The Effect of Paid Advertising and User Reviews in Marketplace on Consumer Purchase Intention through Price Perception

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Abstract

This study aims to analyze the effect of paid advertising and user reviews on consumer purchase intention in the marketplace through price perception. In the growing context of online shopping, paid advertising is considered an important tool to increase product visibility, while user reviews provide valuable information that can influence purchasing decisions. The methodology used is a quantitative approach by collecting data through questionnaires distributed to consumers. The results showed that both paid advertising and user reviews have a positive influence on price perception. Furthermore, price perception acts as a mediator that strengthens the relationship between these two variables and consumer purchase intention. These findings provide insights for businesses in designing more effective marketing strategies to attract consumers in the digital era.

Keyword : Paid Ads, User Reviews, Price Perception, Consumer Purchase Intention, Marketplace.

1. Introduction

The rapid development of technology today has changed consumer shopping habits, especially in the digital world. Online marketplaces are now the main place for consumers to search and purchase products. They can not only find a wide selection of goods, but also compare prices and read reviews from other consumers before decide to buy. This makes business actors even more motivated to use effective marketing strategies to make their products stand out from the competition which is getting tighter.

In the context of marketing, Shinta (2011) defines marketing activities as all forms of activities carried out by business actors to promote products or services to the right consumers. Marketing covers various aspects, starting from advertising, sales, and delivery of products to consumers. One form of marketing.

What is commonly used in the marketplace is paid advertising, where business actors can increase the visibility of their products to reach more consumers. Through paid advertising, products can be more easily discovered by consumers, even if they don't directly search for it. On the other hand, the marketplace is also a place for consumers to share with each other. experience through reviews.

As explained by Iqbal (2019), online marketplaces are digital platform where many sellers or merchants market various types of products. For consumers, user reviews are a very valuable source of information, because reviews reflect the real experiences of other consumers who have purchased the product. Positive reviews often increase the confidence of potential consumers, while negative reviews may make them hesitate to buy. Consumer purchasing interest is also influenced by various factors, including experience. personal and information received from outside. According to Kotler and Keller (in Suradi et al., 2012), purchasing interest is a behavior that appears when consumers have a desire to buying a product based on previous experiences.

Positive feelings such as satisfaction can also strengthen a person's interest in buying the product (Swastha and Irawan in Suradi et al., 2012). In this case, paid advertising that emphasizes the quality and benefits products, as well as good reviews from other users, have great potential to attract buying interest consumers. In addition, price perception is an important factor that can influence consumer purchasing decisions.

Fadjri and Silitonga (2019) stated that the perception is the process by which a person selects, organizes, and interprets information to form a certain view. Price perception, according to Amilia (2017), includes how consumers assess the price of a product, whether they consider it too high, too low, or reasonable. Positive price perception can make consumers feel more confident and satisfied, so that it tends to increase their interest in buying. Consumer reviews or online customers Reviews also play an important role in the consumer decision-making process.

Farki et al. (2016) explained that online reviews are not just advertisements, but rather direct opinions. from consumers who have tried the product. The number of positive reviews often be a marker of product value or popularity, which can influence potential buyers' decisions. buyer. In Indonesia, social media such as Facebook and Instagram play an important role in online shopping, often becoming the main platform for e-commerce transactions. According to data from the Indonesian E-Commerce Association (IdEA, 2019), as many as 66% of transactions e-commerce is done through social media. This shows how important the strategy is. effective paid advertising to attract consumer attention amidst fierce competition.

In this way, business actors can maximize opportunities to increase purchasing interest. consumers.Through this research, I want to understand how paid advertising and reviews users in the marketplace play a role in shaping price perceptions and, ultimately, influence consumer purchasing interest. It is hoped that the results of this study can provide useful insights for business people in designing better marketing strategies effective and relevant for an increasingly competitive market.

2.1 Literature Review

2.1.1 Paid Advertising

Paid advertising has become an integral part of modern digital marketing strategies. With the rapid development of social media and mobile devices, many businesses are now using paid advertising to reach a wider audience quickly and efficiently.
One form of paid advertising that is becoming increasingly popular is Mobile Advertising, which is advertising or marketing messages delivered through devices such as mobile phones and other digital devices.

Fingalson & S (2015) explained that this form of advertising utilizes devices we carry everywhere, enabling businesses to communicate with consumers at the right time and place. More broadly, Kotler & Keller (2012) define advertising as all forms paid, non-personal presentation to introduce an idea, product, or services from a clear sponsor. Such ads not only display the product visually, but also carry messages from businesses to consumers without the need for direct interaction. In a more specific context, Voyer & Ranaweera (2014) describe advertising as all forms of non-personal information conveyed by marketers to consumers about product, company, brand, or even a store. This definition emphasizes that advertising Paid is a medium for companies to build awareness and interest in their products or brands among consumers. In addition, the purpose of paid advertising is not only limited to conveying information.

Priansa (2017:178) added that advertising also has a function to remind, add value, and persuade consumers. This means that paid advertising is not just displaying products, but also

trying to direct consumer perceptions and decisions through indirect but effective means. Meanwhile, Manullang & Hutabarat (2016:68) emphasized that advertising is a non-personal, paid form of promotion, where an identified sponsor pays for spread messages related to a particular idea, product, or service. Thus, paid advertising is an important tool in marketing strategy, allowing businesses to introduce themselves them to a wider market without having to interact directly with each individual individual.

Advertising indicators according to Kotler & Keller (2016:609), namely:

1. Mission

Sales objectives, advertising objectives.

2. Message delivered (message)

Message creation, message evaluation and selection, message implementation, responsibility review social.

3. Media used (media)

Reach, frequency, impact. Primary media types. Specific media vehicles, media time, geographical media allocation.

2.1.2 User Reviews

User reviews are an increasingly integral part of the online shopping experience. According to Almana and Mirza (2013), online consumer reviews include various evaluations or comments written by consumers who have purchased and used a product. For prospective buyers, these reviews offer valuable insights that may not be apparent from just a product description. In the digital era like today, consumer reviews are often a primary reference to help other consumers make more confident decisions. Hariyanto and Trisunarno (2021) added that online customer reviews are an evaluation from customers who rate the product from various aspects such as quality and experience when transact. This information often includes details of the experience that are not described by seller. So, potential consumers can see the product image from the user's perspective.

In fact, that makes this review more credible. However, the number of reviews alone is not enough certainly encourages consumers to buy. Farki et al. (2016) remind that there is other factors that also influence purchasing decisions, such as personal preferences, needs specific, and price. User reviews are just one of many considerations that can help or hinder the decision-making process. Furthermore, Thakur (2018) explains that online reviews also include consumer experience related to service from sellers, provided by the platform e-commerce and marketplace. More and more platforms are incorporating buyer reviews into their product pages to provide additional, more transparent information to potential customers. buyers. With this information from fellow users, consumers can anticipate product advantages and disadvantages before making a decision.

According to Nurniati et al. (2023), Online reviews are often considered as recommendations from fellow consumers and therefore has a big influence on purchasing decisions. Information from other consumers provides feelings of trust and reduced risk, especially if the reviews convey positive experience. Savitri and Khalida (2019) stated that online reviews are also important for consumers who want to find in-depth information. By reading reviews, consumers often times to get the final confirmation before deciding to buy. Therefore, User reviews not only act as a source of information, but also become a factor determinants that strengthen the confidence of potential buyers before making a transaction.

According to Latifa P. and Harimukti W. (2016), the review indicators are as follows:

1. Perceived Usefulness (Perceived benefits)
2. Source Credibility (source credibility)
3. Argument Quality (argument quality)
4. Valance (valence)

2.1.3 Price Perception

Price perception is how consumers assess the price of a product, especially regarding Is the price reasonable, affordable, and commensurate with the quality and benefits? accepted. According to Kotler et al. (2018), price is the value charged for a product or service, or the portion of value that consumers are willing to give up in exchange for reward for having or using the product. In this view, price is not just numbers, but also a representation of the value that consumers give to goods or services. services purchased. Suparyanto and Rosad (2015) define price as an amount of money that consumers must pay to obtain certain goods or services. This value is not only reflects the costs of production, but also how consumers assess the benefits that they accept.

Consumers often compare the price offered with the price in their minds. them or the reference price. Lee and Lawson-Body (2011) explain that price perception is formed from the consumer's subjective assessment of whether the price offered is in line with expectations or lower than anticipated. In new product offerings, prices lower quality is often the main reason for consumers to try a product. This is confirmed by Nasiri and Shokouhyar (2021), who show that Consumers tend to be more open to trying new products if they are competitively priced. Meanwhile, Retnowati et al. (2021) stated that the right price can be a factor determinants in consumer purchasing decisions, where consumers tend to choose products which are considered more profitable in terms of price. In addition, price also plays a role in forming consumer satisfaction.

Darmawan (2019) stated that a price that is commensurate with with the benefits and quality obtained can increase consumer satisfaction, which in turn

ultimately strengthens the positive perception of the product. Especially in online shopping, access fast access to price information and product reviews makes consumers more selective and be careful in evaluating the prices offered.

Ultimately, price perception becomes an important factor influencing decisions. purchasing. For marketers, understanding how consumers evaluate prices can be
key to designing a more effective pricing strategy, which can increase consumer purchasing interest and loyalty towards their products.

According to Kotler and Armstrong (2016:278) there are four indicators of price perception, namely:

1. Price Affordability

Consumers can reach the prices set by the company.

2. Price Matches Product Quality

Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality.

3. Price Match with Consumer Benefits

decide to buy a product if the perceived benefits are greater or the same with what has been spent to obtain it.

4. Prices according to ability or price competitiveness

Consumers often compare the price of one product with another.

2.1.4 Consumer Purchase Interest

Consumer purchasing interest is an important component in understanding consumer behavior. consumers that can influence their decision to make a purchase. Purchase interest arises when someone has a need for a product and has made a purchase. evaluation of the suitability of the product for purchase. This is in line with the opinion Madahi and Sukati (2012), who explained that purchasing interest occurs after the evaluation process. towards the product they want to buy. Furthermore, Maghfiroh (2016) added that interest Buying reflects a person's tendency to take action before actually deciding to buy a product. This means that buying interest is not instantaneous, but rather the result of mature thought and consideration of various aspects of products offered.

According to Kotler, Bowen, and Makens (2014), the emergence of purchasing interest is often rooted in the existence of an alternative evaluation process. Consumers do not only see one product, but also compare it with other similar products. This process becomes very important because the better consumers evaluate, the more likely they are to
decide to buy a product that they have considered. Swastha and Irawan (2013) states that purchasing decisions are a problem-solving approach that involves several stages, starting from recognizing needs to behavior after purchasing. This stage includes identifying needs and wants, searching for information, evaluation of alternatives, and the final decision to purchase. Each of these stages has influence on purchasing interest and ultimately influence consumer decisions.

The satisfaction gained from the experience of purchasing a product also plays a role in forming sustainable purchasing interest. Thamrin (2013) stated that consumers who feeling happy and satisfied with the goods or services they buy tends to consider making a repeat purchase. This shows that customer satisfaction not only impacts current purchasing decisions, but can also influence future decisions. Overall, consumer purchasing interest is influenced by various factors, including needs, product evaluation, and perceived satisfaction. after purchase. Therefore, it is important for marketers to understand these factors and designing marketing strategies that can increase consumer purchasing interest, such as improving product quality, implementing appropriate promotions, and encouraging positive reviews from users.

According to Suwandari in Suryana (2018: 25), the indicator of a person's buying interest is potential consumers are as follows:

1. Attention (attention)
That is, the attention of potential consumers to the products offered by the manufacturer.
2. Interest (interest)
That is, the interest of potential consumers in the products offered by the producer.
3. Desire (desire)
That is the desire of potential consumers to have the products offered by the producer.
4. Action (action)
That is, prospective consumers make purchases of the products offered.
5. Satisfaction (satisfaction)
That is consumer satisfaction after using the product offered by the manufacture

3.2 Data Analysis

3.2.1 Outer Model

1. Cronbach's Alpha & Composite Reliability

In this study, data reliability was measured using Cronbach's Alpha value and composite reliability, where both must be greater than 0.7 for the variable to be considered reliable. reliable. Values above this limit indicate good consistency of each variable in research. For validity, variables must have an Average Variance Extracted (AVE) value. more than 0.5. This shows that each variable has adequate validity.
to represent the concept being measured. Thus, the limits of the reliability value and This validity is important to ensure the quality of the research instrument.

2. Convergent Validity

The results of the convergent validity analysis show that all indicators in the variables Paid Advertising (IB), Purchase Interest (MB), Price Perception (PH), and User Reviews (UP) have a significant loading factor value and are above the minimum value of 0.70. This indicates that each indicator is able to represent the latent variable well.
In the Paid Advertising (IB) variable, the loading factor value ranges from 0.722 to 0.876,

with the IB5 indicator having the highest value (0.876), indicating that the indicator has the strongest contribution in explaining the IB variable.
For the Purchase Interest (MB) variable, the loading factor value ranges from 0.816 to 0.923, where the MB2 indicator shows the highest contribution (0.923). This confirms that
These indicators significantly reflect the MB variables. Furthermore, in
Price Perception (PH) variable, the loading factor value ranges from 0.804 to 0.912, with PH8 has the largest contribution (0.912). This result shows that price perception is very well represented by its indicators.
Finally, the User Review (UP) variable has a loading factor value ranging from 0.805 to 0.890, where the UP7 indicator gives the highest contribution (0.890). Thus, all indicators in each variable have met the validity criteria.
good convergence, because the loading factor value is above the threshold of 0.70. This shows that these indicators are significantly able to explain the latent variables
measured, so that the convergent validity of the model can be considered adequate for further analysis.

3. Discriminant Validity (Fornell-Larcker Criterion)

The results of the discriminant validity analysis show the relationship between the latent variables of Advertising
Paid (IB), Purchase Interest (MB), Price Perception (PH), and User Reviews (UP). Validity discriminant measures the extent to which a latent variable can be distinguished from the latent variables. others. Based on the table, the correlation value between the latent variables shows a number that
quite high, with the highest correlation recorded between IB and MB at 0.989. This correlation indicates a very strong relationship, but can also indicate a lack of
a clear difference between the two variables.
The relationship between other variables also shows a high correlation value. PH has correlation of 0.970 with IB and 0.965 with MB, which shows that Perception
Price has a close relationship with both variables. Likewise, UP has
correlation of 0.969 with IB, 0.932 with MB, and 0.963 with PH, which indicates close relationship between User Reviews and other variables.
Although a high correlation value may indicate a relationship between variables, in the context of discriminant validity, this value should be lower to indicate

that each latent variable can be distinguished well from each other. Therefore Therefore, this finding suggests that the model has weak discriminant validity because
latent variables are not sufficiently separate or distinct from each other. This is necessary be taken into account in the interpretation of results and may indicate potential conceptual overlap between
latent variables in the model.

3.2.2 Inner Model

1. F-Square

The results of the F-Square analysis show the influence or contribution given by each latent variable against other latent variables in the research model. F-Square Value describes how much change in R-Square on the dependent variable is
explained by the independent variables. An F-Square value greater than 0.35 indicates a large influence, while values between 0.02 and 0.35 indicate a moderate influence, and values below 0.02 indicate little influence.
From the table above, it can be seen that the Paid Advertising (IB) variable has an influence the largest effect on Purchase Interest (MB) with an F-Square value of 0.325, which indicates quite a big influence. In addition, Paid Advertising (IB) also has a big influence
significant effect on Price Perception (PH) with an F-Square value of 0.261, which shows a moderate influence. However, the influence of Paid Advertising (IB) on Reviews Users (UP) is very small, with an F-Square value of 0.003.

The Purchase Interest (MB) variable does not have a significant influence on the variable others, because there is no F-Square value recorded for its influence. Likewise with Price Perception (PH), which only has a moderate influence on User Reviews (UP) with an F-Square value of 0.419, which indicates a fairly large influence.
Overall, the F-Square analysis shows that Paid Advertising (IB) has
relatively strong influence on Purchase Interest (MB) and Price Perception (PH), while Reviews Users (UP) are more influenced by Price Perception (PH). There is less influence between IB and UP suggests that other factors may play a greater role in shaping

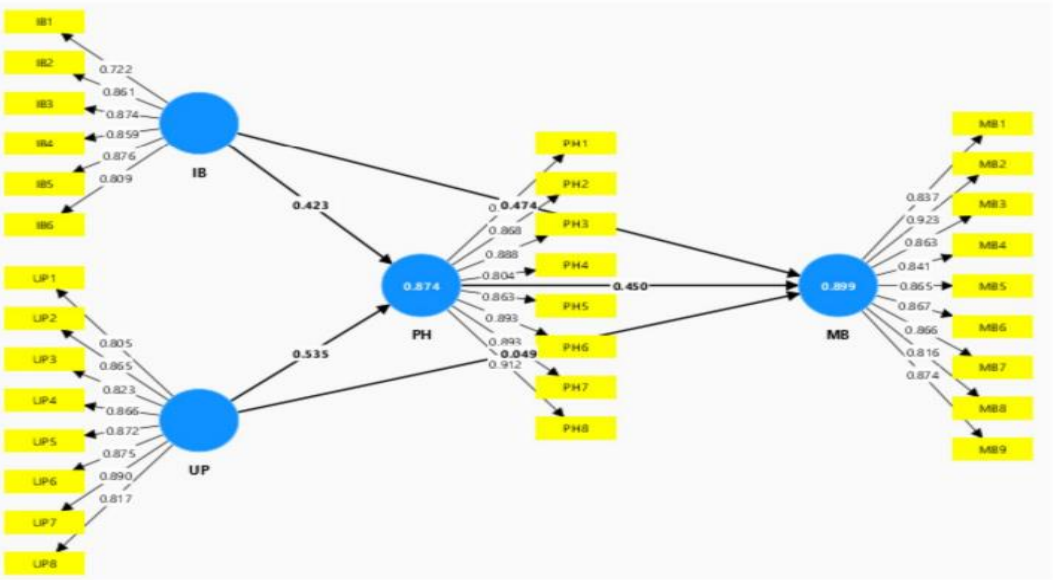
2. R-Square

The results of the R-Square analysis show how well the research model can explain variance in the dependent variables, namely Purchase Interest (MB) and Price Perception (PH). The R-Square value
high indicates that the model used is able to explain most of the variations in data.
For the Purchase Interest (MB) variable, the R-Square value of 0.899 indicates that around 89.9% of the variation in Purchase Interest can be explained by the independent variables in

the model. Meanwhile, the adjusted R-Square value of 0.894 indicates that the model remains solid.
even considering the number of independent variables used in the model. The value
This adjusted R-Square is slightly lower because it takes into account the complexity of the model and the number of variables involved, but still shows that this model has predictors the strong one.
Likewise with Price Perception (PH), the R-Square value of 0.874 indicates
that approximately 87.4% of the variation in Price Perception can be explained by the variables included in the model. The adjusted R-Square value of 0.870 is slightly lower, but

still shows that this model is strong enough to explain the price perceptions that people have. consumer.
Overall, these results indicate that the research model used
has good ability in explaining the variation of the dependent variable Purchase Interest (MB) and Price Perception (PH), with a high R-Square value and a slightly adjusted R-Square lower, but still within acceptable limits.

4. Result



4.1.1 Cronbach's Alpha & Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
IB	0.912	0.916	0.932	0.698
MB	0.957	0.958	0.963	0.743
PH	0.954	0.955	0.961	0.756
UP	0.946	0.947	0.955	0.726

4.1.2 Convergent Validity

	IB	MB	PH	UP
IB1	0.722			
IB2	0.861			
IB3	0.874			
IB4	0.859			
IB5	0.876			
IB6	0.809			
MB1		0.837		
MB2		0.923		

MB3		0.863		
MB4		0.841		
MB5		0.865		
MB6		0.867		
MB7		0.866		
MB8		0.816		
MB9		0.874		
PH1			0.830	
PH2			0.868	
PH3			0.888	
PH4			0.804	
PH5			0.863	
PH6			0.893	
PH7			0.893	
PH8			0.912	
UP1				0.805
UP2				0.865

UP3				0.823
UP4				0.866
UP5				0.872
UP6				0.875
UP7				0.890
UP8				0.817

4.1.3 Discriminant Validity (Fornell-Lacker criterion)

	IB	**MB**	**PH**	**UP**
IB				
MB	0.989			
PH	0.970	0.965		
UP	0.969	0.932	0.963	

4.2 Inner Model

4.2.1 F-Square

	IB	**MB**	**PH**	**UP**
IB		0.325	0.261	

MB				
PH		0.253		
UP		0.003	0.419	

4.2.2 R-Square

	R-square	**R-square adjusted**
MB	0.899	0.894
PH	0.874	0.870

5. Conclusion, Implication, and Recommendation

Based on the results of data analysis, this study provides several conclusions as follows: following:

- Paid Advertising and Price Perception:

Paid advertising has a positive and significant influence on price perception. consumers. Interesting, informative, and relevant advertisements can create an impression that the price of the product is commensurate with the benefits offered.

- User Reviews and Price Perception:

User reviews have a bigger impact than paid advertising on price perception. Consumers tend to trust user reviews more because it is considered more authentic and independent.

- Price Perception and Purchase Intention:

Price perception plays an important role in shaping consumer purchasing interest. Prices that considered reasonable and in accordance with the quality or benefits of the product encourages consumers to make a purchase.

- Direct Influence of Paid Ads and User Reviews on Purchase Intention: Both paid advertising and user reviews have a direct impact.

significant to consumer purchasing interest. This combination of marketing strategies is able to increase consumer confidence in the product.

- Price Perception as a Mediating Variable:

Price perception proved to be a significant mediating variable between advertising paid/user reviews and purchase interest. User reviews ÿ price perception ÿ interest Purchase has a stronger mediation influence than paid advertising channels ÿ
price perception ÿ purchase interest.

- The Influence of More Dominant User Reviews:

Compared to paid advertising, user reviews have a greater influence
on price perception and purchase interest. This shows the importance of trust

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