

Mojokerto Marketplace Determinants of Product Reviews, Convenience, Trust, and Price on Purchase Decisions on Shoppe

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ABSTRACT

Purpose: The goal of this study is to discover how the Shopee Mojokerto market's consumers make purchasing decisions in relation to product ratings, convenience, trust, and pricing.

Design/methodology/approach: A good illustration of quantitative research is this. A purposive sampling technique was used to interview 100 respondents for this study's sample. The data analysis approach employs multiple linear regression analysis, t-tests, and F-tests. SPSS 21 is used to do the computations.

Findings: The test results reveal that in the Shopee market in Mojokerto, convenience, trust, and price have a favorable and considerable influence on purchasing decisions, but product dimensions have minimal effect. The primary factor influencing Mojokerto Shopee purchases is easy.

Paper type: Research paper

Keyword : Ease, Product Reviews, Price, Purchase Decision, Trust

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I. INTRODUCTION

Currently, the Internet network has a practically unlimited geographical coverage. He won the "2017 Indonesian Internet User Penetration and Behavior," according to the Association of Indonesian Internet Service Providers (APJII). The results of a survey conducted with technopreneurs show that 143.26 million people in Indonesia are now using the Internet, which is 54.7% of the nation's global recognition (APJII Bulletin, number 22/03/18). The majority of internet users in Indonesia use it for online shopping. E-commerce or online commerce refers to the use of the Internet for business endeavors.

Shopee.co.id is a well-known e-commerce service in Indonesia. Shopee is moving towards consumer-to-consumer (C2C) e-commerce. Chris Feng is the CEO of Shopee. In June 2015, Shopee co.id was launched in Indonesia.

People who used to shop and make purchases are now doing it online, which is a phenomenon. Various considerations, such as product reviews, convenience, reliability and cost, must be taken into account when considering making a purchase online.

Product reviews are customer evaluations of these items (Nurul et al., 2019). Conscientious customers will pay attention to the reviews left by previous buyers on the Shopee marketplace. To reduce the danger of shopping. Customer evaluation of these goods (Nurul et al., 2019). Conscientious customers will pay attention to the reviews left by previous buyers on the Shopee marketplace. To reduce the danger of shopping.

Convenience Use is also important to make it easier for consumers to make purchases. For this reason, (Teresia & Hermi, 2016) in Tanjaya et al., (2019) argues that convenience is the extent to which people believe that using technology, according to them, will be free of effort. Here Shopee also provides a "live chat" feature that makes it different from other marketplaces. In this feature, buyers can easily talk directly and can negotiate

with sellers at Shopee. At Shopee, many payment systems have been listed, such as COD (Cash On Delivery) , which was recently implemented.

Trust is the main key of an online business. According to Harman Malau, (2017) Consumer trust will be the main factor. Because the business activities carried out are online, not face to face between sellers and buyers. In terms of security in transactions, Shopee guarantees a guarantee system and also provides a joint account to protect consumers from being deceived.

In addition to product reviews, convenience and trust, price also plays an important role in influencing someone to make a purchase. according to Harman Malau, (2017) A price is an amount of money or another measure, such as another good or service, that is exchanged for the right to own or utilize a good or service. Customers may browse the prices of the goods they desire on Shopee and arrange products from lowest to highest price, with quality taken into account.

Based on the description above, therefore the researcher wants to know how product reviews, convenience, trust and price influence purchasing decisions.

A. Literature Review

1. Product Review (X1)

According to Mo et al., (2015) in Saripa, (2019) argues that reviews containing images reflect the actual quality of the goods, such as color problems, inconsistent specification problems, or high quality, good experience. Product reviews are reviews given by customers on these products (Nurul et al., 2019). Product reviews, according to the several definitions above, are articles made by consumers in e-commerce columns that indicate the true quality of things, such as color issues, inconsistent specification concerns, or exceptional quality, positive experience.

Product review indicators according to (Lackermair et al., (2013) in Sudjarmika et al., (2017))

- a. or *Awareness*
- b. Frequency or *Frequency*
- c. Comparison or *Comparison*
- d. Influence or *Effect*

2. Ease Variable (X2)

According to Teresia & Hermi, (2016) in Tanjaya et al., (2019) Convenience is the extent to which people believe that using technology according to them will be free of effort. Meanwhile, according to (Baran et al., (2000) in Istanti & Ferdianika., (2017) The ease of using technology can determine a person's decision to make a purchasing decision.

From the various definitions above, it can be concluded that convenience is a measure of trust where technology or sites are easy to use and free from effort that can affect consumer interest in online transactions.

Convenience indicators according to (Aladwani & Palvia, (2002) in Sudjarmika et al., (2017):

- a. Easy to Recognize
- b. Ease of navigation
- c. Ease of gathering information
- d. Convenience to buy

3. Trust Variable (X3)

Consumer trust or consumer knowledge involves the belief that a product has attributes and there are various benefits from these attributes (Sudaryono, 2016). Consumer trust will be the main factor. Because the business activities carried out are online , there are no face-to-face meetings between sellers and buyers Harman Malau, (2017). Trust, in the words of Barnes & Vidgen, (2003) and Harman Malau, (2017), is the conviction that one will find in a trade partner what they are seeking. Trust is the willingness to act in a certain way because one has faith that the other person will provide him what he needs, as well as the general conviction that one can rely on the words, assurances, or claims of others.

From the various definitions above, it can be concluded that trust is a person's belief in a product that has attributes and there are various benefits from the attributes, and also the belief that the exchange partner will provide what he expects and can be relied upon.

Trust variable indicators according to Langton et al., (2016)

- a. Integrity
- b. *enevolence* / Kindness
- c. *Ability* / Ability

3. Price Variable (X4)

Kotler & Armstrong, (2018) claim that one of the marketing mix's components that creates revenue is price. Price (price) is an exchange rate that, for a person or group, at a certain moment and location, cannot be compared to money or services (Oentoro, 2012) in (Sudaryono, 2016). Harman Malau, (2017) asserts that a price is a monetary amount or other measure (including other products and services) that is transferred in exchange for the right to own or use a good or service.

The amount exchanged to get the right to own or utilize a good or service is referred to as the price in the aforementioned definition.

Price indicators according to Kotler & Armstrong, (2018) in Nasution et al., (2018)

- Price Eligibility
- Compatibility of price with product quality
- There are discounts or discounts

4. Purchasing Decision Variable (Y)

Sudaryono, (2016) defines a decision as "the choosing of actions from two or more different possibilities." In other words, the individual making the decision must have only one option from among multiple possible options. If someone is given two options, purchasing or not buying, and decides to buy, that person is in a position to make a decision. Meanwhile, according to Tjiptono, (2011) in Hidayati & Laili, (2018). Purchasing decision is a process in which consumers know their problems, seek information about certain products or brands and evaluate how well each of these alternatives is in solving the problem, which then leads to purchasing decisions.

Based on the definition above, it can be concluded that purchasing decisions are actions where consumers recognize problems, seek information, evaluate alternatives, decide to buy and post-purchase actions.

Purchasing Decision Indicators according to Kotler et al., (2019):

- Information Search
- Alternative Evaluation
- Buying decision
- Post Purchase Behavior

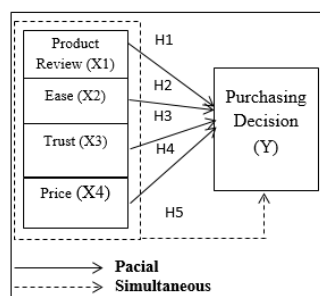


Figure 1. Conceptual Framework

B. Hypothesis

The research problem formulation, which has been given in the form of a question, has a temporary solution in the form of the hypothesis (Sugiyono, 2018).

H1: Product reviews are thought to have a favorable and significant impact on purchase decisions.

H2: It is hypothesized that convenience influences judgments in a good and substantial way.

H3: It is hypothesized that trust influences purchase decisions in a good and substantial way.

H4: It is hypothesized that pricing influences purchase decisions in a favorable and substantial way.

H5: According to claims, Product Reviews, Convenience, Trust, and Prices all have a favorable and significant impact on purchase decisions.

II. METHODS

This is a quantitative research approach. The population is a broad category of objects/subjects with certain attributes and characteristics chosen by researchers to be investigated and conclusions formed (Sugiyono, 2018). In this study, the population consisted of all Shopee Marketplace customers in the Mojokerto district of East Java. In places where the population number is uncertain.

The approach utilized is a non-probability sampling technique, which means that not every element or member of the population has an equal chance of being chosen as a sample. Purposive sampling is the technique utilized. Purposive sampling is a sampling approach that takes into account (Sugiyono, 2018). This study takes into account the following factors:

1. Have application Shopee
2. Shopee consumers domiciled in Mojokerto
3. Have made a purchase at least once through the Shopee application

The Unknown Population formula is used to determine the sample size since the precise number of samples is unknown (Saripa, 2019).

$$n = \frac{z^2}{4(\mu)^2}$$

Information :

n = Number of samples

z = nominal distribution level significant level,

5% then Z = 1.96

μ = Margin of error or maximum error that can be correlated. Here it is set at 10% or 0.1

By using the formula above, the sample calculation results are obtained as follows:

$$n = \frac{z^2}{4(\mu)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

n = 96.4 rounded up to 96

Based on the results, it is safe to assume that the sample size was at least 96 people. The researchers in this study picked a sample of 100 respondents to overcome the blank questionnaire.

The primary data source in this study was obtained from distributing online questionnaires to Shopee consumers in Mojokerto using a Google form (<http://bit.ly/36AjRg1>) and distributing them via social media. In order to reach respondents faster and wider. A questionnaire, as defined by Sugiyono, (2018), is a tool for acquiring data in which participants are requested to provide written responses to questions. For quantitative analysis, the replies to the questionnaire statements are given on a Likert scale from 1 to 5. strongly disagree, disagree, accept neutrally or strongly, accept disagree (Sugiyono, 2018).

III. RESULTS AND DISCUSSION

A. Validity test

A validity test is used to evaluate the reliability or validity of a questionnaire, claims (Teresia & Hermi, 2016). When the survey's questions may provide light on the subject matter it will be measuring, the survey is considered to be legitimate. If the value is positive and the r count r table, the indicator or question item is deemed legitimate with a significant value of 0.05.

All variable statements X1, X2, X3, X4 and Y are pronounced legitimate based on the SPSS data processing findings with r count > r table (0.1680) and a significant value 0.05.

B. Reliability Test

Table 1. Reliability Test Results

Variable	Cronbach Alpha	cut off	Results
Product Review (X1)	0.895	0.70	Reliable
Ease (X2)	0.902	0.70	Reliable
Trust (X3)	0.874	0.70	Reliable
Price (X4)	0.837	0.70	Reliable

Purchase Decision (Y)

0.915

0.70

Reliable

Source: Research results, processed data (2020)

The reliability test evaluates the questionnaire used to represent a variable or concept. It is regarded as reliable if someone consistently or steadily responds to statements on a questionnaire throughout time. If a construct or variable offers 0.70, it is considered trustworthy (Teresia & Hermi, 2016). All variables were deemed trustworthy based on the findings of the SPSS data processing since the Cronbach alpha value was more than 0.70. in order to continue using it for research.

C. Classic assumption test

1. Data Normality Test

Table 2. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		<i>Unstandardized Residuals</i>
<i>N</i>		<i>100</i>
<i>Normal Parameters a,b</i>	<i>Means</i>	<i>,0000000</i>
	<i>std. Deviation</i>	<i>,03770114</i>
	<i>absolute</i>	<i>,126</i>
<i>Most Extreme Differences</i>	<i>Positive</i>	<i>,113</i>
	<i>Negative</i>	<i>-,126</i>
<i>Kolmogorov-Smirnov Z</i>		<i>1.256</i>
<i>asympt. Sig. (2-tailed)</i>		<i>.085</i>

Source: SPSS 21 output results, data processed, 2020

Results of the Kolmogorov-Smirnov (KS) test (Teresia & Hermi, 2016). Shows a significant value more than 0.05, specifically 0.085, indicating that the data is regularly distributed.

2. Multicollinearity Test

Table 3. Multicollinearity Test Results

<i>Model</i>	<i>Statistical Collinearity</i>	
	<i>tolerance</i>	<i>VIF</i>
<i>(Constant)</i>		
<i>Product Review (X1)</i>	<i>0.504</i>	<i>1,984</i>

<i>Ease (X2)</i>	<i>0.438</i>	<i>2,282</i>
<i>Trust (X3)</i>	<i>0.387</i>	<i>2,581</i>
<i>Price (X4)</i>	<i>0.338</i>	<i>2,957</i>

Source: Research results, processed data (2020)

By examining the tolerance and VIF values, you may determine the outcomes of a multicollinearity test. That multicollinearity does not exist for all variables with tolerance levels greater than 0.1 and VIF greater than 10.

3. Heteroscedasticity Test

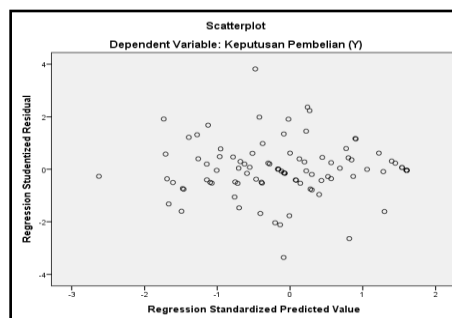


Figure 2. Scatterplot Graph of Heteroscedasticity Test

Source: SPSS 21 output results, data processed, 2020

According to Figure 1, there is no obvious regular pattern in the scatterplot data graph's heteroscedasticity test (wavy, widened then narrowed). As a result, heteroscedasticity is considered to be missing.

4. Autocorrelation Test

Table 4. Autocorrelation Test Results

Summary Model b					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>std. Error of the Estimate</i>	<i>Durbin-Watson</i>
<i>1</i>	<i>,864a</i>	<i>,747</i>	<i>,736</i>	<i>3.4159</i>	<i>2,188</i>

Source: SPSS 21 output results, data processed, 2020

Based on the autocorrelation test table with the Durbin Watson test (DW test). It is said that there is no autocorrelation if $DU < DW < 4 - DU$. The result is $1.758 < 2.188 < 4 - 1.758$ equal to $1.755 < 2.188 < 2.242$, so there is no autocorrelation.

D. Multiple Linear Regression Analysis

The regression equation is as follows.

$$Y = -0.658 + 0.090 X_1 + 0.373 X_2 + 0.219 X_3 + 0.334 X_4$$

Based on the results of the multiple linear regression equation above, it can be explained as follows.

- The constant value is -0.658 which means that if the product review, convenience, trust and price variables are considered constant or do not change, then the purchasing decision variable will be -0.658.

- b. The product review regression coefficient (X1) has a positive value of 0.090, meaning that each unit rise in the product review variable (X1) will result in a 0.090 increase in the number of purchases made. In contrast, if all other assumptions are held constant, a one-unit decrease in the product review variable will result in a 0.090 reduction in the purchase decision.
- c. The convenience regression coefficient (X2) is positive and has a value of 0.373. This suggests that an increase in purchase decisions of 0.373 will be brought about by the convenience variable (X2) of one unit. In contrast, if all other assumptions are held constant, a one-unit drop in the convenience variable will result in a 0.373 reduction in the purchase decision.
- d. The regression coefficient of confidence (X3) has a positive value of 0.219, meaning that increasing the trust variable (X3) by one unit will increase the number of purchasing options by 0.219. A one-unit decrease in the trust variable decreases the purchase decision by 0.219, all other assumptions held constant.
- e. The price regression coefficient (X4) is positive and equal to 0.334. This suggests that an increase in purchase decisions of 0.334 will be caused by the price variable (X4) of one unit. On the other hand, under the identical conditions, a one-unit fall in the price variable will result in a 0.334 reduction in the buy decision. The analysis's findings indicate that convenience, the most important independent variable, has the first effect; price, the second most important independent variable, follows with a regression coefficient of 0.334; and trust, the third most important independent variable, with a regression coefficient value of 0.219.

E. Partial Test (t test)

Table 5. Partial Test Results (t test)

Model	t count	t table	sig	Cut off sig
Product Review (X1)	1.109	1,661	0.270	0.05
Ease (X2)	4,451	1,661	0.000	0.05
Trust (X3)	2,810	1,661	0.006	0.05
Price (X4)	3,611	1,661	0.000	0.05

Source: Research results, processed data (2020)

The hypothesis that each independent variable separately impacts the dependent variable is accepted if the estimated t value is higher than the t table (Ghozali, 2016:97).

- a. The review variable has no influence on purchase decisions at Mojokerto's Shopee marketplace.
- b. The convenience variable is favorable and has a considerable impact on purchase decisions at Mojokerto's Shopee marketplace.
- c. The trust variable has a favorable and large impact on purchase decisions at Mojokerto's Shopee marketplace.
- d. The price variable influences purchase decisions at the Shopee marketplace in Mojokerto in a good and significant way.

F. Simultaneous Test (Test F)

Table 6. Simultaneous Test Results (Test F)

Model	Sum of Squares	Df	MeanSquare	F	Sig.
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	<i>Regression</i>	3272,024	4	818,006	70,105	,000 ^b
1	<i>residual</i>	1108,486	95	11,668		
	<i>Total</i>	4380,510	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Price (X4), Product Reviews (X1), Ease (X2), Trust (X3)

Source: SPSS 21 output results, data processed, 2020

The influence of product review factors, convenience, trust, and price on purchasing choices with a significance value of 0.000 implies the sig value is 0.05, the calculated F value is 70.105, and the F table value is 2.47, showing that the calculated F value is > from the F table.

G. Coefficient of Determination (R^2)

Table 7. Test Results for the Coefficient of Determination (R^2)

Summary Model b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,864 ^a	,747	,736	3.4159	2,188

a. Predictors: (Constant), Price (X4), Product Reviews (X1), Ease (X2), Trust (X3)

b. Dependent Variable: Purchase Decision (Y)

Source: SPSS 21 output results, data processed, 2020

The product review, convenience, trust, and price variables can explain 73.6% of the change in purchase decision factors, whereas the remaining 26.4% is explained by other variables outside the model. The adjusted R Square is 0.736, or 73.6%. The correlation coefficient (R) 0.864 results show a very significant association between the independent factors and the purchase decision variable at the coefficient interval level (0.80-1.000).

H. Discussion

1. Effect of Product Reviews on Purchasing Decisions

The study's hypothesis, that "product reviews have a positive and significant effect on purchasing decisions at the Shopee marketplace in Mojokerto," was not supported by the data, which showed that the product review variable had a t-count value of 1.109 and a t-table value of 1.661 ($1.109 < 1.661$) with a significance value of 0.270 greater than 0.05 ($0.270 > 0.05$), and the regression coefficient value had a value of 0.090. This demonstrates that many shoppers do not consider product reviews from other buyers when deciding whether or not to make a purchase.

The findings of this study back up the findings of Sudjarmika (2017)'s study, Effects of pricing, product reviews, convenience, and security on online purchase decisions at Tokopedia.com. Explains why the product review variable has no influence on Tokopedia.com's online shopping decisions. The results of this study are different from the results of Saripa's research (2019) entitled The Influence of Product Reviews and Ratings on Purchase Decisions Through Tokopedia (Case Study of 3 Districts in Makassar City). Reviews affect purchasing decisions through Tokopedia in Makassar City.

2. The Effect of Convenience on Purchasing Decisions

The findings supported the hypothesis that "convenience has a positive and significant effect on purchasing decisions at the Shopee marketplace in Mojokerto," with the convenience variable having a t-count value of 4.451 and a t-table value of 1.661 ($4.451 > 1.661$), a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), and

a regression coefficient value of 0.373. This indicates how user-friendly the website is for the shopee marketplace. The more user-friendly a website is, the more probable it is that a purchase will be made.

The ease of buying is critical. Consumers will be interested in making a purchase if the marketplace's website is simple to use. According to Jogiyanto (2007) in Tanjaya et al (2019), convenience is the degree to which individuals assume that utilizing technology would be painless. Meanwhile, according to Davis (2000) in Istanti (2017), the ease of use of technology might influence a person's choice to purchase. According to Istanti's (2017) research, the ease of use of online buying and selling sites strongly increases customers' interest in transacting online.

The findings of this study back with the findings of Sudjarmika (2017), who found that the convenience variable had a favorable and substantial impact on online shopping decisions at Tokopedia.com. Nasution's research (2018) explains that there is the influence of the convenience variable on the decision to purchase clothing products online in case studies of online shopping students at FEBI IAIN Padangsidimpuan. Istanti Research (2017) Explains that The ease of shopping influences the decision to purchase online shopping in the city of Surabaya.

3. The Effect of Trust on Purchasing Decisions

The results supported the hypothesis that "trust has a positive and significant effect on purchasing decisions at the Shopee marketplace in Mojokerto" by revealing that the trust variable had a t count value of 2.810 and a t table value of 1.661 ($2.810 > 1.661$) with a significance value of 0.006 less than 0.05 ($0.006 < 0.05$). The regression coefficient value was also 0.219. This indicates that online services and purchases may be made through the shopee marketplace. The degree of client confidence affects the purchase decision.

The idea that a product has attributes and that these features bring varied benefits is known as customer trust or consumer knowledge (Sudaryono, 2016:68). The most crucial factor will be gaining consumer trust. There are no in-person interactions between sellers and buyers because all business transactions are done online (Malau, 2016: 301). Trust, in the words of Barnes (2003: 148) and Malau (2016: 301), is the conviction that one will find in a trade partner what they are seeking. Online transactions require confidence because buyers and sellers do not interact in person. Without a foundation of trust, online transactions are challenging. The internet market is more well-liked the higher the level of customer trust.

The results of this study support research conducted by Istanti (2017) explaining that the trust variable has the least influence on *online* shopping purchase decisions in the city of Surabaya . Study Usvita (2017) explains that trust is influential and significant on online purchasing decisions (survey lazada.co.id consumers). Study Tanjaya, et al. (2019) Explaining that trust has a significant effect on purchasing decisions for vape products on Instagram. Research results by Anggraeni and Madiawati (2016) explain that trust has a significant effect on *online purchasing decisions* .

4. Effect of Price on Purchasing Decisions

The findings supported the hypothesis that "price has a positive and significant effect on purchasing decisions on the Shopee marketplace in Mojokerto," with the price variable t count being 3.611 and the t table being 1.661 ($3.611 > 1.661$) with a significance value of 0.000 less than 0.05 ($0.000 < 0.05$) and the regression coefficient value being 0.334. This displays how prices are established in the Shopee marketplace in accordance with consumer demands and product quality, and that a variety of discounts and promotions are offered.

A retailer can use pricing to set their products or services apart from the competitors. Kotler and Keller claim that one element of the marketing mix that generates revenue is price (2018: 67). Price (price) is an exchange rate for a person, a group, or both at a certain time and place that cannot be compared to money or services (Oentoro, 2012 in Sudaryono, 2016: 216). A price, on the other hand, is "a monetary unit or other measure (including other products and services) that is exchanged in order to ensure ownership rights or usage of an object or service," according to Malau (2017: 147)

The results of this study support the research conducted by Istanti (2017) explaining that prices affect purchasing decisions for online shopping in the city of Surabaya . Meanwhile, the research by Sudjarmika (2017) and Nasution (2018) explains that price has no effect on purchasing decisions.

5. The Influence of Product Reviews, Convenience, Trust and Price on Purchasing Decisions

The study was successful in demonstrating the hypothesis that "product reviews, convenience, trust, and price all have a positive and significant effect on purchasing decisions at the Shopee marketplace in Mojokerto," as indicated by the test results, which produced a calculated F value of 70.105 and F table 2.47 ($70.105 > 2.47$) with a significance of 0.000 less than 0.05 ($0.000 < 0.05$).

A choice is "the selection of actions among two or more diverse possibilities," according to Sudaryono (2016: 99). In other words, the person making the choice can only choose from a limited number of possibilities. A person is in a position to make a choice if they are presented with the choice of buying something or not, and

they choose to buy it. Buy decisions are defined by Tjiptono (2011) in Hidayati (2018) as a process in which consumers first identify their problems, then look for information about certain products or brands, evaluate how well each of these possibilities addresses the issue, and then make a purchase.

There are four factors that influence a person to make a purchasing decision, namely product reviews, convenience, trust and price. Product reviews are reviews given by customers on the product. If the previous consumer's review was good, it will influence other consumers to make a purchase decision because the purchase was made online and they did not know the original form of the item. Not only product reviews are noticed but consumers are very concerned about the ease of use of the site. Convenience is the extent to which people believe that using technology according to them will be free of effort. The ease with which customers may use online buying and selling sites impacts their willingness to deal online. Following convenience, the manufacturer must establish trust. The assumption that one will find what one seeks in an exchange partner is referred to as trust. Trust is a person's readiness to act in a specific manner because he believes his partner will provide him what he expects and a broad belief that the words, promises, or assertions of others can be trusted. Consumer trust will be crucial. Because commercial transactions are conducted online rather than face to face between vendors and purchasers. Price is a monetary unit or other measure (including other products and services) that is transferred in order to secure ownership rights or usage of an object or service once price trust is taken into account. Producers must determine pricing based on market share and quality, and offer several discounts and promotions.

6. The Most Dominant Ease of Influence Variable on Purchasing Decisions

The results of multiple linear regression analysis, obtained a regression coefficient of 0.373 and t count of 4.451 for the ease variable (X2). So it can be concluded that the variable that has the most dominant influence on purchasing decisions is the convenience variable (X2) because the coefficient value is greater than the other variables.

Their enthusiasm in conducting business online is significantly influenced by online buying and selling sites. This demonstrates how user-friendliness of buying and selling websites will significantly affect consumers' purchase decisions.

The findings of this study are consistent with research by Sudjarmika (2017), which explains that convenience is the most important aspect in influencing consumers' online purchase selections at Tokopedia.

IV. CONCLUSIONS

A. Conclusion

First off, decisions to buy on the Mojokerto Shopee Marketplace are unaffected by product reviews. The Shopee Marketplace in Mojokerto shows that Convenience has a favorable and significant impact on purchase decisions. When the third objective is Trust, Mojokerto's Shopee Marketplace Purchase Decisions are positively and significantly influenced. Price has a favorable and substantial effect on purchase decisions on the Shopee Marketplace in Mojokerto, the study's authors go on to say. Then, at the Mojokerto Shopee Marketplace, Price, Convenience, Trust, and Product Reviews all have an impact on purchasing decisions. Convenience is the factor that has the most effect on consumers' choices at the Shopee Marketplace in Mojokerto, according to the results of this study.

B. Suggestion

1. For Companies

According to studies, convenience is the primary factor influencing decisions to buy on *the Shopee marketplace*, *the Shopee marketplace* can improve the convenience that exists on the *Shopee marketplace*, both the ease of transactions between sellers and buyers or the ease of systems or services. The second biggest influence is the price variable, if the *Shopee marketplace* offers affordable prices and price compatibility with quality then the level of purchasing decisions will increase, more promos or free shipping will also have an effect on increasing consumer purchases. The third biggest influence is the trust variable, the *Shopee marketplace* should be more responsive in handling fraud cases committed by sellers in the *Shopee marketplace*. Product reviews have no effect, meaning that many consumers do not pay attention to product reviews when buying, but companies must be even better at responding to existing product reviews.

2. For Further Researchers

For future researchers, it is better to expand the variables under study. For example by adding security variables, product quality, risk perception, information quality and so on. With the hope that the results of

further research will be better. The population and samples were expanded and reproduced, not only 100 samples.

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