
THE EFFECT OF PROMOTION AND CUSTOMER REVIEWS ON PURCHASE DECISIONS AT THE VIONDY1 ONLINE SHOP IN WEST JAKARTA CITY

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ABSTRACT

This study aims to determine the effect of promotion and customer reviews on purchasing decisions at the Viondy1 Online Shop in West Jakarta City. The method used is explanatory research with analysis techniques using statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study show that promotion has a significant effect on purchasing decisions, as evidenced by the hypothesis test obtained sig. <0.05 (0.016 <0.05). Customer reviews have a significant effect on purchasing decisions, as evidenced by the hypothesis test obtained sig. <0.05 (0.013 <0.05). Promotion and customer reviews simultaneously have a significant effect on purchasing decisions, as evidenced by the hypothesis test obtained sig. <0.05 (0.000 <0.05 with a contribution of 60.1%.

Keywords: Promotions, Customer Reviews, Purchase Decisions.

INTRODUCTION

1. Background of the problem

Nowadays, modern society is starting to switch to shopping using online media because of the ease of technology offered. The change in lifestyle is also felt by the people of Indonesia as a developing country. Technology has created many breakthroughs in various fields so that it changes people's lifestyles such as in shopping activities through marketplaces that help people to shop without face-to-face and are limited by distance and time.

According to Ardianti & Widiartanto (2021), the existence of online stores or applications can help people find their needs and wants without having to leave the house and of course it is more practical because they only use a cellphone to make buying and selling transactions. Therefore, it is not surprising that people in the world are experiencing a change in the shopping system from offline to online at this time because the internet has been created to make it easier for humans to do everything, one of which is shopping without having to sacrifice too much time and energy.

People's online shopping behavior is increasing from year to year. From the results of the annual research released by We Are Social, it shows that the percentage of Indonesians who buy goods and services online within a month in 2023 reached 41% of the total population, an increase of 15% compared to 2020 which was only 26%.

Viondy1 is an Online Shop that presents a collection of modern and stylish women's fashion. Established since 2021, Viondy1 is committed to providing a variety of high-quality clothing choices that are in line with the latest trends, from casual to formal wear. With a focus on comfort and beautiful design, Viondy1 is the solution for women who want to appear confident on every occasion. Based on online services, Viondy1 offers easy shopping with friendly service and fast delivery throughout Indonesia.

Viondy1 has been established since 2021 until now and has many loyal customers, besides buyers who come occasionally. Many customers are still loyal to the Viondy1 Online Shop and there are also some who have moved. The following is data

on the number of customers at the Viondy1 Online Shop since the period 2021-2023 as follows:

Table 1. Data on the Number of Online Shop Customers at Viondy1, West Jakarta City, 2021-2023 Period

Year	Number of Customers
2021	4.330
2022	11,890
2023	13,048

Source: Online Shop Viondy1 (data processed 2024)

Based on the table above, it shows that in 2021 the number of customers was 4,330. In 2022 the target number of customers reached 11,890 customers. While in 2023 the number of customers increased to 13,048. Overall, in the last three years the company has succeeded in achieving an increasing number of customers every year. The formation of an increase in the number of customers is the main goal of sales. Purchases can occur from a series of customer behavior processes. The process of forming customer behavior is something that is currently being studied by marketers. This is because customers have different views, perceptions and references to a product and this customer behavior will influence the purchase decision.

The author believes that the less than optimal achievement of the number of buyers at the Viondy1 Online Shop is due to the lack of promotion carried out by the company. Viondy1 has carried out several promotions, but there are several promotional activities that are not carried out by Viondy1. Researchers suspect that because there are several activities that are missing from year to year, this triggers a decline in sales, namely that promotions are suspected to be one of the factors causing the decline in sales figures at Viondy1.

Promotion is one of the marketing communication media in business as a medium for exchanging information between sellers and buyers, and is the most important activity in introducing, informing and recalling the benefits of the product to encourage customers to buy the product being promoted. Promotions carried out by the company certainly have the aim of increasing customer satisfaction with the products sold with the aim of increasing customer buying interest.

In addition to promotions, purchasing decisions are also influenced by customer reviews. Based on previous research conducted by Sri Rahayu (2021) which states that promotions have a positive effect on purchasing decisions online and the promotion variable is the most dominant variable or the one that most influences purchasing decisions. Because the main thing that prospective customers will consider is comparing the rating with the quality of the product.

Customer review factors influence purchasing decisions. Reviews themselves are reviews from customers who have purchased the product. Online customer reviews make potential customers gain confidence and self-confidence to make decisions to buy or not to buy (Deccasari, Dwi Danesty, 2023).

The formation of purchases is the main goal of marketing. Purchases can occur from a series of consumer behavior processes. The process of forming consumer behavior is something that is currently widely studied by marketers. This is because consumers have different views, perceptions and references to a product and this consumer behavior will influence the occurrence of the purchasing decision.

Consumer behavior is how individuals or groups choose to use and purchase goods or services and to what extent these goods or services satisfy their needs and desires.

Based on the gap phenomenon explained above, the author chose the research

title "The Influence of Promotion and Customer Reviews on Purchasing Decisions at the Viondy1 Online Shop in West Jakarta City".

2. Formulation of the problem

- a. Is there any influence between promotion and purchasing decisions at the Viondy 1 Online Shop in West Jakarta City?
- b. Is there an influence between customer reviews on purchasing decisions at the Viondy 1 Online Shop, West Jakarta City?
- c. Is there a simultaneous influence between promotions and customer reviews on purchasing decisions at the Viondy 1 Online Shop in West Jakarta City?

3. Research purposes

- a. To determine the influence of promotions on purchasing decisions at the Viondy 1 Online Shop, West Jakarta City.
- b. To determine the influence of customer reviews on purchasing decisions at the Viondy 1 Online Shop, West Jakarta City.
- c. To determine the simultaneous influence of promotions and customer reviews on purchasing decisions at the Viondy 1 Online Shop in West Jakarta City.

LITERATURE REVIEW

1. Promotion

According to Kotler and Keller (2019) argue that promotion is a special concoction of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing goals. The indicators used include: 1) Advertising, 2) Sales Promotion, 3) Personal Selling, 4) Publicity, 5) Direct Marketing.

2. Customer Reviews

According to Lee (2020) customer reviews are one of several factors that determine a person's purchasing decision, customers can take the number of reviews as an indicator of product popularity or the value of a product that will influence the willingness to decide to buy. The indicators used include: 1) Perceived Usefulness, 2) Source Credibility, 3) Argument Quality, 4) Valance, 5) Volume Of Review (number of reviews).

3. Buying decision

According to Kotler and Keller (2019) argue that purchasing decisions are a person's attitude to buy or use a product, either goods or services, that are believed to satisfy him/her and the willingness to bear the risks that may arise. The indicators used include: 1) Product Selection, 2) Brand Selection, 3) Seller Selection, 4) Purchase Amount, 5) Purchase Time.

RESEARCH METHODS

1. Population

The population in this study was 93 respondents from the Viondy 1 Online Shop in West Jakarta City.

2. Sample

The sample in this study amounted to 93 respondents.

3. Types of research

The type of research used is associative, where the aim is to determine the influence between independent variables on dependent variables, both partially and simultaneously.

4. Data Analysis Methods

In analyzing the data, instrument tests, classical assumption tests, regression, coefficient of determination and hypothesis tests were used.

RESEARCH RESULT

1. Descriptive Analysis

In this analysis, it is stated in broad terms that promotions and customer reviews as well as purchasing decisions are made with Direct marketing from Online Shop Viondy1 is effective in providing information about the latest products. This shows the success of their direct marketing strategy.

2. Verification Analysis.

This analysis is intended to determine the influence of independent variables on dependent variables. The test results are as follows:

a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Linear Regression Test Results Multiple

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	33,720	5,757		5,857	.000
Promotion (X1)	.014	.159	.013	.089	.929
Customer Reviews (X2)	.165	.191	.130	.866	.389

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation $Y = 33.720 + 0.014X_1 + 0.165X_2$ is obtained. From the equation it is explained as follows:

- 1) The constant of 33,720 means that if there are no promotions and customer reviews, then there is a purchasing decision value of 33,720 points.
- 2) The promotion regression coefficient is 0.014, this number is positive, meaning that every time there is an increase in promotion of 0.014, the purchasing decision will also increase by 0.014 points.
- 3) The customer review regression coefficient is 0.165, this number is positive, meaning that every time there is an increase in customer reviews of 0.165, the purchasing decision will also increase by 0.165 points.

b. Correlation Coefficient Analysis

The correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable, both partially and simultaneously. The test results are as follows:

Table 3. Results of Testing the Correlation Coefficient of Promotion on Purchasing Decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792a	.627	.619	.610154

a. Predictors: (Constant), Promotion (X1)

Based on the test results, a correlation value of 0.792 was obtained, meaning that promotion has a strong relationship with purchasing decisions.

Table 4. Results of Testing the Correlation Coefficient of Customer Reviews on Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716a	.513	.508	3.35665

a. Predictors: (Constant), Customer Reviews (X2)

Based on the test results, a correlation value of 0.716 was obtained, meaning that customer reviews have a strong relationship with purchasing decisions.

Table 5. Results of simultaneous testing of correlation coefficients of promotions and customer reviews on purchasing decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779a	.601	.592	3.05470

a. Predictors: (Constant), Customer Reviews (X2), Promotion (X1)

Based on the test results, a correlation value of 0.779 was obtained, meaning that promotions and customer reviews simultaneously have a strong relationship with purchasing decisions.

c. Determination Coefficient Analysis

The determination coefficient analysis is intended to determine the percentage of influence of the independent variable on the dependent variable, both partially and simultaneously. The test results are as follows:

Table 6. Results of Testing the Promotion Determination Coefficient on Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792a	.627	.619	.610154

a. Predictors: (Constant), Promotion (X1)

Based on the test results, a determination value of 0.627 was obtained, meaning that promotion has a 62.7% contribution to purchasing decisions.

Table 7. Results of Testing the Coefficient of Determination of Customer Reviews on Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716a	.513	.508	3.35665

a. Predictors: (Constant), Customer Reviews (X2)

Based on the test results, a determination value of 0.513 was obtained, meaning that customer reviews have a 51.3% contribution to purchasing decisions.

Table 8. Results of Testing the Coefficient of Determination of Promotion and Customer Reviews on Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779a	.601	.592	3.05470

a. Predictors: (Constant), Customer Reviews (X2), Promotion (X1)

Based on the test results, a determination value of 0.601 was obtained, meaning that promotions and customer reviews simultaneously have a 60.1% contribution to purchasing decisions, while the remaining 39.9% is influenced by other factors.

d. Hypothesis Testing

Partial Hypothesis Test (t-Test)

Hypothesis testing with the t-test is used to determine which partial hypotheses are accepted.

First hypothesis: There is a significant influence of promotion on purchasing decisions.
Second hypothesis: There is a significant influence of promotion on purchasing decisions.

Table 9. Results of Promotion Hypothesis Testing on Purchasing Decisions

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	33,720	5,757		5,857	.000
Promotion (X1)	.014	.159	.013	.089	.016
Customer Reviews (X2)	.165	.191	.130	.866	.013

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the partial hypothesis test (t-test) can be explained as follows:

Promotion variables have a significant effect on purchasing decisions, indicated by the hypothesis test obtained sig. $0.016 < 0.05$) thus the proposed hypothesis Ho1 is rejected and Ha1 is accepted, meaning that partially promotion has a significant effect on purchasing decisions.

The customer review variable has a significant effect on purchasing decisions, indicated by the hypothesis test obtained sig. $0.013 < 0.05$) thus the proposed hypothesis Ho2 is rejected and Ha2 is accepted, meaning that partially customer reviews have a significant effect on purchasing decisions.

Simultaneous Hypothesis Test (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypotheses are accepted.

Third hypothesis There is a significant influence between promotions and customer reviews simultaneously on purchasing decisions.

Table 10. Results of Promotion Hypothesis Testing and Customer Reviews on Purchasing Decisions

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46,190	2	23,095	.892	.000b
	Residual	2329.101	90	25,879		
	Total	2375.290	92			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Customer Reviews (X2), Promotion (X1)

Based on the test results in the table above, the promotion and customer review variables simultaneously have a significant effect on purchasing decisions, indicated by the hypothesis test obtained sig. $0.000 < 0.05$) thus the proposed hypothesis Ho3 is rejected and Ha3 is accepted, meaning that simultaneously promotion and customer reviews have a significant effect on purchasing decisions.

DISCUSSION OF RESEARCH RESULTS

1. The Effect of Promotion on Purchasing Decisions

Promotion partially has a significant effect on purchasing decisions, indicated by the hypothesis test obtained a significance value of $0.016 < 0.05$. Thus, the first hypothesis proposed that there is a significant effect between promotion and purchasing decisions is accepted.

2. The Influence of Customer Reviews on Purchasing Decisions

Customer reviews partially have a significant effect on purchasing decisions, indicated by the hypothesis test obtained a significance value of $0.013 < 0.05$. Thus, the

second hypothesis proposed that there is a significant effect between customer reviews and purchasing decisions is accepted.

3. The Influence of Promotions and Customer Reviews on Purchasing Decisions

Promotion and customer reviews simultaneously have a significant effect on purchasing decisions with a correlation value of 0.779 or have a strong relationship with an influence contribution of 60.1% and a regression equation of $Y = 33.720 + 0.014X_1 + 0.165X_2$, and the hypothesis test obtained a significance value of $0.000 < 0.05$. Thus, the third hypothesis proposed that there is a significant effect between promotion and customer reviews simultaneously on purchasing decisions is accepted.

CONCLUSION AND SUGGESTIONS

1. Conclusion

- a. Promotion has a significant effect on purchasing decisions, indicated by the hypothesis test obtained sig. $0.016 < 0.05$.
- b. Customer reviews have a significant effect on purchasing decisions, indicated by the hypothesis test obtained sig. $0.013 < 0.05$.
- c. Promotion and customer reviews simultaneously have a significant effect on purchasing decisions, indicated by the hypothesis test obtained sig. $0.000 < 0.05$, with a contribution of 60.1%.

2. Suggestion

- a. In accordance with the lowest statement value in the Promotion variable, namely regarding the Promo or discount offered, it encourages me to immediately buy Viondy1 Online Shop products, therefore the author suggests that Viondy1 Online Shop provide more attractive promos or discounts, such as special discounts for first purchases, price cuts for large purchases, or loyalty programs for loyal customers.
- b. In accordance with the lowest statement value on the customer review variable, namely regarding the explanation given in customer reviews is easy to understand and relevant, therefore the author provides suggestions for the Viondy1 Online Shop to improve the quality of product reviews by providing clearer product descriptions, utilizing infographics, or making videos to make it easier for customers to understand the product.
- c. In accordance with the lowest statement value on the Purchase Decision variable, namely regarding I buy Viondy1 Online Shop products that suit my needs, the author suggests ensuring the availability of product stock according to customer needs by implementing good stock management. Then regarding I buy Viondy1 Online Shop products according to the amount I need, the author suggests that Viondy1 Online Shop add a stock notification feature, such as a notification if a product that is out of stock will be available again, so that customers can still buy according to the amount needed.

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