

# **PENGARUH DIGITAL MARKETING, INFLUENCER MARKETING, DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE**

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**Abstract.** Currently Shopee is the first marketplace application that is safe, easy and practical for buying and selling online. Shopee is a buying and selling service that uses a marketing strategy by distributing free services throughout Indonesia. The development of e-commerce makes it very easy for people to carry out daily activities. Therefore, companies are currently competing to provide online services that are used as an addition to their traditional offline services. This research aims to determine the influence of digital marketing, influencer marketing, and online customer reviews on purchasing decisions on Shopee e-commerce in DIY. The population in this research is all consumers who shop online at e-commerce Shopee in DIY. Sampling was taken using non-probability sampling and a sample of 120 user respondents who had made purchases via e-commerce Shopee in DIY were obtained. Hypothesis testing in this research uses Partial Least Square (PLS). Based on the results obtained from this research, it shows that digital marketing has a positive and significant influence on purchasing decisions, influencer marketing has a positive and significant influence on purchasing decisions, and online customer reviews have a positive and significant influence on purchasing decisions. This research contributes to the company as a marketing strategy and is useful for the development of science.

**Keywords:** *digital marketing, influencer marketing, online customer reviews, decisions.*

## **1 INTRODUCTION**

Currently Shopee e-commerce is increasing, based on information from databoks news on 4/7/2021, it explains how amazing it is that Indonesia is the first country with the highest percentage of e-commerce users in the world with a percentage of 88.1%, internet users in Indonesia use the Shopee e-commerce application to make purchases a product. Then the UK is in second place with 86.9% of internet users using e-commerce, and in third place is the

Philippines with 86.2% of users. So it can be concluded that online shopping is very popular with all people in the world, especially in Indonesia.

Technological developments have also made the internet more modern, thereby changing the lifestyle of people who want everything instantaneously. Due to the increasing mobility of people in their daily activities. So people choose something practical and instant to meet their daily needs. One of the uses of internet media in business applications is electronic commerce (e-commerce).

The development of e-commerce makes it very easy for people to carry out daily activities. Widyanita, (2018) stated that companies are currently competing to provide online services which are used as an addition to their offline services which are still traditional. Because improving e-commerce services will be one of the keys to success in the e-retailing supply chain.

## **2 LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

Marketing is one of the main activities that must be carried out by companies in order to survive in this era. Marketing requires more contact with consumers than consumers other functions within a company. A company needs to know how to market a product or service appropriately so that it can make the product or service meet consumer needs and provide satisfaction for consumers. Even though promotions, influencers, and reviews of a product are not explicitly mentioned in definition of what marketing is, but it can be understood that this is important factors in marketing exist today.

### **1. Digital Marketing**

Current technological advances are driving changes in technological progress in the marketing field. Conventional media which is used as a means of promotion is now experiencing a transition to digital media which is known as digital marketing. Digital marketing from the perspective of business people is a marketing system that uses internet media with mobile phones.

Digital Marketing has a big influence on the level of customer satisfaction because customers get the same benefits and get several additional advantages. As stated by Rachmansyah (2017), digital marketing is one of the factors that influences customer loyalty, because digital marketing will simultaneously increase opportunities such as spending efficiency as well as establishing consistent relationships with consumers so that consumer loyalty increases.

The aim of digital marketing according to Rapisari (2016) is to increase sales through various digital marketing techniques including promotional activities and building preferences by prioritizing communication with consumers by providing a special space that accommodates criticism and suggestions from consumers so that consumers feel more appreciated. It looks simple but is difficult to understand, especially for sellers who don't understand the actual concept of digital marketing.

### **2. Influencer Marketing**

According to Astono (2020), Influencer marketing is an action to promote and sell a product or service through people (influencers) who have the ability to introduce a brand to consumers. Influencers are people who have great influence and many followers who can influence the behavior of their followers.

Wikipedia defines influencer marketing as social media marketing that involves the endorsement and placement of products by influencers, people, and organizations with a recognized level of knowledge or social influence in their field. According to Mardiana (2022), Influencers aim to increase brand awareness through content shared by influencers via social media and e-commerce in order to influence other people.

Influencer marketing is now in great demand by companies to market their products. Because influencer marketing is able to inform and entertain consumers, which in the end can increase the sales results of a product.

### 3. Online Customer Review

Online customer reviews are a very important source when potential consumers want to make purchasing decisions. It can be concluded that online customer reviews are consumer assessments that are given online and are informational in nature after purchasing a product in an online shop, and these assessments are very influential when potential consumers want to make purchasing decisions at Shopee e-commerce.

In this way, it becomes easier for consumers to find comparisons of similar products sold by other online sellers, this is due to the use of digital marketing media which provides benefits to consumers not directly to different sellers. Comments from consumers who inform them about purchasing a product become an evaluation regarding the goods in terms of various aspects, for example the quality of the goods and the quality of service received by consumers after purchasing goods at the shop.

### 4. Purchase Decision

According to Kotler (2016) purchasing decisions taken by individuals and households for personal consumption are the final decisions. In the business world, sellers are required to have information that can support their business activities, especially in terms of developments in online marketing technology so that their products can be widely known by the public and increase purchasing power. Several researchers have proven that buyers feel a greater impact when buying online compared to conventional methods. The internet provides easy and fast access to various platforms, especially Shopee e-commerce, where consumers can see product quality in detail through photos, videos and Shopee Live.

## 3 RESEARCH METHODOLOGY

According to (Sugiyono 2016) population is a generalized area consisting of subjects and objects that have certain qualities and characteristics determined by researchers with the aim of researching and then drawing conclusions. In this research, the population used is all consumers who have experience shopping online via Shopee e-commerce in DIY.

The sample in this research is part of consumers at Shopee e-commerce in DIY. Determination of the sample size is calculated based on the following formula (Hair et al., 2010): [5-10 x number of indicators used]. From the results of the calculations above, the number of samples to be studied was 120 respondents and divided based on the areas of Sleman, Gunung Kidul, Kulon Progo, Bantul and Yogyakarta City.

The sampling technique in this research uses non-probability sampling with a purposive sampling method, where this technique is a sampling technique that provides opportunities or opportunities with certain considerations for each element or member of the population to be selected as a sample (Sugiyono, 2016). The sample criteria used in this research are: Shopee e-commerce users who are in DIY, Shopee e-commerce users who have made purchases on Shopee e-commerce; Shopee e-commerce users who are over 17 years old.

Data types and data sources, this type of research is a type of quantitative research. This quantitative research uses numbers and statistics to collect and analyze measurable data. The data sources used in this research are primary data and secondary data. Primary data is a data questionnaire distributed to a sample of respondents in accordance with the target population in the research (Sugiyono, 2016). The primary data in this research are Shopee e-commerce users who have experience shopping online via the Shopee application and live in DIY. Meanwhile, secondary data in this research comes from websites related to the problems that will be discussed in this research, which will later be used as a guide in the research.

According to (Sugiyono, 2016) a questionnaire is a data collection technique that is carried out by providing a series of questions or written statements for respondents to answer. The questionnaire will be distributed via social media in the form of a Google form. This questionnaire will later be filled with questions or statements according to the number of indicators. In the questionnaire there is a list of questions or statements that describe problems related to Digital Marketing, Influencer Marketing, Online Customer reviews, and purchasing decisions on Shopee E-commerce in DIY.

#### Validity and Reliability

Convergent validity shows that there is a relationship between construct indicators and latent variables. The measurement used in this research is the loading factor value for each construct. If the loading factor value is  $> 0.7$  and Average Variances Extracted (AVE)  $> 0.5$  then the variables used in this research are declared valid. Composite reliability testing aims to test the validity of the instrument in a research model. Or measure internal consistency and the value must be  $> 0.7$ . If all latent variable values have composite reliability and Cronbach alpha values  $> 0.7$ , this means that the construct has good reliability or the questionnaire used as a tool in this research is reliable or consistent.

#### Data Analysis

The following measurements must be carried out on the structural model, namely: It is concluded that the existing R-Square value criteria are 0.75, 0.50, 0.25, meaning that these criteria can be said to have strong, medium and weak model values. according to (Hair et al., 2011). R Square in PLS can produce the variables explained in the model represented by the magnitude of the variance. Hypothesis testing uses values in the t-table with T-statistics resulting from the bootstrapping procedure in smartPLS software. Because hypothesis testing can be proven by looking at the T-statistic value which is greater than the t-table value, the conclusion of these results is that it is proven that there is a significant relationship between the research variables. In hypothesis testing, if the T-statistic value is  $> 1.96$  then the results are concluded to be significant, but a T-statistic value  $< 1.96$  concludes the test is not significant (Ghozali & Latan, 2015).

## 4. RESULT AND DICUSSION

Based on the results of obtaining data on the gender of respondents carried out through a questionnaire survey, this research obtained the following results:

Tabel 4.1 Gender And Frequency Percentage

Gender	Gender	Percentage (%)
Laki- laki	39	32,5
Perempuan	81	67,5%
<b>TOTAL</b>	120	100%

Table 4.2 Frequency Table Of Respondents By Age

Age	Frequency	Percentage (%)
17-25 tahun	113	94,2%
26-35 tahun	3	2,5%
36-45 tahun	2	1,7%
> 45 tahun	2	1,7%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

Table 4.3 Frequency of Respondents Based on Domicile

Domisili	Jumlah	Presentase
Kota Yogyakarta	55	45,8%
Sleman	17	14,2%
Bantul	15	12,5%
Gunungkidul	19	15,8%
Kulonprogo	14	11,7%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

Table 4.4 Frequency Of Respondents By Occupation

Pekerjaan	Jumlah	Presentase
Pelajar/Mahasiswa	109	90,8%
Wiraswasta	5	4,2%
Pegawai Negeri	1	0,8%
Karyawan Swasta	2	1,7%
Ibu Rumah Tangga	3	2,5%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

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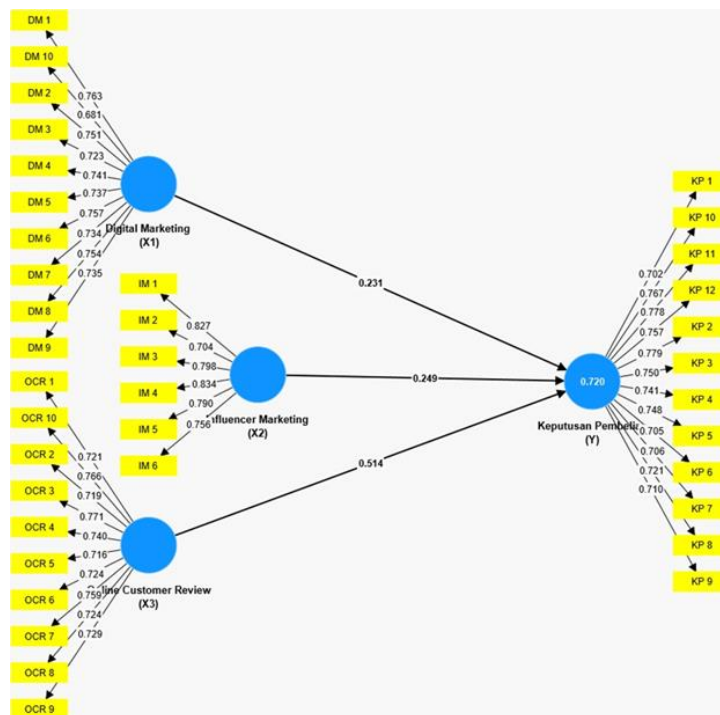
Table 4.5 Frequency of Respondents Based on Last Education

Pendidikan	Jumlah	Presentase
SMA/SMK	84	70%
Sarjana (S1)	36	30%
Pascasarjana (S2)	0	0%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

Table 4.6 Frequency Of Respondents By Income

Pendapatan	Jumlah	Presentase
< Rp. 1.000.000	58	48,3%
Rp. 1.000.000 – Rp. 5.000.000	57	47,5%
Rp. 6.000.000 – Rp. 10.000.000	3	2,5%
> Rp 10.000.000	2	1,7%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>

Following are the results of the outer model test which shows the outer loading value using the analysis tool SmartPLS 4.0



### 1. Convergent validity

Convergent validity is a test used to determine the size of the correlation between latent variables and their constructs. All variable indicators in this study are included in the reflective indicators so that the decision making criteria in this test are assessed based on the loading factor value. The indicator is said to be valid if the loading factor value is  $> 0.7$  (Hair et al., 2017). The indicator that has the highest loading factor value is the strongest indicator. The following are the results of convergent validity testing.

Konstruk	Kode Item	Loading Factor	Kesimpulan
<b>Digital Marketing</b>	DM.1	0.762	Valid
	DM.2	0.741	Valid
	DM.3	0.722	Valid
	DM.4	0.747	Valid
	DM.5	0.721	Valid
	DM.6	0.739	Valid
	DM.7	0.730	Valid
	DM.8	0.741	Valid
	DM.9	0.724	Valid
	DM.10	0.704	Valid
	DM.11	0.704	Valid
	DM.12	0.769	Valid
<b>Influencer Marketing</b>	IM.1	0.827	Valid
	IM.2	0.704	Valid
	IM.3	0.798	Valid
	IM.4	0.834	Valid
	IM.5	0.790	Valid
	IM.6	0.756	Valid
<b>Online Customer Review</b>	OCR.1	0.721	Valid
	OCR.2	0.719	Valid
	OCR.3	0.771	Valid
	OCR.4	0.740	Valid
	OCR.5	0.716	Valid
	OCR.6	0.724	Valid
	OCR.7	0.759	Valid
	OCR.8	0.724	Valid
	OCR.9	0.729	Valid
	OCR.10	0.766	Valid
<b>Keputusan Pembelian</b>	KP.1	0.703	Valid
	KP.2	0.779	Valid
	KP.3	0.749	Valid
	KP.4	0.741	Valid
	KP.5	0.748	Valid
	KP.6	0.705	Valid
	KP.7	0.706	Valid
	KP.8	0.720	Valid
	KP.9	0.710	Valid
	KP.10	0.767	Valid
	KP.11	0.778	Valid

	KP.12	0.757	Valid
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## 2. Discriminant validity

Discriminant validity is the value of an indicator in measuring the instrument construct in research. In this research, the value used is based on cross loading. An indicator is said to have met discriminant validity if the cross loading value for each variable must be  $> 0.7$  (Hair et al., 2017).

Indikator	Digital Marketing (X1)	Inflencer Marketing (X2)	Online Customer Review (X3)	Keputusan Pembelian
DM.1	0,762	0,449	0,449	0,505
DM.2	0,704	0,525	0,405	0,445
DM.3	0,704	0,488	0,303	0,458
DM.4	0,769	0,467	0,406	0,543
DM.5	0,741	0,494	0,361	0,427
DM.6	0,722	0,500	0,505	0,604
DM.7	0,747	0,558	0,387	0,508
DM.8	0,721	0,523	0,347	0,453
DM.9	0,739	0,442	0,439	0,561
DM.10	0,730	0,702	0,380	0,492
DM.11	0,741	0,527	0,226	0,353
DM.12	0,724	0,473	0,412	0,482
IM.1	0,528	0,827	0,396	0,543
IM.2	0,396	0,704	0,313	0,390
IM.3	0,531	0,798	0,315	0,467
IM.4	0,612	0,834	0,424	0,546
IM.5	0,565	0,790	0,470	0,562
IM.6	0,602	0,756	0,451	0,611
OCR.1	0,389	0,312	0,721	0,517
OCR.2	0,351	0,320	0,766	0,517
OCR.3	0,404	0,445	0,719	0,589
OCR.4	0,448	0,395	0,771	0,607
OCR.5	0,328	0,246	0,740	0,451
OCR.6	0,329	0,304	0,716	0,507
OCR.7	0,479	0,473	0,724	0,636
OCR.8	0,340	0,365	0,759	0,589
OCR.9	0,361	0,380	0,724	0,30
OCR.10	0,469	0,460	0,729	0,658
KP.1	0,563	0,542	0,632	0,703
KP.2	0,572	0,572	0,587	0,779
KP.3	0,532	0,545	0,529	0,749
KP.4	0,495	0,474	0,556	0,741
KP.5	0,402	0,428	0,620	0,748
KP.6	0,394	0,440	0,486	0,705
KP.7	0,459	0,477	0,478	0,706
KP.8	0,542	0,499	0,583	0,720
KP.9	0,473	0,473	0,475	0,710



KP.10	0,486	0,447	0,616	0,767
KP.11	0,463	0,496	0,571	0,778
KP.12	0,543	0,542	0,631	0,757

### 3. Composite Reliability, and Cronbach's Alpha

Reliability testing is testing carried out to find out whether the tests carried out remain consistent. The reliability test uses three criteria, namely Average Variance Extraced (AVE), Composite Reliability, and Cronbach's Alpha. The condition for a variable is said to be reliable if the Average Variance Extraced (AVE) value has a value  $> 0.5$ , Composite Reliability has a value  $> 0.7$ , and Cronbach's Alpha has a value  $> 0.7$  (Hair et al., 2017).

Konstruk	Cronbach Alpha	Composite Reability	AVE	Kesimpulan
DM (X1)	0.922	0.925	0.539	Reliabel
IM (X2)	0.876	0.884	0.618	Reliabel
OCR (X3)	0.907	0.910	0.543	Reliabel
KP (Y)	0.924	0.926	0.546	Reliabel

Structural model evaluation aims to predict the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square:

#### 1. R-squares

This R-Squares value is used as an explanation of the influence of the independent latent variable on the dependent latent variable as proof of ownership of the substantive influence. According to Hair et al., (2011) the R-Square value in three classifications, namely 0.75 (strong), 0.50 (moderate), and 0.25 (weak).

Variabel Penelitian	R-Square	R-Square Adjusted
Keputusan Pembelian (Y)	0.717	0.710

### Uji Hipotesis

Hypothesis testing is used to determine the relationship between research variables. Hypothesis testing uses smartPLS 4.0 through a bootstrapping process. The hypothesis in this research is based on the p value and t-statistic with the following conditions:

Konstruk	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P-values
DM (X1)-> KP (Y)	0.216	0.222	0.096	2.261	0.024
IM (X2) -> KP (Y)	0.255	0.254	0.074	3.450	0.001
OCR (X3) -> KP (Y)	0.521	0.521	0.084	6.201	0.000

## **Analysis and Discussion**

### **1. The influence of digital marketing on purchasing decisions**

Based on the test results, the digital marketing variable on purchasing decisions has a T-Statistics value of 2.261, a P-Value of 0.024, an AVE value of 0.539, a Composite Reliability value of 0.925, and a Cronbach Alpha of 0.922. So H1 is accepted because the T-Statistics value is  $>1.96$ , the P-Value is  $>0.05$ , the AVE value is  $>0.5$ , the Composite Reliability value is  $>0.7$ , and the Cronbach Alpha value is included in High Reliability. Thus, it can be concluded that digital marketing variables have a significant positive influence on purchasing decisions.

### **2. The influence of influencer marketing on purchasing decisions**

Based on the test results, the influencer marketing variable on purchasing decisions has a T-Statistics value of 3.450, a P-Value value of 0.001, an AVE value of 0.618, a Composite Reliability value of 0.884, and a Cronbach Alpha value of 0.876. So H2 is accepted because the T-Statistics value is  $>1.96$ , P-Value  $<0.05$ , AVE value  $>0.5$ , Composite Reliability value  $>0.7$ , and Cronbach Alpha value is included in High Reliability. Thus, it can be concluded that the influencer marketing variable has a significant positive influence on purchasing decisions.

### **3. The influence of online customer reviews on purchasing decisions**

Based on the test results, the online customer review variable on purchasing decisions has a T-Statistics value of 6.201, a P-Value of 0.000, an AVE value of 0.543, a Composite Reliability value of 0.910, and a Cronbach Alpha of 0.907. So H3 is accepted because the T-Statistics value is  $>1.96$ , the P-Value is  $<0.05$ , the AVE value is  $>0.5$ , the Composite Reliability value is  $>0.7$ , and the Cronbach Alpha value is included in High Reliability. Thus, it can be concluded that the influencer marketing variable has a significant positive influence on purchasing decisions.

## **5 CONCLUSION & RECOMENDATION**

Based on the results of data analysis and discussions that have been carried out in chapter iv by going through the stages of data collection and processing, analysis and interpretation of the results of the analysis regarding the relationship between exolgent and endogenous variables, it can be concluded as follows. Digital marketing has a positive and significant influence on purchasing decisions, meaning that the more frequently digital marketing is carried out, the more purchasing decisions made by consumers on Shopee e-commerce will increase, marketing influencers have a positive and significant influence on purchasing decisions, meaning that the more marketing influencers influence consumer perceptions and preferences for Shopee e-commerce, the more purchasing decisions will increase, online Customer Service has a positive and significant influence on Purchaser Decisions, meaning that the more consumers who review Shopee e-commerce, the more purchasing decisions on Shopee e-commerce will increase.

Based on the research that has been carried out, there are several suggestions that can be put forward, as follows:

#### **For future researchers**

In future research, it is recommended to take more samples, this aims to have better data accuracy in the research, Carrying out ongoing research, this is so that you can see and assess any changes in respondent behavior from time to time, It is hoped that there will be additional variables that might also influence many things in this research. Such as: content marketing variables, application quality, brand image, and online customer rating.

#### **For sellers on Shopee e-commerce**

It is hoped that sellers on Shopee e-commerce can improve the quality of content and services provided to potential consumers, Trust is important for consumers, it is hoped that sellers can increase consumer trust by completing their accounts with testimonials from previous customers who have been satisfied with their purchases.

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