

INFLUENCE OF PRODUCT REVIEW FEATURES AND SHIPPING COST SUBSIDIARIES ON PURCHASE DECISIONS

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Abstract

This research aims to analyze the influence of product review features and postage subsidies on consumer purchasing decisions on the Shopee marketplace platform. The Shopee marketplace has become one of the leading e-commerce platforms in Indonesia, and the factors influencing purchasing decisions on this platform are essential to understand. This research uses a quantitative approach by collecting data through online surveys with several respondents who are active Shopee users. The data obtained was analyzed using multiple linear regression analysis using SPSS. The research results show that the product review feature has a significant favorable influence on consumer purchasing decisions on Shopee. Product reviews provide consumers with important information about the quality and clarity of the product, influencing their decision to buy or not. Apart from that, shipping cost subsidies also have a significant favorable influence on purchasing decisions. Shipping cost subsidies can be a factor in attracting consumers to continue their purchases. The findings of this research provide valuable insight for business people, especially online sellers and merchants, to understand how product review features and postage subsidies can be used as strategies to increase sales on the Shopee platform.

Keyword: Product Reviews, Shipping Costs, Purchase Decisions

1. Introduction

Currently, the development of science and technology is very rapid, which can be seen from the impact of changes in people's lifestyles (Aminullah & Ali, 2020). This change can be seen from the tendency of people to use more new technology, namely online media. One of the technological developments applied in the field of trade is the emergence of markets. The marketplace is where sellers and buyers can transact online via internet-based (web-based) online media (Damayanti & Canggih, 2021). Indonesia has many marketplace industries, consisting of Shopee, Buka Lapak, Tokopedia, OLX, Elevania, Lazada Indonesia, Kaskus, and JD.ID, BliBli, and others which are places to do business. The marketplace will contribute to the development of modern shopping in the country, helping the growth of business actors who want to bring their products to a broader market effectively and efficiently to attract customers (Chanifah, 2021).

Shopee is the marketplace with the second most visitors. Shopee is an online buying and selling site founded by Chris Feng in 2015 (Anggraini et al., 2018). Shopee offers a variety of products ranging from fashion products to daily necessities. Shopee presents a new shopping experience in Indonesia, facilitating sellers to sell quickly and providing buyers with a secure payment process and integrated logistics arrangements (Magfira, 2019). E-commerce, such as Shopee, has become one of the leading platforms where consumers search for and purchase various products and services. However, in the increasingly fierce competition in e-commerce, understanding the factors that influence consumer purchasing decisions on platforms such as Shopee has become very important (Mambu et al., 2021).

Product review features have become a key element in the online shopping experience. *Product reviews* are reviews given by customers on the product. Product reviews provide consumers valuable information about other users' experiences, product quality, and seller reliability. Consumers often rely on these reviews to decide whether to buy a product. Conscientious consumers will tend to pay attention to reviews provided by previous buyers available on the Shopee marketplace. In order to reduce the risk of shopping (Ilmiyah & Krishernawan, 2020). They are supported by previous research, which states that there is a significant favorable influence of product reviews on purchasing decisions on the Shopee Marketplace (Alfirdausi & Marpaung, 2022).

Apart from that, shipping cost subsidies also have a significant role in influencing consumer purchasing decisions. Offering shipping subsidies can provide financial incentives for consumers, reduce transaction barriers, and encourage them to continue purchasing. The free shipping promo helps consumers who object to the total price charged through discounted shipping costs, in line with previous research, which states that there is an influence of free shipping promotions on customer purchasing decisions (Istiqomah & Marlana, 2020).

Although previous research has identified various factors that influence online purchasing decisions, there still needs to be more research focusing on the specific influence of product review features and shipping subsidies on the Shopee platform. Therefore, this research aims to fill this knowledge gap and provide a deeper understanding of how product review features and shipping cost subsidies contribute to consumer purchasing decisions on Shopee. With this research, sellers on Shopee can better understand how to improve the quality

of their product reviews and set effective postage subsidy policies to increase the attractiveness of their products. In addition, Shopee, as an e-commerce platform, can use the findings of this research to improve its features related to product reviews and shipping cost subsidies to increase consumer satisfaction and loyalty and contribute to its business growth.

2. Literature Review

2.1 Purchase Decision

The purchasing decision is choosing two or more of two alternative options. In making a decision, a person must determine one alternative from other alternatives. If someone decides to buy because they are faced with the choice of buying or not buying, then this is a position to make a decision (Sudaryono, 2016). Meanwhile, according to Tjiptono, a purchasing decision is a stage where the buyer understands a problem, explores clues about the brand or product, considers several alternatives for solving the problem, and then makes a purchasing decision (Laili Hidayati, 2018).

2.2 Product Review Features

Reviews containing pictures reflect the actual quality of the goods, such as color problems, inconsistent specifications, use problems, high quality, and good experience. Product reviews are customer reviews of the product (Nurul et al., 2019). Product reviews are articles written by consumers in columns prepared by e-commerce that reflect the actual quality of goods, such as color problems, inconsistent specifications, usage problems, or high quality and good experiences. The indicators for product reviews are awareness, frequency, comparison, and influence (Sudjatmika, 2017).

2.3 Shipping Cost Subsidies

According to Himayati, shipping costs are the costs of sending goods or services collected by the seller from the customer during the buying and selling process, with shipping costs charged to the customer (Chofit Muklis & Yuniardi Rusdianto, 2023). In the online buying and selling process, sellers will differentiate shipping costs to buyers according to the weight and dimensions of the product purchased. So, the buyer will transfer money for the product's price plus shipping costs. The term shipping costs is usually called postage costs or postage costs. One of the things online business managers offer is free shipping. This free shipping certainly means that shipping costs are waived for buyers. This proves that free shipping promos are very effective in increasing business sales. By eliminating shipping costs, buyers automatically only need to pay the price of the goods they buy.

3. Material and Method

This research uses a quantitative approach with a survey-based research design. The population that is the focus of the research is active users of the Shopee platform, and samples were taken randomly from this population of 100 people. The main instrument used in this research is a questionnaire or online survey specifically designed to collect data regarding user experiences regarding product review features, their perceptions of shipping cost subsidies, and the purchasing decisions they make on Shopee. Data was collected through an online survey distributed to respondents who had been selected as samples. Data analysis was carried out

using statistical methods, especially regression analysis, to measure the influence of independent variables, namely product review features and postage subsidies, on the dependent variable, namely purchasing decisions. The results of this analysis will provide an in-depth understanding of how the product review feature and shipping cost subsidies contribute to consumer purchasing decisions on Shopee, which can then be used as a basis for developing more effective marketing strategies and business policies in the world of e-commerce.

4. Result

4.1 Multiple Linear Regression Analysis

The results of the multiple linear regression test are shown in the table below:

Table 1. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.227	2.437		2.966	.005
	Fitur Ulasan Produk	.348	.196	.281	1.776	.034
	Subsidi Ongkos Kirim	.469	.187	.395	2.500	.017

a. Dependent Variable: Keputusan Pembelian

Based on the table above, the results of the multiple linear regression test are as follows:

$$Y = 7.227 + 0.348 X_1 + 0.469 X_2 + e$$

Based on the multiple linear regression equation above, the following conclusions are obtained:

- $\alpha = 7.227$. If the product review feature and shipping cost subsidy are worth 0, the purchasing decision is 7.227.
- Coefficient value $b_1 = 0.348$. This means that if the product review feature variable is increased by 1 unit, the purchase satisfaction variable will increase by 0.348 and vice versa.
- The coefficient value $b_2 = 0.469$. If the shipping cost subsidy variable is increased by 1 unit, the purchasing decision variable will increase by 0.418.

Based on the above, the shipping cost subsidy variable has the most influence on purchasing decisions on the Shopee marketplace.

4.2 T-test

The t-statistical test shows how far the influence of an independent variable is in explaining the dependent variable. This partial test is carried out by comparing the α (alpha) value with the p-value. If the p-value $< \alpha$ (0.05), then H_0 is rejected. The results of the t-test in this study are attached in the table below:

Table 2. T Test Results (partial)

Variabel	P-Value	Keputusan
product review feature (X1)	0,034	there is influence
shipping cost subsidy (X2)	0,017	there is influence

Based on the table above, it is known that the test results in this research are as follows:

- The product review feature influences purchasing decisions on the Shopee marketplace with sig. (0,034) with level $\alpha = 5\%$
- Shipping cost subsidies influence purchasing decisions on the Sho-Pee marketplace with sig. (0,017) with level $\alpha = 5\%$

4.3 F-test

The results of the F test in this research are as follows:

Table 3. F Test Results (Simultaneous)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	39.213	2	19.607	9.320	.001 ^b
Residual	73.629	35	2.104		
Total	112.842	37			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), Fitur Ulasan Produk dan Subsidi Ongkos Kirim

Based on the table above, it is known that the F test results show that the independent variable has a P-value of 0.001, where this probability value is below 0.05. Thus, by the provisions in the test criteria, if the probability value is < 0.05 , then it can be concluded that the product review feature variables (X1) and postage subsidy (X2) jointly influence purchasing decisions in the marketplace shopee.

5. Discussion

5.1 The Influence of the Product Review Feature on Purchasing Decisions on the Shopee Marketplace

The results of this research show the influence of the product review feature on purchasing decisions on the Shopee Marketplace. The product review feature in marketplace platforms, such as Shopee, has become an essential element in the e-commerce ecosystem. The presence of product reviews creates a connection between previous buyers and potential consumers, providing a platform for them to share their experiences with a particular product. In the world of online commerce, which is dominated by the impossibility of seeing or feeling a product directly before purchasing it, product reviews have become a critical source of information that influences purchasing decisions (Utari & Sariwaty, 2023).

One of the most significant aspects that influence purchasing decisions through the product review feature is consumer trust. Consumers often feel more trust in product reviews from previous buyers than in the claims of manufacturers or sellers. They view reviews as an independent source of information that provides a more objective view of the product (Farki et al., 2016). This belief is a strong foundation for forming preferences and purchasing decisions. Positive reviews can increase consumer confidence in a product and encourage them to continue purchasing. Additionally, product reviews also provide additional information that may be outside the official product description. Consumers can find information about product quality, performance, reliability, and problems that may arise in using the product. This helps consumers to make more informed decisions. They can compare products based on real experiences shared by fellow consumers, allowing them to choose the product that best suits their needs and preferences (Budiarto, 2022).

Product reviews also have a significant social influence. Consumers often tend to buy products with many positive reviews, feeling that the good experiences of previous buyers will be reflected in their own experiences. A sustainability effect can occur where the more people leave positive reviews, the more consumers will likely purchase the product. This creates a continuous cycle where the product gets more positive reviews, which in turn increases the sales and popularity of the product. Additionally, product reviews also help consumers evaluate the risks of purchasing. Negative reviews give consumers insight into potential problems, helping them avoid products that do not meet their expectations. This can reduce dissatisfaction and product returns, which benefits all parties in the marketplace ecosystem. Not only that, product reviews also have the potential to influence service quality. Negative reviews can motivate sellers or manufacturers to improve their products or services, while positive reviews reinforce best practices (Alexander & Sugiharto, 2014).

In making purchasing decisions, emotional aspects also play a role. Reviews written in positive and enthusiastic language can influence consumers' emotions and increase their interest in purchasing the product. This effect can be very impactful, especially if positive reviews are filled with success stories and enthusiastic user testimonials. However, in this context, it is also necessary to be aware of the potential for manipulation and fake reviews that could lead consumers in the wrong direction. Therefore, marketplace platforms like Shopee need to ensure the integrity of product reviews by implementing policies and algorithms that prevent such practices. In research regarding the influence of product review features on

purchasing decisions in the Shopee marketplace, empirical studies are an essential step. Research such as consumer surveys and data analysis will help to measure the relationship between product reviews and purchasing decisions. Sellers and marketplace platforms can use findings from such research to develop more effective marketing strategies and improve customer service. Thus, the product review feature has a significant impact on consumer behavior and purchasing decisions on the Shopee marketplace and has become an integral element in the modern e-commerce ecosystem.

5.2 The Effect of Shipping Cost Subsidies on Purchasing Decisions on the Shopee Marketplace

The results of this research show that there is an influence of shipping cost subsidies on purchasing decisions at the Shopee Marketplace. Shipping cost subsidies are one strategy often used by marketplace platforms such as Shopee to influence consumer behavior in making purchasing decisions. Shipping cost subsidies are an action to reduce shipping costs charged to consumers so that the products purchased can be received at a lower cost or even without additional costs. This has the potential to influence consumer purchasing decisions in various relevant aspects.

One of the main impacts of postage subsidies is the direct effect on the overall cost of purchasing transactions. By reducing or eliminating shipping costs, consumers will likely get products cheaper than if they had to pay total shipping costs. This can provide a strong incentive for consumers to purchase, especially if they are sensitive to additional costs. Consumers tend to be more interested in taking advantage of opportunities to save money when they feel that they are getting better value for their money. Also, shipping cost subsidies can open product accessibility to a broader consumer segment. Expensive shipping costs can be an obstacle for some consumers, especially those in remote or remote areas. By reducing shipping costs, marketplace platforms can reach consumers who may have previously been reluctant or unable to shop online. This opens the door to more significant sales growth and a diverse range of new customers (Istiqomah & Marlana, 2020).

Apart from the cost aspect, shipping cost subsidies can also provide a sense of comfort to consumers. They do not have to worry about additional costs that will arise when they complete their purchase. This can provide a more positive and stress-free shopping experience. Consumers tend to be more satisfied with this shopping experience, which can influence their loyalty to a particular marketplace platform. It is important to note that the impact of postage subsidies may vary depending on the product type and consumer preferences. Products with larger profit margins may provide more room for postage subsidies without sacrificing significant profits. On the other hand, highly price-sensitive consumers may be more likely to be influenced by postage subsidies. Additionally, it is essential to understand that postage subsidies are not a strategy that can be maintained permanently. Marketplace platforms like Shopee need to carefully manage their operational and financial costs to ensure the sustainability of the shipping subsidy program. If this program is discontinued or significantly changed, this could affect consumer perceptions and purchasing decisions (Din Jannah, 2019).

In conclusion, shipping cost subsidies are an influential strategy in the Shopee marketplace ecosystem. It can influence consumer purchasing decisions through reduced costs, increased product accessibility, convenience, and price impact. However, careful management

and in-depth research are needed to understand the extent of its influence in specific contexts and how to optimize this strategy for the benefit of all parties.

5.3 The Influence of Product Review Features and Shipping Cost Subsidies on Purchasing Decisions on the Shopee Marketplace

The results of this research show that the product review feature and shipping cost subsidies influence purchasing decisions on the Shopee Marketplace. This research explores the influence of the product review feature and shipping cost subsidies on purchasing decisions on the Shopee Marketplace. In the framework of the growing e-commerce ecosystem, a deeper understanding of the factors influencing consumer behavior in the context of online purchasing is essential. Product review features and shipping cost subsidies are critical elements in this process.

The results of this study reveal that product review features play a significant role in shaping consumer purchasing decisions. Product reviews provide a valuable source of independent information for potential buyers. Consumers often trust reviews from previous buyers more than the claims of manufacturers or sellers. This trust creates a strong incentive to continue purchasing, especially if the reviews are positive. The additional information about quality, performance, and user experience provided by product reviews can shape consumer preferences and help them make more informed purchasing decisions. This also reduces the uncertainty and risk often associated with online purchases (Putri, 2017).

On the other hand, shipping cost subsidies also have a significant impact on consumer purchasing decisions. Shipping subsidy programs reduce or even eliminate shipping costs, making products more affordable. This creates a strong incentive for consumers to make a purchase, especially for those who are sensitive to additional costs. Shipping cost subsidies open the door for consumers who may have previously been reluctant or unable to shop online because they reduce financial barriers that could prevent consumers from shopping on marketplace platforms (Istiqomah & Marlina, 2020).

This research also reveals potential synergies between the product review feature and shipping cost subsidies. Consumers who see positive reviews about a product and at the same time benefit from shipping cost subsidies can become more motivated to make a purchase. This combination creates a situation where consumers feel that they are not only getting a high-quality product but also getting a very profitable offer. In this context, product reviews are essential in providing positive information about the product, while shipping cost subsidies reduce financial barriers, which can influence purchasing decisions. However, it should be noted that the impact of product review features and shipping subsidies may vary depending on the product type, consumer preferences, and the business strategy of the marketplace platform. Therefore, Shopee must carefully understand how these two factors interact and how to optimize their strategy in order to improve consumer purchasing decisions.

In order to have a deeper understanding of the influence of product review features and shipping cost subsidies on purchasing decisions on the Shopee Marketplace, empirical research using consumer survey studies and sales data analysis is the right step to measure their impact on consumer behavior and purchasing decisions. The results of this research provide valuable insight for Shopee in designing more effective and sustainable marketing strategies, as well as improving consumers' shopping experience on their platform. By better understanding the

impact of product review features and shipping subsidies, Shopee can better direct its efforts to meet consumer needs and expectations, creating a more engaging and user-friendly online shopping environment.

6. Conclusion, Implication, and Recommendation

The research results show that the product review feature has a significant favorable influence on consumer purchasing decisions on Shopee. Product reviews provide consumers with important information about the quality and clarity of the product, influencing their decision to buy or not. Apart from that, shipping cost subsidies also have a significant favorable influence on purchasing decisions. Shipping cost subsidies can be a factor in attracting consumers to continue their purchases.

Further research regarding the influence of product review features and shipping cost subsidies on purchasing decisions in the Shopee marketplace can focus on analyzing demographic factors, the influence of seller reputation, marketing strategies that integrate these two factors, and the influence of the competitive environment. A more in-depth study of the long-term impact and loyalty of customers, as well as the influence of technology and innovation such as augmented reality (AR) on the purchasing process, could also be exciting research topics. Additionally, comparisons with other platforms and extensive data analysis can provide a broader understanding of consumer behavior. In order to maintain integrity and sustainability, evaluation of the postage subsidy program and exploration of ethical aspects in using these features are also worthy of further research. This research will provide deeper insight into how these features influence consumer purchasing decisions on the Shopee marketplace.

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