
**THE INFLUENCE OF PROMOTIONS, ONLINE CUSTOMER REVIEWS,
AND ONLINE CUSTOMER RATINGS ON DECISIONS TO PURCHASE
MUSLIM CLOTHING PRODUCTS IN E-COMMERCE SHOPEE ON IKHAC
STUDENTS**

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Abstract

Research conducted by the Global Overview Report shows that Indonesia is ranked fifth as a country with people who often shop online with a percentage reaching 36%. This research aims to measure the influence of promotions, online customer reviews, and online customer ratings on purchasing decisions for Muslim clothing products on Shopee e-commerce. This research uses quantitative methods with survey methods. A total of 100 respondents were selected using a probability sampling technique using the Slovin formula from all undergraduate students at the Institut Pesantren KH. Abdul Chalim (IKHAC). The results of this research, the T-test show that the independent variable is promotion, Online customer reviews, and online customer ratings partially have a positive and significant effect on purchasing decisions for Muslim clothing products on e-commerce Shopee among IKHAC students. In the F test, the independent variables promotion, online customer review, and online customer rating simultaneously have a positive and significant influence on the decision to purchase Muslim clothing products on e-commerce Shopee among IKHAC students. Based on the coefficient of determination value, it shows that 66.4% is influenced by the three factors above.

Keywords: Promotions, Online Customer Reviews, Online Customer Ratings, Purchase Decisions, Muslim Clothing

INTRODUCTION

The development of digital technology has given rise to new business trends, one of the businesses that has been in the spotlight in recent years is e-commerce. E-commerce has become one of the main drivers for the formation of a new economic principle known as the digital economy. The term market-making is also often applied to e-commerce because it indirectly forms a virtual market that connects sellers and buyers from various parts of the world just through internet access (Riantho, 2018). With the increasingly rapid growth of e-commerce, people prefer online shopping because it is considered more practical. The innovation support that continues to be introduced by e-commerce platforms also makes this process even easier for consumers. The convenience offered by e-commerce certainly also provides encouragement for consumers to switch from conventional methods to modern methods.

Research conducted by the Digital Overview Report released a list of various countries that frequently shop online (Annur, 2022).

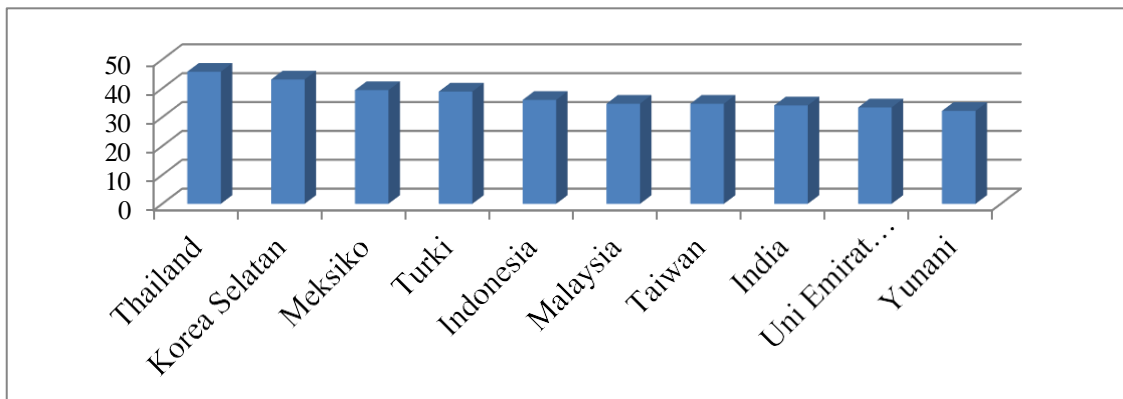


Figure 1.

Graph of Countries That Frequently Do Online Shopping in 2021

This research shows that Indonesia is ranked fifth as a country with people who often shop online with a percentage reaching 36%. This shows that the Indonesian people feel helped and comfortable with the existence of e-commerce. Inadvertently, this is directly

motivated by the behavior of Indonesian consumers who want practicality and convenience in all aspects, especially in terms of shopping and transactions.

Among the e-commerce platforms that are known and popular in Indonesia is Shopee. Shopee Indonesia was officially introduced and launched in December 2015 and is run by PT. Shopee International Indonesia. Shopee is an e-commerce that offers various products in various categories, such as women's clothing, Muslim fashion, men's clothing, women's bags, home equipment, cellphones and accessories, care and beauty, credit, bills and entertainment, and so on.

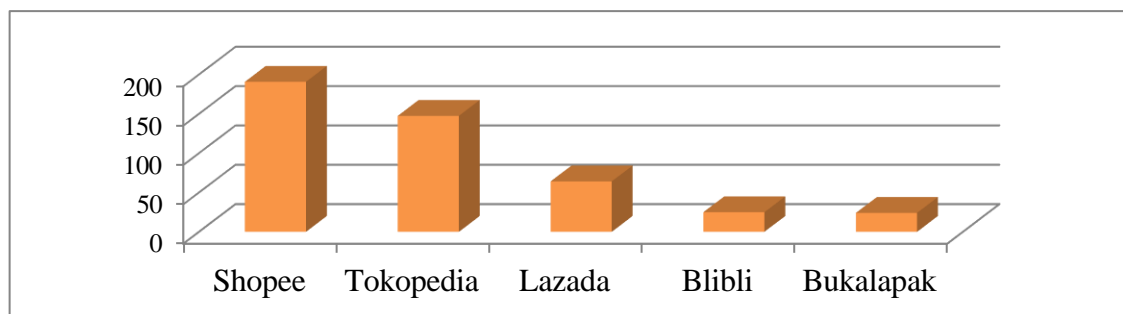


Figure 2.

Graph of E-commerce Platforms with the Most Visits in Indonesia (August 2022)

According to Cindy Mutia, in August 2022 Shopee won the top position as the e-commerce site with the highest number of visitors with an average visit reaching 190.7 million people, this figure increased by 11.37% compared to the average visitor in the previous month (Annur, 2022).

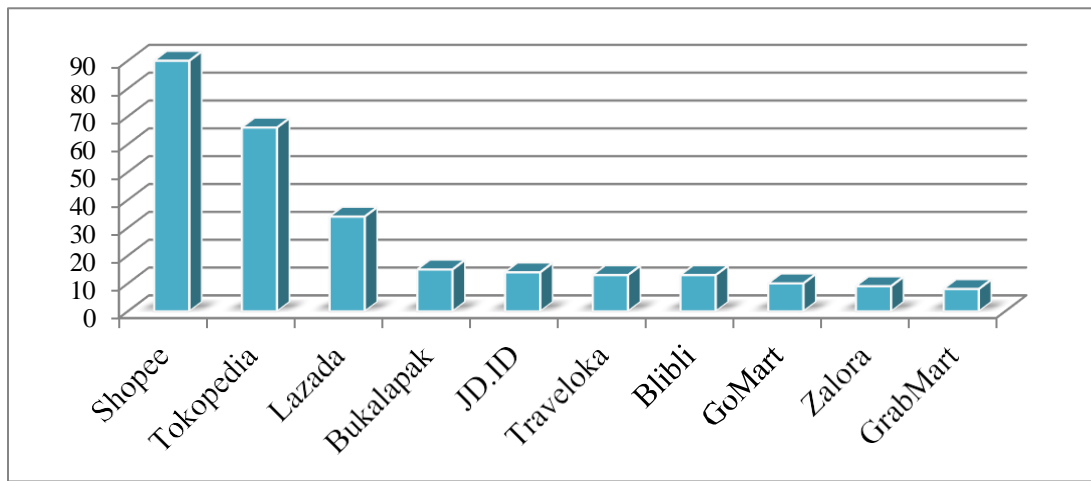


Figure 3.

Chart of Choice of Preferred E-Commerce Platforms for Shopping During National Holidays (2022)

Shopee also still ranks first in preference for shopping e-commerce platforms during the National Holiday event. According to Cindy Mutia, Shopee is the main choice for consumers when shopping online during the celebration of National Shopping Day or what is more popularly called Harbolnas with a percentage reaching 90% (Annur, 2022).

The more consumers who switch from conventional shopping modes to online shopping modes, of course the more intense competition between e-commerce business players. This has an important significance for e-commerce business players to develop business strategies so that they can attract consumers' attention because to determine choices to make purchasing decisions, of course consumers will be faced with various choices and information about a product. According to Kotler and Keller, purchasing decisions are purchasing decisions of individual final consumers and households who buy goods for personal consumption (Kotler & Keller, 2016).

The Islamic economic view of purchasing decisions places more emphasis on being careful in receiving information, as explained in the Al-Qur'an Surah Al-Hujurat 26:6 (Al-Qur'an 26:6).

وَالَّذِينَ آمَنُوا إِذَا جَاءَكُمْ فَاسُوءُ قَوْلًا بَنِيًا فَنَبِّئُوهُ أَلَّا تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ لَتُبْلَوُنَّ

“O you who believe, if a wicked person comes to you bringing news, then examine it carefully so that you do not cause a disaster to a people without knowing the situation and cause you to regret your actions.”

From the verse above, it can be concluded that as Muslims, it is important for us to be careful when receiving news or information. When we do not have sufficient knowledge about the product we are going to buy, it is advisable to carry out a thorough inspection first to avoid regrets in the future. This verse can also be connected to the cautious attitude of Muslims in making decisions regarding consumption or purchasing products.

One of the things that motivates consumers to make purchases is promotions. According to Kotler and Keller, promotion is an activity carried out to communicate a product or service by conveying the superiority or goodness of the product (Kotler & Keller, 2016). Shopee is an e-commerce that often carries out promotions by holding national holiday events by presenting various guest artists and influencers and broadcast live on several television stations. In this event, there are lots of promotions provided by Shopee, starting from free shipping vouchers, cashback, discount vouchers, flash sale, Shopee games festival and many more. Apart from that, Shopee also provides Shopee Feed and Shopee Live features, where these features are sales promotion features in the form of posts on Shopee accounts and sellers can also hold live broadcasts which can be used for free. When live is taking place, sellers will usually give promotions to consumers in the form of discounts. Shopee also provides promotional features using media such as television, Instagram, Tik-Tok and also other social media. This is expected to attract the attention of consumers to make purchases.

On the other hand, there are various other considerations that consumers make when making online purchasing decisions, because there are significant differences between online shopping and offline shopping. In the online shopping process, consumers do not have the opportunity to physically see the product before making a purchase. Consumers can only rely on information about a product through images, videos and also descriptions

provided by the seller. This is of course different from when shopping offline, where consumers can see the original appearance of the goods they want to buy, so that consumers can assess whether the goods are worth buying or not.

But there are also other factors that influence online purchasing decisions, these factors involve the risks that consumers may face when they shop online. This risk can be in the form of a mismatch between the product received and the images, videos or information regarding product details provided by the seller. There is damage to the goods received, this damage to goods can occur during the delivery process or can also be due to defects during production. Ordered goods are not delivered due to the long delivery process or even the package being lost while on the expedition, so consumers cannot receive the package. There are errors during the packing/packaging process so that order errors can occur in the form of item type, color, size, and quantity of goods. And finally, the most fatal risk is fraud or fraud that can be experienced by consumers.

Therefore, Shopee e-commerce presents features in the form of online customer reviews and online customer ratings. According to Lackermair, online customer reviews are a form of review that can contain positive or negative things about a product or company where these are made by consumers via internet digital media and describe the characteristics of a product (Lackermair et al., 2013). Meanwhile, according to Farki, online customer ratings are part of reviews that use the star symbol rather than text to appreciate consumers' opinions about a product that has been purchased (Farki & Baihaqi, 2016).

Rusdy Sumantri as director of NielsenIQ, said that according to research conducted by NielsenIQ, at the 12.12 national holiday event in December 2022, Muslim fashion was one of the local products that was very popular with consumers. Sales of Muslim fashion contributed 14% of total transactions, an increase of 2% compared to the previous year (Darmawan and Yolanda, 2022). Monica Vionna, Head of Marketing Growth at Shopee Indonesia, revealed that during the month of Ramadan 2023, the Muslim fashion category at Shopee experienced an extraordinary increase in transactions, reaching nine times. This is

evidence that shows that the Muslim fashion market is increasingly attractive to consumers (Anggraeni, 2023).

LITERATURE REVIEW

Promotion

According to Kotler and Keller, promotion is an activity carried out to communicate a product or service by conveying the superiority or goodness of the product or service, as well as persuading customers or consumers to buy the product or service (Kotler & Keller, 2016). Meanwhile, according to Schiffman and Winselbit, promotion is any effort made to introduce a product to potential consumers and persuade them to buy, as well as remind existing consumers to make a purchase (Schiffman & Wisenblit, 2015). Tjiptono stated that promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brand and products (Tjiptono, 2015). Promotion is a type of marketing mix that is important for a company in marketing its products, whether in the form of goods or services. Promotion indicators according to (Kotler & Keller, 2016) are promotional messages, promotional media, promotional time and promotional frequency.

Online Customer Reviews

According to Lackermair, online customer reviews are a form of review that can contain positive or negative things about a product or company where these are made by consumers via internet digital media and describe the characteristics of a product (Lackermair et al., 2013). According to Fillieri, online customer reviews are a form of word of mouth communication in online sales (Filiari, 2015). Reviews is one of several factors that determine a person's purchasing decision. This shows that consumers can use the number of reviews as an indicator of product popularity or assessment of a product which will ultimately influence their desire to purchase the product. Online customer review indicators according to Latifa and Harimukti (Latifa and Harimukti, 2016) are source credibility, argument quality, perceived usefulness, review valence, and quantity of reviews.

Online Customer Ratings

According to Farki, online customer ratings are part of reviews that use star symbols rather than text to appreciate consumers' opinions about a product they have purchased (Fileri, 2015). According to Lackermair, online customer rating is a customer's opinion expressed on a certain scale. The rating scale in online customer rating is that the more stars given, it shows that the product meets customer expectations (Lackermair et al., 2013). Rating products sold on e-commerce platforms aims to enable consumers to express their opinions about the products they have purchased. Although there are sometimes differences in the method of measurement, generally this is due to product assessments that reflect overall consumer satisfaction. This assessment does not only cover aspects of the product itself, but also involves assessing the service provided and the speed of delivery services. Online customer rating indicators according to Farki (Farki & Baihaqi, 2016) are perceived usefulness, perceived trust, and perceived enjoyment.

Purchase Decision

According to Kotler and Keller, consumer purchasing decisions are purchasing decisions of individual final consumers and households who buy goods or services for personal consumption (Kotler & Keller, 2016). According to Tjiptono, purchasing decisions are one part of consumer behavior, consumer behavior is actions that are directly involved in efforts to obtain, determine and follow these actions (Tjiptono & Chandra, 2016). According to Kotler and Armstrong, purchasing decisions are part of consumer behavior, namely the study of how goods and services, ideas or experiences satisfy their needs and desires (Kotler & Armstrong, 2018). In essence, a consumer purchasing decision is the step where a consumer decides whether to continue or cancel the purchase process or transaction. This involves selecting options that help determine the final outcome in purchasing decisions. Purchasing decision indicators according to (Kotler & Keller, 2016) namely product selection, brand selection, supplier selection, purchase time, purchase amount and payment method.

RESEARCH METHOD

This research uses a quantitative approach with survey research methods. The survey research method is a quantitative method used to obtain data that occurred in the past or currently, about beliefs, opinions, characteristics, behavior, variable relationships and to test several hypotheses about sociological and psychological variables from samples taken from certain populations, techniques Data collection using observations (interviews or questionnaires) is not in-depth, and research results tend to be generalized (Sugiyono, 2019). With a total of 100 respondents selected using a probability sampling technique using the Slovin formula from all undergraduate students at Institut Pesantren KH. Abdul Chalim (IKHAC).

RESULTS AND DISCUSSION

Validity Test

The calculation results show that each variable, namely promotion (X1), online customer review (X2), online customer rating (X3) and decision to purchase Muslim clothing products (Y), has a correlation that exceeds 0.196. This indicates that all items in this research instrument have good validity.

Reliability Test

The results of these four variables are as follows: the promotion variable (X1) has a reliability value of 0.910, online customer reviews (X2) have a reliability value of 0.909, online customer rating (X3) has a reliability value of 0.894, and purchasing decisions (Y) has a reliability value of 0.897. Since all the reliability values for these variables exceed 0.7, it can be concluded that the measuring instruments used in this research have good reliability.

Normality Test

The normality test results were obtained through the application of the One Sample Kolmogorov-Smirnov Test method which showed that the distribution in the model used

was normal. The significant value (Asymp. Sig 2-tailed) obtained was 0.244. Because significance is greater than 0.05, the residuals are normally distributed.

Multicollinearity Test

There is no indication of a multicollinearity problem for each independent variable, because the tolerance value exceeds 0.1 and the Variance Inflation Factor (VIF) value is below 10. Therefore, it can be concluded that in the regression model there is no multicollinearity problem.

Heteroscedasticity Test

The correlation between promotion and undstandardized residual has a significance value of 0.073. The correlation between online customer reviews and undstandardized residuals has a significance value of 0.778. Meanwhile, the correlation between online customer rating and undstandardized residual has a significance value of 0.191. Because all significance values are more than 0.05, it can be concluded that in the regression model there is no heteroscedasticity problem.

Linearity Test

The results of the linearity test between the promotion variable (X1) and the decision to purchase Muslim clothing products (Y) have a Sig value. Deviation from linearity is $0.107 > 0.05$, thus, it can be interpreted that there is a linear relationship between promotions and purchasing decisions for Muslim clothing products.

The results of the linearity test between the online customer review variable (X2) and the decision to purchase Muslim clothing products (Y) are known to be Sig. Deviation from linearity is $0.582 > 0.05$, thus, it can be interpreted that there is a linear relationship between online customer reviews and purchasing decisions for Muslim clothing products.

The results of the linearity test between the online customer rating variable (X3) and the decision to purchase Muslim clothing products (Y) have a Sig value. Deviation from linearity is $0.766 > 0.05$, thus, it can be interpreted that there is a linear relationship between online customer ratings and purchasing decisions for Muslim clothing products.

Multiple Linear Regression Analysis

In accordance with the results obtained, the equation obtained is as follows:

$$Y = 6.005 + 0.185 X_1 + 0.228 X_2 + 0.583 X_3$$

- a) Given a fixed value or α (Constant) is 6.005, which means, if the promotion (X_1), online customer review (X_2), online customer rating (X_3) and decision to purchase Muslim clothing products (Y) are 0, then the value of the decision to purchase Muslim clothing products is 6.005.
- b) It is known that the regression coefficient value
- c) It is known that the regression coefficient
- d) It is known that the regression coefficient

T Test (Partial Test)

The results of the t test explain that the significance value is:

- a) It is known that the promotion variable (X_1) shows a calculated t value of 8.434 and a t table value of 1.985. So, it can be concluded that the calculated t value is greater than the table t value. It is also known that the significance value is 0.000 which is smaller than 0.005, so H_0 is rejected and H_1 is accepted, namely that there is a partially positive and significant influence between promotion and the decision to purchase Muslim clothing products on e-commerce Shopee among IKHAC students.
- b) It is known that the online customer review variable (X_2) shows a calculated t value of 10.139 and a t table value of 1.985. So, it can be concluded that the calculated t value is greater than the t table. It is also known that the significance value is 0.000 which is smaller than 0.05, so H_0 is rejected and H_1 is accepted, namely that there is a partially significant positive influence from the online customer review variable (X_2) on the decision to purchase Muslim clothing products on Shopee e-commerce for IKHAC students.
- c) It is known that the online customer rating variable (X_3) shows a calculated t value of 11.646 and a t table value of 1.985. So, it can be concluded that the calculated t value is

greater than the t table. It is also known that the significance value is 0.000 and is smaller than 0.05, so H_0 is rejected and H_1 is accepted, namely that there is a partially significant positive influence from the online customer rating variable (X_2) on the decision to purchase Muslim clothing products on e-commerce Shopee among students of IKHAC.

F Test (Simultaneous Test)

From the results of the F test, it was found that calculated F had a value of 63.259 and a significance of 0.000, while the degree of freedom 3 ($nk-1$, $100-3-1=96$) in numbers 3 and 96 in the F table obtained a result of 2.70, so the calculated F value of 63.259 is greater than the F table of 2.70. So H_1 is accepted and H_0 is rejected.

Coefficient of Determination

The coefficient of determination test results shows an r^2 value of 0.664 which can be stated as 66.4. This means that the independent variables (promotion, online customer review and online customer rating) on the dependent variable (decision to purchase Muslim clothing products) have an influence of 66.4% and the remaining 33.6% is influenced by other variables not mentioned in this research.

The Influence of Promotion on Purchasing Decisions for Muslim Clothing Products

Based on research results which have proven that promotions partially have an influence on purchasing decisions for Muslim clothing products, as evidenced by the calculated t value of 8.434 which is greater than the t table of 1.985. And the significance of 0.000 is smaller than 0.05. So, it shows that the promotional variable has a significant influence on purchasing decisions for Muslim clothing products on Shopee e-commerce.

The Influence of Online Customer Reviews on Purchase Decisions for Muslim Clothing Products on Shopee E-commerce

Based on research results which have proven that online customer reviews have a partial and significant influence on the decision to purchase Muslim clothing products on Shopee e-commerce, as evidenced by the calculated t value of 10.139 which is greater than

The Influence of Promotions ...

the t table value of 1.985 and the significance value is 0.000 which is smaller than 0.05. So, it shows that the online customer review variable has a significant influence on purchasing decisions for Muslim clothing products on Shopee e-commerce.

The Influence of Online Customer Ratings on Purchase Decisions for Muslim Clothing Products on Shopee E-commerce

Based on research results which have proven that online customer ratings have a partial influence on the decision to purchase Muslim clothing products on Shopee e-commerce, as evidenced by the t count of 11.646 which is greater than the t table value of 1.985 with a significance value of 0.000 which is smaller than 0.05. So, this shows that the online customer rating variable has a significant influence on purchasing decisions for Muslim clothing products on Shopee e-commerce.

In this research, the influence of the independent variables (promotions, online customer reviews, and online customer ratings) on purchasing decisions for Muslim clothing products) contributed 66.4%. And it can be interpreted that IKHAC students in making purchasing decisions are influenced by promotions carried out by sellers and Shopee e-commerce parties, as well as being influenced by online customer reviews and online customer ratings. This happens because Shopee e-commerce often carries out promotions during National Holidays, where consumers can get a lot of benefits if they make purchases during National Holidays, from free shipping vouchers, cashback, discount vouchers, flash sales. Apart from that, the use of media for promotion is also varied, Both Shopee e-commerce and sellers of Muslim clothing products on Shopee e-commerce also always promote via social media, such as TikTok, Instagram and other social media by creating interesting and informative content. Apart from that, the use of brand ambassadors from both public figures and influencers in promotional activities is also a special attraction for consumers, thereby encouraging them to make purchases. Because consumers will be easily influenced by influencers or public figures, especially since these influencers or public figures are their idols, whatever items their idols wear, they will follow them as much as possible. Instagram and other social media by creating interesting and informative content.

Apart from that, the use of brand ambassadors from both public figures and influencers in promotional activities is also a special attraction for consumers, thereby encouraging them to make purchases.

Apart from that, the online customer review and online customer rating features have an influence on consumer purchasing decisions. especially because when shopping online, consumers do not have direct access to see the physical product they want to buy. Consumers can only rely on information about a product through images, videos and also descriptions provided by the seller. There are also other factors that influence online purchasing decisions, these factors are the risks that consumers may encounter when shopping online. This risk can be in the form of a mismatch between the product received and the images, videos or information regarding product details provided by the seller. There is damage to the goods received, Damage to this item can occur during the delivery process or can also be due to defects during production. Ordered goods are not delivered due to the long delivery process or even the package being lost while on the expedition so that consumers cannot receive the package. There are errors during the packing process so that order errors can occur in the form of type of goods, color, size and quantity of goods. And finally, the most fatal risk is fraud or fraud that can be experienced by consumers. There are errors during the packing process so that order errors can occur in the form of type of goods, color, size and quantity of goods. And finally, the most fatal risk is fraud or fraud that can be experienced by consumers. There are errors during the packing process so that order errors can occur in the form of type of goods, color, size and quantity of goods. And finally, the most fatal risk is fraud or fraud that can be experienced by consumers.

One form of promotion that is considered to attract consumer attention is using a human touch approach, this is because consumers prefer word of mouth marketing because they prefer real evidence from the buyer's side, not just reviews about the product provided by the seller. Therefore, the presence of online customer review and online customer rating features is very helpful for consumers who want to make a purchase. Potential consumers

can consider the product they want to buy by looking at the ratings and also reviews given by other consumers who have made previous purchases.

CONCLUSION

The promotion variable (X1) has a calculated t result of 8.434 and a t table value of 1.985. Because the significance value has a value of $0.000 < 0.05$, H_0 is rejected and H_1 is accepted, because there is a partially significant positive influence from the promotion variable (X1) on the decision to purchase Muslim clothing products on e-commerce Shopee among IKHAC students.

The online customer review variable (X2) has a calculated t result of 10.139 and a t table value of 1.985. Because the significance value is $0.000 < 0.05$, H_0 is rejected and H_1 is accepted, because there is a partially significant positive influence from the online customer review variable (X2) on the decision to purchase Muslim clothing products on Shopee e-commerce for IKHAC students.

The online customer rating variable (X3) has a calculated t result of 11.646 and a t table value of 1.985. Because the significance value is $0.000 < 0.05$, H_0 is rejected and H_1 is accepted, because there is a partially significant positive influence from the online customer rating variable (X3) on the decision to purchase Muslim clothing products on e-commerce Shopee among IKHAC students.

From the F statistical test that has been carried out, it can be proven that promotion variables, online customer reviews and online customer ratings simultaneously have a significant influence on the decision to purchase Muslim clothing products on e-commerce Shopee among IKHAC students. This is proven by the calculated F value of 63.259 which is greater than the F table value of 2.70 with a significance of 0.000.

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