

# Customer Reviews and Online Customer Ratings: Impact on Purchase Intention Through Word of Mouth

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## ABSTRACT

By examining customer reviews and ratings on the internet, this study seeks to determine how word of mouth affects purchase intentions. The research was conducted in Binjai city with a sample of 120 respondents. Purposive sampling was carried out with the condition that the respondent was female. Data analysis in this study used path analysis. The results of sub-1 research show that online customer reviews and ratings have a positive and significant effect on word of mouth. The results of the research in subchapter 2 show that online customer reviews and ratings have a positive and significant influence on purchasing intentions through word of mouth.

**Keywords:** Customer Review, Online Customer Rating, Word of Mouth, Purchase Decision

## 1. Background of the Problem

Technology that is developing more and more rapidly makes business people continue to compete in marketing their products online through e-commerce. According to (Ramdhan, 2019) e-commerce is an online shopping activity that is carried out without meeting directly with the buyer but can be done through electronic media such as smartphones connected via the internet network. There are various kinds of online shopping applications available. One of the e-commerce that is widely reached by many consumers is shoope (Rahmawati et al., 2022) state that shopee provides an

online marketplaces platform that connects sellers and buyers in conducting online buying and selling transactions with smartphones that can be done easily.

According to (Chen & Xie, 2008) the digital era brings changes to the buying process through offline shops to online shops. Initially, people were only interested in shopping offline through store visits. Because with the offline shopping system, buyers can immediately see the state of the product to be purchased. However, with online shopping, buyers get convenience such as, the time used is more flexible and efficient. Conversely, consumers who do online shopping cannot see a product directly. According to (Rahmawati et al., 2022) a potential consumer when shopping online will face various risks that can bring a loss. Of the many products available in the market, only a few products from certain brands are targeted by consumers. Cosmetics are products that are synonymous with women because they are used as beauty supporters. Cosmetics consist of various types, lip tint products are an alternative to lipstick. The viral lip tint that is currently the target product of many consumers is Implora Cheek & Lip tint. This research was conducted on users of implora cosmetic products in Binjai City. The phenomenon in this study is that although the reviews of content creators, influencers and customers on TikTok contain positive reviews about Implora

Cheek & Liptint, researchers still find negative reviews and low ratings on shopee. This is the phenomenon behind this research. With a variety of existing reviews, researchers found that there are still many negative reviews written by buyers of Implora Cheek & Liptint products through Implora Cosmetics on shopee.

Implora Cosmetics claims that Implora Cheek & Liptint products are long lasting. This means that it has a long durability when applied. However, researchers found reviews submitted by several consumers that Implora Liptint does not have a long durability. After being applied, buyers provide reviews related to the durability of Implora Liptint only within 2-3 hours. Not all consumers are in a condition that always allows them to retouch. If reviews from previous consumers and company claims do not match then the product is not worth to buy. Reviews or reviews are useful for a consumer in making a purchase decision (Naomi & Ardhiyansyah, 2021). Apart from still finding bad reviews from customers, low ratings from buyers were also found on Implora Cosmetics in shopee. Buyers who give low ratings are because Implora Cosmetics has poor service. Ratings given by consumers can also be used as a source of information for other potential consumers before making a decision to purchase a product later so that this affects word of mouth from product users and has an impact on purchasing decisions.

This study is also based on the existence of a research gap in previous studies. Based on research conducted (Sianipar & Yoestini, 2021) Online Customer Review has a positive and significant effect on purchasing decisions. The higher the good reviews given by consumers regarding a product and service, the more purchasing decisions will increase. Meanwhile, research conducted (Makhmudah et al., 2022) shows that Online Customer Review does not have a significant influence on purchasing decisions. Online Customer Review is not a reason for a consumer to buy a product, because consumers have confidence that the

purchase decision will be made. very low on the reviews submitted from beauty vloggers and the sources doubt if the product being reviewed is a deliberate form of advertising. The results of research conducted (Simamora & Maryana, 2023) state that Online Customer Rating has a positive and significant effect on purchasing decisions. Meanwhile, research conducted (Istiqomah & Mufidah, 2021) states that Online Customer Rating does not have a positive and significant influence on purchasing decisions. A consumer makes a decision only based on existing reviews not on ratings. The purpose of this study was to determine and analyze the effect of customer reviews and online customer ratings in influencing purchasing decisions for implora cheek & liptint products at shopee.

## **2. LITERATURE REVIEW**

### **Purchase Decision**

According to (Siti Nuraeni & Irawati, 2021) a purchasing decision is a decision made by a consumer that can be influenced by various things such as economy, financial, technology, politics, culture, product, price, place, promotion, physical evidence, people and process. From some of these things, consumers can make information obtained and make decisions regarding the product to be purchased. Purchasing decision is a process of making consumer decisions on purchases that combine knowledge in choosing two or more various kinds of products that exist by being influenced by several factors, including quality, price, place, perceived use, service.

There are five indicators of purchasing decisions according to (Kalangi et al., 2019) namely:

#### **1. Decision About Brand**

Consumers must make a decision regarding which brand of product to buy. Each brand is different from one another; therefore, a company must understand how consumers choose a brand to buy.

#### **2. Decision about Choice of Distributor**

A consumer must make a decision about which distributor to visit. Each consumer has a difference in determining a distributor due to several factors such as low price, completeness of a product, convenience when shopping.

3. Decisions About the Number of Products Purchased

Consumers can make decisions regarding the number or number of products to be purchased. Consumers may buy more than one product. Therefore, companies must always provide stock for the different desires of a consumer.

4. Decisions about Purchase Time

A consumer's decision regarding the timing of buying a product differs from one another. For example, some buy once a month, once every 3 months, once every 6 months and others.

5. Decision on Payment Method

Consumers can make decisions about the payment methods that will be made when purchasing. The payment methods include cash on delivery, bank transfer, credit / debit card, paylater and so on.

### Word Of Mouth

Word Of Mouth is word-of-mouth communication about views or assessments of a product or service, both individually and in groups that aim to provide personal information. Word Of Mouth is one of the strategies that is very effective in influencing consumer decisions in using products or services and Word Of Mouth can build a sense of trust in customers. According to (Philip Kotler, 2009) Word Of Mouth is a marketing activity through person-to-person intermediaries either verbally, in writing, or through electronic communication tools connected to the internet based on experience with products or services. When viewed from the definition above, Word Of Mouth can be interpreted in general as an activity of providing information on the assessment or view of a product of goods and services to

the closest people whether the product or service is worth consuming or not for other potential consumers.

According to (Joesyiana, 2018) Word Of Mouth indicators are as follows:

1. The willingness of consumers to talk about positive things about the quality of service and products to others.
2. Recommendation of company services and products to others.
3. Encouragement of friends or relations to make purchases of the company's products and services.

### Customer Review

According to (Regina Dwi Amelia, 2021) Online Customer Review is the opinion and experience given by consumers to a service provided by the seller or related to products that have been purchased and used before. Meanwhile, according to (Syakira & Moeliono, 2019) online consumer review is feedback given by consumers based on their experience in using a product and can influence potential new consumers to develop purchase intentions for similar products. Online Customer Review is a form of WOM (word of mouth) in online transactions that conveys the customer's assessment of the product or service, the assessment written is either positive or negative (depari & ginting, 2022)

There are several indicators of Online Customer Review according to (Agesti et al., 2021) :

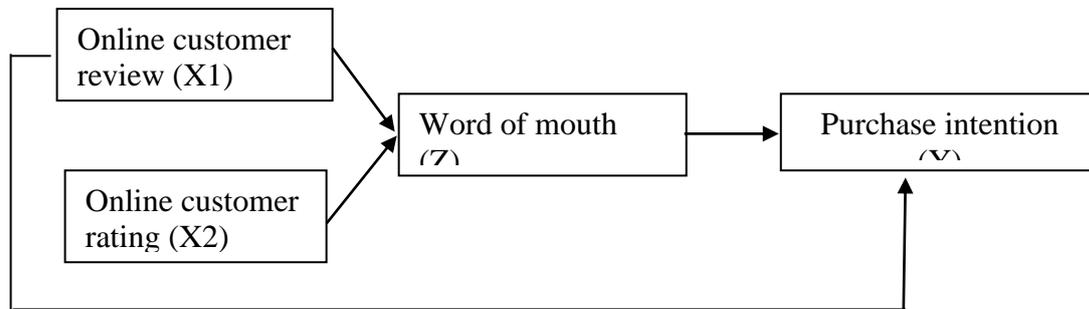
1. Perceived Usefulness: Consumers benefit from reviews or reviews submitted by other consumers in online shopping.
2. Source Credibility: Prospective buyers' views on reviewers who are experts in providing reviews about products and trust in the information provided.
3. Argument Quality: The quality of the argument leads to the strength of the argument that is inviting and integrated into the information conveyed through the message.
4. Volume of Online Reviews: The overall number of reviews and testimonials

from reviewers. If the reviews submitted by buyers are good and many, the product reputation will be good.

5. Valance of Online Consumer Reviews: Valance refers to the positive or

negative nature of a buyer's statement. Positive statements usually contain praise. While negative statements contain protests from buyers.

### Conceptual Framework



### Hypothesis:

1. Customer review has a positive and significant effect on word of mouth on consumers of Implora products in Binjai City.
2. Online customer rating has a positive and significant effect on word of mouth for Implora products in Binjai City.
3. Word of mouth has a positive and significant effect on purchase intention for Implora products in Binjai City.
4. Customer review has a positive and significant effect on purchase intention of Implora products in Binjai City.
5. Online customer rating has a positive and significant effect on purchase intention of Implora products in Binjai City.
6. Customer review and online customer rating have a positive and significant

effect on purchase intention through word of mouth for Implora products in Binjai City.

### 3. RESEARCH METHODS

This study uses a quantitative approach using a causal associative research type. According to (Sugiyono, 2017) a causal relationship is a relationship that is between cause and effect between the independent variable and the dependent variable. This research was conducted in Binjai City. The sample in this study numbered 120 respondents. The data analysis technique used is path analysis.

### 4. RESULTS AND DISCUSSION

Sub 1 Analysis Results

Coefficient of Determination

Table 1 Coefficient of determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 <sup>a</sup>	.689	.684	2.63763
a. Predictors: (Constant), Online Customer Rating, Online Customer Review				
b. Dependent Variable: word of mouth				

Source: SPSS Version 23 data processing results, (2023)

Based on Table 1, it is known that the Adjusted R Square value is 0.684. This value means that the ability of the independent variables to influence the dependent variable is 0.684.

### Simultaneous Test (F Test)

The simultaneous effect of customer review variables (X1) and online customer rating (X2) on word of mouth (Z) can be seen in Table 2:

**Table 2 F Test (Simultaneously)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1822.021	2	911.010	130.947	.000 <sup>b</sup>
	Residual	820.938	118	6.957		
	Total	2642.959	120			
a. Dependent Variable: word of mouth						
b. Predictors: (Constant), Online Customer Rating, Online Customer Review						

Source: Results of data processing SPSS Version 23, (2023)

Based on Table 2, it is obtained that the Fcount value is 130.947 with a significant level of 0.000 smaller than alpha 0.05 (5%).

**T test**

Table 3 presents the value of the regression coefficient, as well as the statistical value for testing the effect partially.

**Table 3 T Test (Partial)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.322	2.821		.823	.412
	Online Customer Review	.303	.128	.253	2.378	.019
	Online Customer Rating	1.072	.190	.600	5.633	.000
a. Dependent Variable: word of mouth						

Source: SPSS Version 23 data processing results, (2023)

Based on Table 3, the regression equation is obtained as follows.  
 $Z = 2.322 + 0.303X_1 + 1.072X_2$

**Sub 2 Analysis Results**

**Coefficient of Determination**

**Table 4 Coefficient of determination**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.948 <sup>a</sup>	.899	.896	1.41727	.899

Source: SPSS Version 23 data processing results, (2023)

Based on Table 4, it is known that the Adjusted R Square value is 0.896. This value means that the ability of the independent variables to influence the dependent variable is 0.896.

**Simultaneous Test (F Test)**

The simultaneous effect of customer review variables (X1), online customer rating (X2) and word of mouth (Z) on purchase intention can be seen in Table 2:

**Table 5 F Test (Simultaneously)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2085.184	3	695.061	346.031	.000 <sup>b</sup>
	Residual	235.014	117	2.009		
	Total	2320.198	120			
a. Dependent Variable: purchase intention						
b. Predictors: (Constant), word of mouth, Online Customer Review, Online Customer Rating						

Source: Results of data processing SPSS Version 23, (2023)

Based on Table 5, it is obtained that the Fcount value is 346.031 with a significant level of 0.000 less than alpha 0.05 (5%).

**The t-test**

Table 6 presents the regression coefficient values, as well as the statistical values for testing the partial effects.

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.

		B	Std. Error	Beta		
1	(Constant)	-1.106	1.520		-.728	.468
	Online Customer Review	.320	.070	.285	4.559	.000
	Online Customer Rating	.838	.115	.500	7.276	.000
	word of mouth	.201	.049	.215	4.067	.000
a. Dependent Variable: purchase intention						

Source: SPSS Version 23 data processing results, (2023)

Based on Table 6, the regression equation is obtained as follows.

$$Y = -1.106 + 0,320X_1 + 0,838X_2 + 0.201 Z$$

## DISCUSSION

### 1. The effect of customer review on word of mouth

Customer review is a review given by consumers about a product that they have purchased about various aspects of providing additional information that helps other consumers find information about the product, by providing an overview of the quality of the product through the reviews provided, consumer reviews are used as a means for consumers to find and obtain information which will influence purchasing decisions. Online consumer reviews also have functions as decision-making aids, mechanisms for feedback provided by consumers, and recommendation systems on online shopping platforms. The existence of good online customer reviews from consumers is able to influence word of mouth in line with research conducted by (Anastasioi et al., 2023; Ginting et al., 2023).

### 2. The effect of online customer rating on word of mouth

Ratings are made by consumers who have made purchases online and published on the website. Usually, Rating is a way to provide feedback by consumers to sellers. Online Customer Rating is one way for potential buyers to get information about sellers, so the existence of ratings in online buying and selling is a logical thing if consumers consider that ratings are a measure of the quality of a product. This Online Customer Rating plays a role in influencing consumers towards a product. There is a feature of using

Online Customer Rating as a tool or tool to increase purchase interest in a consumer or potential consumer. Consumer expectations are to get credible information so that a positive impact on word of mouth is created. In line with research conducted by (Clark, 2011; Farah Assifah, 2021).

### 3. The effect of word of mouth on purchase intention

According to (Aditya & Wardana, 2017) word of mouth is an action taken by consumers in providing information personally to other fellow consumers regarding a product or service. Word of mouth can be categorized as a very effective method in convincing potential customers because potential customers tend to trust the people around them who have used certain products or services first compared to advertisements or other marketing tools. This will certainly affect purchase intention because word of mouth can spread widely quickly and is trusted by potential customers. The spread of word of mouth can not only be done by providing information through word-of-mouth communication, but can also be disseminated through existing internet social media. The spread of Word of Mouth through internet social media is very easy, its spread is widespread because access is very relatively efficient, one of which is through the YouTube application, WhatsApp, line, google, Facebook, and other applications found on devices connected to other internet connections. This is in line with research conducted by (Al-

Gasawneh et al., 2023; Aravindan et al., 2023; Su et al., 2023).

#### **4. The effect of online customer reviews on purchase intention**

Making product purchase transactions online makes potential customers unable to see the authenticity of the products offered. Reviews help potential customers in providing information related to experiences from other consumers who have bought and used the same product. Various kinds of information submitted by consumers in the form of reviews can influence purchasing decisions for potential customers. In accordance with research conducted (Fahrozi et al., 2022; Naomi & Ardhiyansyah, 2021) states that Online Customer Review has a positive and significant influence on purchasing decisions.

#### **5. The effect of online customer rating on purchase intention**

Before making an online purchase, consumers will usually observe assessments from existing sources. Information about product quality, seller service, process or processing time of goods can be obtained through rating consumers who are experienced in buying similar products. This is in accordance with the opinion of (Adriyanto et al., 2022; Naomi & Ardhiyansyah, 2021) that Online Customer Rating has a positive and significant effect on purchasing decisions. Ratings can help potential buyers in receiving products and services that have good quality.

#### **6. The effect of online customer reviews and online customer ratings on purchase intention through word of mouth**

Review is one of several factors that determine a person's purchasing decision, indicating that people can take the number of reviews as an indicator of

product popularity or the value of a product which will affect the willingness to buy a product Online review can be a powerful promotional tool for marketing communications. Marketers and vendors have been using this medium as it provides a cheap and impactful channel to reach their customers. Marketers are known to have taken advantage of the network of influence between customers to influence the purchasing behavior of potential buyers. While part of the review that uses the form of star symbols rather than text form in expressing opinions from customers. Rating can be interpreted as a judgment from users on a product's preference for their experience referring to the psychological and emotional state they live in when interacting with virtual products in a mediated environment. The existence of online customer reviews and online customer ratings can influence purchase intention through word of mouth because it can be a powerful promotional tool for marketing communication. Marketers and vendors have been using this medium as it provides an inexpensive and impactful channel to reach their customers. Marketers are known to have taken advantage of the network of influence between customers to influence the purchasing behavior of potential buyers. In line with research conducted by (Indahsari et al., 2023; Prasetyo & Purnamawati, 2022).

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

1. Customer review has a positive and significant effect on word of mouth on consumers of Implora products in Binjai City.
2. Online customer rating has a positive and significant effect on word of mouth for Implora products in Binjai City.
3. Word of mouth has a positive and significant effect on purchase intention for Implora products in Binjai City.

4. Customer review has a positive and significant effect on purchase intention of Implora products in Binjai City.
5. Online customer rating has a positive and significant effect on purchase intention of Implora products in Binjai City.
6. Customer review and online customer rating have a positive and significant effect on purchase intention through word of mouth for Implora products in Binjai City.

### Suggestions

1. In improving customer reviews, Implora product sellers are expected to improve service quality and always be responsive when receiving questions so that consumers can provide interesting reviews so that when consumers receive products, they will provide memorable unboxing videos and be able to attract potential customers to want to buy the products offered so that this can have an impact on word of mouth and purchase intention.
2. Online customer rating can be improved by providing optimal product content and providing customer engagement. To get a good rating, of course, sellers must ensure that the products sold are of good quality, sellers can utilize the broadcast chat feature to remind customers to immediately provide positive reviews. For example, by giving thanks for making a purchase and asking consumers to give five stars and leave a positive review so that this can have an impact on word of mouth and purchase intention.
3. Future researchers can conduct further research by adding other variables outside of this study such as responsiveness, customer service and customer engagement that can increase purchase intention.

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