as discount vouchers, free shipping, cashback, etc.; and commercial promotions such as advertising or photo displays. Promotions can be run by means of price reductions (discounts), free shipping and cashback. Apart from that, the promotions offered can also be in the form of live videos Shoppee which contains information about products, such as quality, price and usefulness of the product being reviewed. Therefore, customer reviews, product quality, and promotions can play an important role in consumer purchasing decisions on e- commerce platforms such as Shopee.

The problem of this research is how much influence the customer has reviews, product quality, and promotions on purchasing decisions for cosmetic products in e-commerce Shopee. The purpose of this research is to analyze customer influence reviews,

product quality and promotions on purchasing decisions for cosmetic products in e-commerce Shopee.

2.   LITERATURE REVIEW
2.1   Customers Reviews

According to Filieri R in (Faradita & Widjajanti, 2023) say that customer reviews are type promotion from mouth to mouth in online sales where prospective buyer accept information about something product from customers who have feel the benefits. Temporary that, Mo et al. in (Anugrah et al., 2021) say that customers revie w is type evaluation products that include information provided by customers. Consumers can use information review For determine quality their products want based on experiences given by other consumers after buy similar products. Customers review can influence perception consumer about credibility their information get based on quality their information get. Customer indicators The review developed by Latifa P. and Harimukti W in (Silvia, 2021) is as follows: Perceived Usefulness, Source credibility. source), Argument quality (quality argument), and Review Valance (combined review).

2.2   Product Quality

Ability product For do function, such as Power resistance, visibility, constancy, convenience use, and repair, are called quality product (Kotler & Keller in (Marchela et al., 2022) . Meanwhile, according to Nasution et al (2020) Quality product is very important for consumer For guard connection Good with company provider product. For company, product is very important Because business No can operate without any product. Product more customized with market demand and preferences customer during the production process (Faradita & Widjajanti, 2023) . The product quality indicators used in this research are based on Mullins, Orville, Larreche, and Boyd in the book (Nurazizah et al., 2022) that there are several indicators that can be measured from product quality, namely: Performance, Durability.), Conformance to specifications (conformity to specifications), Features (Features), Reliability (reliability), Aesthetics (aesthetics), Perceived quality (impression of quality).

2.3   Promotion

One of mix components marketing is promotion, which works For inform, persuade, and remind customer about product or brand something company (Tjiptono in Marlius & Jovanka, 2023) . According to Kotler & Keller in (Balhmar, 2021) Promotion is various incentive period motivational short customer For try or buy goods and services offered. This

can form promotion For consumer such as discount vouchers, free fares send, cashback, etc.; or promotion For business like advertisement or display photo. Business most often use mix promotion For introduce product they To people. This is one of the from Lots method marketing other. One of a must problem faced is choose type proper promotion For product or service certain things and use them with Correct For reach desired result. According to Utami in his book (Utami, 2017) indicators of Sales Promotion (Sales Promotion) as follows: Consumer promotion (Consumer promotion) and Trade Promotion (Trade promo).

2.4 Purchase Decision

Consumer purchasing decisions are the stage where consumers form the intention to buy a product or service that they like most, where purchasing decisions can be changed, postponed, or avoided, largely depending on the perceived risk (Kotler and Keller in Satria & Anggrainie, 2023) . Meanwhile, decision purchase is a search process the problem started from background behind problem, identification problems, and form something conclusion or recommendation. Recommendation This exploited and used as guide base For taking decision. Taking decision consumer is an action carried out by a person consumer in choose something product considered as solution to needs and desires consumer (Marlius & Jovanka, 2023) . Purchasing decision indicators according to Sangadji & Sopiah in (Antonius, 2023) explain that consumer decision indicators are as follows: Recognition of needs, search for information, evaluation of alternatives, purchasing decisions, and post-purchase behavior.

2.5 Research Hypothesis
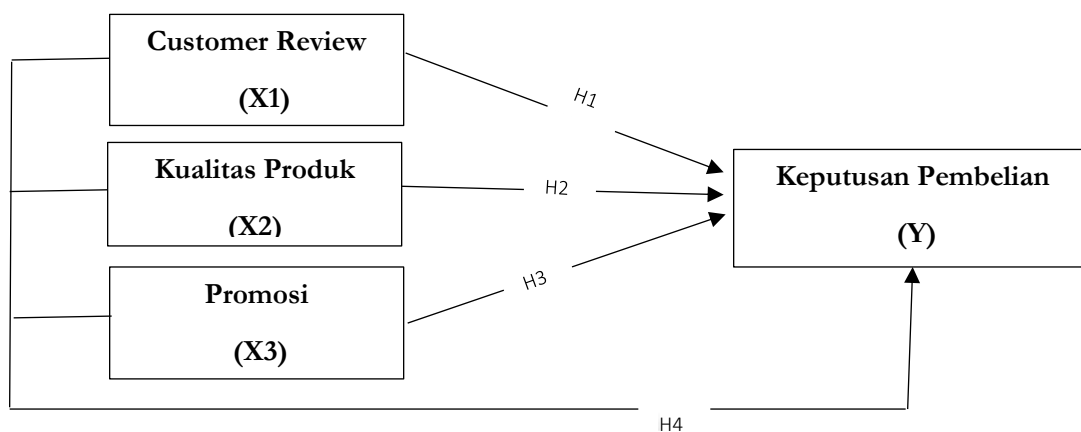
Gambar 2 frame work

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H1: Customer Reviews have an influence to decision purchase.

H 2 : Product quality has an influence to decision purchase.

H 3 : Promotion influential to decision purchase.

H 4 : Customer Reviews, Product Quality and Promotions have an influence to decision purchase.

3.   RESEARCH METHODS

Study This use approach quantitative. Approach quantitative used For learn population or sample specific, collect data with instrument research, and analyzing data effectively quantitative and statistical For test hypothesis created.

The population used in this research is E- Commerce users Shopee. The sampling technique used in this research uses a non- probability sampling technique with a purposive sampling method, because the sample to be studied has certain predetermined criteria. In determining the number of samples used in this research, a formula was used in accordance with Naresh K Malhotra 's theory where the sample size must be at least four or five times the number of question items. So, 88 samples were obtained from 4 variables × 22 question items (Supiyandi et al., 2022) .

The data collection method in this research uses a questionnaire, namely collecting data by providing a list of questions that are distributed to respondents. After the data is collected, the next step is that the data is processed and analyzed first so that it can be used as a basis for making decisions and used to answer questions regarding the problems in the research. The data analysis technique in this research is using Validity and Reliability Test, Normality Test, Heteroscedasticity Test, Multicollinearity Test, Multiple Linear Regression Analysis, Hypothesis Testing T Test and F Test using the SPSS 21 program.

4.   RESULTS

Based on the results of distributing questionnaires to 88 samples, the average age of respondents was 21 years old with a percentage of 38%, this happened because respondents aged 20-22 years tended to shop via e- commerce shopee because it saves more time and energy. For work/education, the average respondent's work/education is students with a percentage of 53%, this happens because many of the products sold on Shopee meet their needs and the models of attractive products make students interested in shopping on e-commerce. shopee. In the income statement, 56% of respondents with income < Rp. 500,000, 27% of respondents with income > Rp. 1,000,000, and 17% of respondents with an income of Rp. 500.00 – 1,000,000.

4.1   Validity Test

Table 1 Validity test

Variable	Statement	r count	r table	Information
	X1.1	0.771	0.2072	Valid
Customers Reviews (X1)	X1.2	0.719	0.2072	Valid
	X1.3	0.788	0.2072	Valid
	X1.4	0.682	0.2072	Valid
	X2.1	0.818	0.2072	Valid
	X2.2	0.789	0.2072	Valid
	X2.3	0.664	0.2072	Valid
Product Quality (X2)	X2.4	0.547	0.2072	Valid
	X2.5	0.802	0.2072	Valid
	X2.6	0.767	0.2072	Valid
	X2.7	0.793	0.2072	Valid
	X3.1	0.754	0.2072	Valid
	X3.2	0.764	0.2072	Valid
Promotion (X3)	X3.3	0.673	0.2072	Valid
	X3.4	0.800	0.2072	Valid
	X3.5	0.807	0.2072	Valid
	X3.6	0.765	0.2072	Valid
	Y1	0.641	0.2072	Valid
	Y2	0.706	0.2072	Valid
Purchase Decision (Y)	Y3	0.778	0.2072	Valid
	Y4	0.714	0.2072	Valid
	Y5	0.743	0.2072	Valid

Based on the results of the validity test, customer variables reviews, product quality, promotions and purchasing decisions have r count > r table meaning that each variable is valid.

4.2 Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reliability Coefficient	Information
Customers Reviews (X1)	0.725	0.6	Reliable
Product Quality (X2)	0.862	0.6	Reliable
Promotion (X3)	0.862	0.6	Reliable
Purchase Decision (Y)	0.759	0.6	Reliable

Customer variable reliability testing reviews, product quality, promotions and purchasing decisions have Cronbach's values Alpha > Reliability Coefficient (0.6). It can be concluded that the measurement of each variable is reliable.

4.3 Normality Test

Table 3 Tests of Normality

	Kolmogorov-Smirnov [a]			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Standardized Residuals	,076	88	,200 *	,981	88	,236
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Normality test with Kolmogorov-Smirnov, a significance value of 0.200 > 0.05 can be said to be a residual variable. standardized normally distributed.

4.4 Multicollinearity Test

Table 4. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,667	1,078		2,475	,015		
	Total_X1	-,015	,069	-,030	-,221	,825	,621	1,609
	Total_X2	-,052	,040	-,169	-1,291	,200	,675	1,483

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Total_X3	,016	,049	,048	,332	,741	,559	1,790
a. Dependent Variable: abres							

Multicollinearity Test done with how to see Tolerance and Variance Inflation Factor (VIF) values. If the VIF value < 10, then the regression model obtained No contain symptom multicollinearity. If the Tolerance value > 0, 1, so the regression model obtained No contain symptom multicollinearity.

The multicollinearity test variable customers review, product quality and promotion have tolerance values of 0.621, 0.675, 0.559 > 0.1 and VIF values of 1.609, 1.483, 1.790 < 10. It can be concluded that they do not contain symptoms of multicollinearity.

4.5   Heteroscedasticity Test

Table 5. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,667	1,078		2,475	,015		
	Total_X1	-,015	,069	-,030	-,221	,825	,621	1,609
	Total_X2	-,052	,040	-,169	-1,291	,200	,675	1,483
	Total_X3	,016	,049	,048	,332	,741	,559	1,790
a. Dependent Variable: abres								

Based on the output above, customer variables review own mark significance 0.825, the product quality variable has a significance value of 0.200 and variable promotion own mark significance 0.741, these three variables have a significance value > 0.05, so can said that No happen symptom heteroscedasticity in the regression model obtained.

4.6   Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,010	1,804		3,887	,000

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Total_X1	,301	,116	,273	2,591	,011
Total_X2	,190	,067	,287	2,838	,006
Total_X3	,164	,082	,221	1,987	,050
a. Dependent Variable: Total_Y					

Based on the multiple regression analysis above, it can be seen that the β coefficient is in the form of a regression equation. The purchasing decision value (Y) is 7.010, which means if the customer reviews, product quality, and promotions = 0, then the purchasing decision is 7.010. Customer Value Reviews (X1) is 0.301. This means that an increase in customer reviews by 1% results in an increase in purchasing decisions by 30.1%. The product quality value (X2) is 0.190, this means that an increase in product quality by 1% increases purchasing decisions by 19.0%. Promotion Value (X3) is 0.164, this means that an increase in promotions of 1% increases purchasing decisions by 16.4%. So the regression equation obtained based on the Coefficients table is:

Y = 7.010 + 0.301X1 + 0.190X2 + 0.164X3.

1) F test

Table 7. F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210,398	3	70,133	20,215	,000 [b]
	Residual	291,421	84	3,469		
	Total	501,818	87			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X3, Total_X2, Total_X1						

Based on the F test, the calculated F value > F table is obtained, namely 20.215 > 2.71 with a sig value of 0.00 < 0.05. It can be concluded that simultaneously customer reviews, product quality and promotions have a significant influence on purchasing decisions for cosmetic products in e- commerce shopee.

2) T test

Table 8. T test

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,010	1,804		3,887	,000
Total_X1	,301	,116	,273	2,591	,011

Total_X2	,190	,067	,287	2,838	,006
Total_X3	,164	,082	,221	1,987	,050
a. Dependent Variable: Total_Y					

Of the customer variable t test review (X1) has a calculated t value of 2.591 > 1.663, and a significance value of 0.01 < 0.05, which means it is significant, this means the Customer variable Reviews (X1) have a significant effect on the purchasing decision variable (Y).

The calculated value of the t test for the product quality variable (X2) has a calculated t value of 2.838 > 1.663, and a significance value of 0.00 < 0.05, which means it is significant, this means that the Product Quality variable (X2) has a significant effect on the purchasing decision variable (Y).

The calculated t test value of the promotion variable (X3) has a calculated t value of 1.987 > 1.663, and a significance value of 0.05 = 0.05, which means it is significant, this means that the Promotion variable (X3) has a significant effect on the purchasing decision variable (Y).

5. DISCUSSION

5.1 Customer influence review of purchasing decisions

Based on analysis results using test t, customers review have influence Which significant to decision purchase. Mark t count as big as 2,591 > 1,663, And mark significance as big as 0.01 < 0.05 so from calculation the can concluded that customers review have influence Which significant to decision purchase cosmetics in e-commerce shopee, And H1 accepted. Customers Reviews are assessments given by consumers to provide information about various aspects of a product. This information allows consumers to get information about the quality of the product they are looking for through reviews and experiences of consumers who have purchased products on e- commerce shopee. When consumers have difficulty predicting product quality in online stores, reviews from other consumers become very important when making purchasing decisions. Consumers view reviews from other consumers as an indicator of the popularity or value of a product, this can influence consumers to make purchasing decisions. Before making a purchasing decision, consumers must look for information related to the product, one of which is by looking at the customer reviews. Customers reviews provide information about consumer perceptions of a product, positive reviews encourage purchasing decisions, while negative reviews give consumers a negative impression of the product. This shows that along with the increase in customers positive reviews of products in e- commerce Shopee, then purchasing decisions will increase.

The results of this research are also in line with research conducted by Sitinjak & Silvia, (2022) stating that customer reviews have a positive influence on purchasing decisions in E-commerce shoppee in North Jakarta. (Sitinjak & Silvia, 2022) .

5.2   The influence of product quality on purchasing decisions

Based on results analysis using tests t, quality product have influence Which significant to decision purchase. Mark t count as big as 2,838 > 1,663 And mark Sig 0.00 < 0.05. From the results of this analysis can concluded that quality product have influence Which significant to decision purchase cosmetics in e-commerce shopee, and H2 accepted. Because product Which offered shopee own quality Which The same with product original, so Shopee is e- commerce that is in great demand from all groups, especially students. Product quality can be described through consumer reviews, the more positive reviews a product has, the better the quality of the product. This feature makes it easier for consumers to choose quality products on Shopee. Apart from that, students are used to shopping on e-commerce shopee, you can see product reviews before making a purchasing decision. This research is also in line with research conducted by Hajijah, et al, (2022) shows that the quality of products at Shopee simultaneously influences purchasing decisions among Shopee users among students in Cirebon City.

5.3   The influence of promotions on purchasing decisions

Based on results analysis using tests t, promotion have influence Which significant to decision purchase. Mark t count as big as 1,987 > 1,663 And mark Sig 0.05 = 0.05. From the results of this analysis can concluded that promotions have influence Which significant to decision purchase cosmetics in e-commerce shopee, and H 3 accepted. Promotions can take the form of a *flashsale feature,* this feature is usually located on the main page where consumers can directly access it. Apart from *flash sales,* Shopee also provides promotions in the form of free shipping. Consumers usually use the free shipping feature when Shopee holds events at the beginning of the month or on certain days. Another promotional feature is that Shopee offers *cash services on delivery,* so consumers can easily make transactions on the spot. Then shopee also provides *shopee services paylater* which makes it easier for consumers to buy in advance and pay in installments at a later date. This means with the *flashsale feature,* free shipping, *cash on delivery* and *shopee paylater* consumers are more interested so they will make purchasing decisions more quickly. The results of this research are also in line with research conducted by Balhmar, (2021) which states that promotions have a significant effect on purchasing decisions on e-commerce platforms. shopee. (Balhmar, 2021).

5.4 Customer influence reviews, product quality, and promotions on purchasing decisions

As explained in the F test shows customer reviews, product quality, and promotions simultaneously influence purchasing decisions. The calculated F value > F table is 20.215 > 2.71 and the significance value is 0.00 < 0.05. It means customer reviews, product quality, and promotions simultaneously influence decisions to purchase cosmetic products in e-commerce Shopee, and H4 accepted. Behavior consumer moment buy something, which is usually be marked with payment, called as decision purchase. After consumer do a number of steps, like see product reviews from customer else, check quality product in a way thoroughly, and see feature on- page promotions main shopee. So decision purchase For buy cosmetics on shopee e-commerce influenced by customer reviews, quality products, and promotions. The results of this research are also in line with research conducted by Nuraeni & Irawati, (2021) stating that customers reviews, product quality and promotions have a significant influence on purchasing decisions on e- commerce platforms shopee. (Nuraeni & Irawati, 2021) .

6. CONCLUSION

Based on existing data collected there is part respondents originate from island appropriate Java with criteria. Then results data analysis ; 1) Customer reviews have significant influence to decision purchase cosmetics on e-commerce Shopee. In other words, more and more lots of positive reviews from consumer so the more often consumers make decisions purchase ; (2) Quality product influential significant to decision purchase cosmetics on shopee e-commerce. It means the more Good quality product so will the more there are lots of decisions purchases made ; (3) Promotion influential significant to decision purchase cosmetics on shopee e-commerce. In other words, more and more Lots promotions offered to consumers, increasingly there are many consumers take decision purchase ; (4) Customer reviews, quality products and promotions in a way simultaneous influential to decision purchase cosmetics on e-commerce Shopee.

Based on conclusion in above, value coefficient highest obtained contained in variables quality product (X2) is 0.287 and the customer review variable (X1) is 0.273. Whereas mark coefficient Lowest contained in variables promotion (X3) of 0.221. From Eq regression seen that customer review variables (X1) and quality product (X2) has more influence big to decision purchase cosmetics on e-commerce Shopee compared with variable promotion (X3). In matter this, got it given suggestions that Shopee sellers need more Lots promotion For increase decision purchase.

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