Discovering The Effect of Online Consumer Reviews Towards Purchasing Decisions (Study of an E-Learning Provider in Indonesia)

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Abstract

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This research aims to know, explain and analyze the impact of online consumer review on the use of one of the e-learning platform in Indonesia. The research was conducted using a descriptive and verification method, sample in this research is the user of an e-learning provider in Indonesia who decided to use the product mostly based on online consumer review. Data collected using online questionnaires, data analysis conducted with regression analysis. The results of the research on the level of significance 5% found that based on the research that has been done, the conclusion that can be taken the online consumer review is positive and significant effect on the user decision of the e-learning provider, this is evidenced by the value of T count > T table (4.561 > 1.938), the significance is smaller than 0.05 (0.00 < 0.05). The online consumer review has a positive and significant effect on the decision of using this provider, as evidenced by the value F count > F table (21,636 > 2.36).

Keywords: E-learning, digital education, online learning platform, online consumer review, purchasing decision, management, marketing

INTRODUCTION

Seeing the rise of industries that adapt to technological developments, activists in the field of education are also adjusting the education system to develop and adapt to virtual or online systems that are now familiar to both students and the community and we know the term digital education or electronic learning (e-Learning). The development of e-Learning is now increasingly popular thanks to technology that became a bridge between e-Learning providers and their users so that they become more affordable (Muniasamy et al., 2020: 188).

We can see this with the emergence of applications or online learning platforms. As reported in Bahama Digital (2021), some of the best online learning sites in Indonesia include Ruangguru, Quipper, Zenius, Cakap, Sekolahmu, Bahaso, Rumah Belajar, Google G Suite for Education, Smart Classroom, Microsoft Office 365 (Utami, 2021).

Given the emergence of Coronavirus Disease 2019 (COVID-19) which was designated as a pandemic by the World Health Organization (WHO) in 2020, Indonesia strives to reduce and prevent the acceleration of the spread of COVID-19 by implementing Large-Scale Social Restrictions (PSBB) rules in the Government Regulation of the Republic of Indonesia Number 21 of 2020 (PP Number 21 of 2020) concerning Large-Scale Social Restrictions stipulated and

approved on March 31, 2020 by Ir. H. Joko Widodo. One form of PSBB is by carrying out work and learning activities remotely or not meeting physically which causes e-Learning to be vital and widely used because e-Learning is a means of distance learning. In the first quarter of 2021, one of the online learning applications in Indonesia, managed to increase the number of active users by 7 times the number of active users they had in the previous year (Sutriyanto & Jonata, 2021).

As an online learning provider, of course, online user reviews will be one of the important factors that may be needed to constantly pay attention to, moreover this e-learning provider is classified as a pioneer company (Startup) so that positive online consumer reviews will be very good for the product's image. According to Almana &; Mirza (2013) Online Consumer Reviews can influence purchasing decisions through reviews provided by other users and also recommendations from other users, so that information obtained from online reviews can be one of the tools for making decisions (Almana &; Mirza, 2013 in Martini et al., 2022: 16).

Through research conducted by authors by looking at online reviews from this e-learning provider's website and application users on various platforms and comments or reviews on social media, authors concluded that online consumer reviews affect the purchase decision of e-learning provider's products so this study was conducted to find out how online consumer reviews affect the purchase decisions of an e-learning provider's product.

RESEARCH METHOD

This study aims to determine the influence of online consumer review on the decision to use the e-learning products and authors used a quantitative approach to obtain and process data. Quantitative research is a descriptive and analysis of cause-and-effect relationships between various variables with the aim of revealing symptoms thoroughly and in accordance with the context or as they are through collecting data from natural settings by utilizing researchers as key instruments (Hardani et al., 2020).

The research method used is descriptive and verificative where descriptive research is directed to provide symptoms, facts or events systematically and accurately, regarding the properties of certain populations or regions, and verificative research to test the truth of a phenomenon (Hardani et al., 2020).

The next step that must be done is to know the population number where the population size determines the number of samples needed and used for data analysis. According to Margono's understanding (2004) in (Hardani et al., 2020), population is the entire object of research consisting of humans, objects, animals, plants, symptoms, test scores, or events as data sources that have certain characteristics in a study. The understanding of the sample proposed by Husain and Purnomo (2001) in (Hardani et al., 2020) is that the sample must really be a reflection of the characteristics possessed by the population or the conclusions of the population (Hardani et al., 2020).

The population in this study is e-learning users who are influenced by online reviews or online consumer reviews. The number of samples taken was 100 samples using non-probability sampling with the purposive sampling method,

which is a sampling technique from a population that is carried out randomly in that population but uses certain criteria.

Using instrument test analysis techniques including validity, reliability, normality, and linearity tests. Using simple linear regression analysis to determine the influence of two variables. Testing the hypothesis using the T test and the coefficient of determination. In the partial test statistical hypothesis, it is explained that H1 = there is an influence of Online Consumer Review on Purchasing Decisions, which means that the hypothesis can be accepted if t counts > t table or significance value is less than 0.05 and rejected if t counts < t table or significance value is more than 0.05. In the coefficient of determination test, if the value is close to 1, the independent variable fully affects the dependent variable, while if it is close to zero, the free variable does not have a full effect on the dependent variable.

RESULTS AND DISCUSSION

Data processing and testing is carried out with statistical software, namely SPSS version 26. For data processing with simple linear regression, the instrument feeding in the study has been qualified by going through the classical assumption test which will be discussed further. The following is the attached validity test table :

Table 1. Research Item Validity Test Results

Online Consumer Review (X)				Purchasing Decision (Y)			
Item	r_{count}	r_{table} 5% (98)	Criteria	Item	r_{count}	r_{table} 5% (98)	Criteria
X.1	0,349	0,1966	Valid	Y.1	0,341	0,1966	Valid
X.2	0,394	0,1966	Valid	Y.2	0,490	0,1966	Valid
X.3	0,464	0,1966	Valid	Y.3	0,557	0,1966	Valid
X.4	0,455	0,1966	Valid	Y.4	0,574	0,1966	Valid
X.5	0,484	0,1966	Valid	Y.5	0,548	0,1966	Valid
X.6	0,553	0,1966	Valid	Y.6	0,576	0,1966	Valid
X.7	0,514	0,1966	Valid	Y.7	0,504	0,1966	Valid
X.8	0,227	0,1966	Valid	Y.8	0,465	0,1966	Valid
X.9	0,42	0,1966	Valid	Y.9	0,397	0,1966	Valid
X.10	0,573	0,1966	Valid	Y.10	0,522	0,1966	Valid
X.11	0,436	0,1966	Valid	Y.11	0,501	0,1966	Valid
X.12	0,423	0,1966	Valid	Y.12	0,468	0,1966	Valid
X.13	0,456	0,1966	Valid	Y.13	0,554	0,1966	Valid
X.14	0,509	0,1966	Valid				
X.15	0,434	0,1966	Valid				

Source : Processed by author, 2023

In the validity test, an item is said to be valid if $r_{count} > r_{table}$, with r_{table} that can be seen in the r_{table} distribution table at a significance level of 0.05 (5%) by determining the freedom of degree (df):

df = n - 2

df = 100-2
df = 98

So the table at the significance level of 5% for 98 is obtained 0.1966. With this, if the count > 0.1966 then the item is declared valid. In the table above, all items in this study are valid items.

Table 2. Reliability Test Results

No	Variable	Reliability Coefficient	Description
1	Online Consumer Review (X)	0,827	Reliable
2	Purchasing Decision (Y)	0,839	Reliable

Source : Processed by author, 2023

In reliability tests, an item is said to be reliable if its reliability coefficient is greater than the provision of cronbach alpha of > 0.6. So in the following table, Online Consumer Review and Purchasing Decision are reliable.

Table 3. Normality Test

Variable	Kolmogorov-Smirnov Normality Test	
X with Y	Monte Carlo Sig (2-tailed)	0,323

Source : Processed by author, 2023

In the normality test, an item is said to be normally distributed if its significance value > 0.05. So the following table shows that the items used in this study have a significance value of 0.323 > 0.05 and are normally distributed.

Table 4. Linearity Test

Variable		Deviation From Linearity (Sig.)
X	Y	0,757

Source : Processed by author, 2023

In the linearity test, the significance value of deviation from lienarity of 0.757 > 0.05 means that there is a linear relationship between online consumer review and purchase decisions.

Table 5. Simple Linear Regression Test Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,736[a]	0,541	0,537	3,512

a Predictors: (Constant), *Online Consumer Review*

Source : Processed by author, 2023

The table explains the magnitude of the correlation value or relationship (R) which is 0.763 then there is a relationship between Online Consumer Review (X) and Purchase Decision (Y), a positive value indicates that there is a positive relationship between variables. In the table also obtained a coefficient of determination, namely (R Square) of 0.541 which means the influence of the independent variable (Online Consumer Review) on the dependent variable (Purchase Decision) is 54.1% and the rest is influenced by other variables (ε) that are not involved in this study.

Table 6. Simple Linear Regression Test Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10,348	4,172		2,480	0,015
OCR (X)	0,690	0,064	0,736	10,756	0,000

a Dependent Variable: Purchasing Decision

Source : Processed by author, 2023

In the table, a Constant value (α) of 10.348 and an Online Consumer Review value (b / regression coefficient) of 0.690 can be seen so that the regression equation can be seen as follows :

$$Y = \alpha + bX$$
$$Y = 10{,}348 + 0{,}690X$$

A constant of 10.348 means that the consistent value of the Purchasing Decision (Y) is 10.348. Online Consumer Review (X) regression coefficient is 0.690, so every 1% increase in the value of Online Consumer Review, the value of the Purchasing Decision increases by 0.690 and with a positive value indicates a positive influence. Then, from the Coefficients table there is a significance value of 0.000 < 0.05 so that means Online Consumer Review affects Purchasing Decisions. In the T test, it is known that the t_{count} is 10.756 > 1.667 t_{table}, so this strengthens the results that Online Consumer Review has an effect on the Purchasing Decision.

CONCLUSION

The purpose of this study is to find out how much Online Consumer Review influences a person's purchasing decision to buy an e-learning products using quantitative research assisted by statistical software, namely SPSS version 26 with the following results :

1. The data used in this study have been tested with validity tests and show the results that the items used are valid, reliability tests show that the items used are reliable items, and normality tests show that the data in the study are normally distributed.
2. There is a relationship or correlation (R) of 0.763 between Online Consumer Review (X) and Purchasing Decision (Y), a positive value indicates that there is a positive relationship between variables.

3. Online Consumer Review has a positive and significant effect on purchasing decisions as evidenced by a calculated value of 10,756 > 1,667 tables and a significance value of 0,000 < 0.05.
4. Online Consumer Review affects Purchasing Decisions by 54.1% obtained from the value of the coefficient of determination, namely (R Square) of 0.541 and the rest is influenced by other variables (ε) that are not involved in this study.
5. With the positive and significant influence of Online Consumer Reviews on Purchasing Decisions, e-learning provider can pay more attention to how reviews that appear on websites and social media such as Instagram, YouTube, and Twitter can be used as information on the product's development,
6. E-learning can provide platforms, articles, or special social media content including feedback or reviews from consumers who have used the products.

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