The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency

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I N F O	A B S T R A C T
	Purchase intention is one of the aspects that ensures the success of the company's revenue goals. Customers' online purchase intention is confirmed by various aspects, including online customer reviews and online customer ratings. Likewise, for Shopee customers in Gianyar Regency, online customer reviews and online customer ratings are two variables that can influence purchase intention. This study also aims to identify the positive and significant influence between online customer reviews and online customer ratings simultaneously and partially on the purchase intention of Shopee customers in Gianyar Regency. Information collection methods used in this study were observation, interviews and questionnaires. The number of respondents used in this study are 96 people with the method of determining the sample using purposive random sampling. Furthermore, the information was analyzed using quantitative analysis consisting of Research Instrument Test, Classical Assumption Test, Multiple Linear Regression Analysis, Determination Analysis, F-Test and t-Test, using the IBM SPSS Statistic 25 software. The results of the analysis prove that there is a positive and significant influence simultaneously and partially between online customer reviews and online customer ratings on Shopee customer purchase intention in Gianyar Regency. The critical review in this paper can contribute to researchers in the field of marketing, making use of online commerce to explore opportunities for future research gaps, explore various other signals that have not been revealed and develop more diverse future studies.
	Keywords: Online Customer Reviews; Online Customer Ratings; Costumer Purchase Intention

INTRODUCTION

Advances in technology and data in the world, especially the internet, are facing rapid progress. Everything that was previously done manually has shifted to a more efficient and faster method by using internet support. The development of technology from the internet has led to changes in the lifestyle of customers. Technological advances have made a shift in customer attitudes from offline purchases to online purchases in the marketplace. This is because the movement of offline shopping attitudes to online shopping is based on the convenience offered by the online shopping system. Currently, customers can buy things by shopping through various marketplace applications on smartphones (Damayanti, 2019).

Online marketplace is a place where merchants and customers meet and carry out various transactions virtually. Online marketplace is useful for business implementers in making the latest strategies to carry out sales, resulting in more efficient and effective sales results (Heriyanto, Wibowo, & Setiawan, 2016). Illustrations of online marketplaces in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada and Blibli. One of the emerging online marketplaces in Indonesia is Shopee. Shopee appears in the form of an application that makes it easier for customers to carry out shopping activities online with smart phones (Purwoko, 2021). One of the methods used by Shopee in the sales aspect for the purpose of increasing customer purchase intention is to identify what factors can influence customer purchase intention. Customer purchase intention is basically a driving aspect in making purchasing decisions for a product. In accordance with Yamit (2001), customer purchase intention is an after-purchase assessment or the results of an assessment after comparing what is experienced with their expectations. The industry must pay attention to factors such as online customer reviews and online customer ratings of products so that they can influence customer purchase intentions.

Indonesia is known as one of the countries with the most e-commerce users, behind China, Japan and the United States (CNN Indonesia, 2021). One of the most widely used e-commerce by the Indonesian people is Shopee. Shopee is known as an online product buying and selling facility that supplies various products such as women's and men's fashion products, sports equipment, household furniture, electronic equipment, food and beverages, jewelry and so on. Shopee is one of the most preferred e-commerce platforms by customers because it can offer various features that are more interactive with customers and at certain moments, Shopee has also installed interesting themes related to these moments (Rissalah & Sulistyawati, 2022). Based on the results of preliminary interviews with Shopee customers in Gianyar Regency, it is known that they prefer to shop online because they do not need to leave their house. However, they also raised concerns regarding purchasing online due to the fact that the online customer reviews and ratings often did not really match reality. The top five most popular e-commerce in Indonesia are presented as follows:
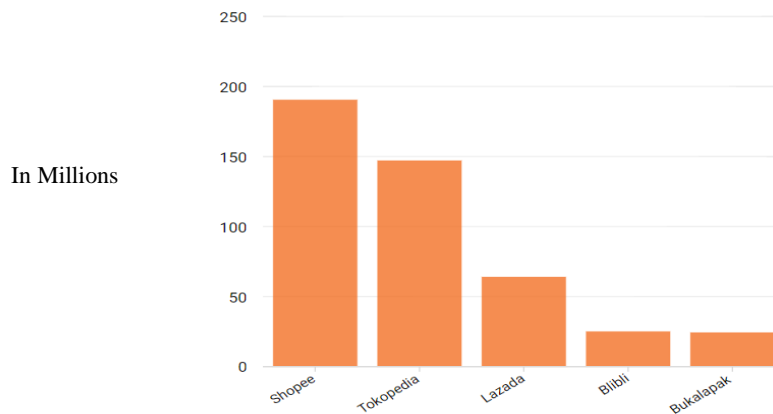

Figure 1. The E-Commerce Site with the Most Visits in Indonesia (August 2022)
Source: (Databoks, 2022)

This research was conducted on Shopee e-commerce with the focus of research being Shopee customers in Gianyar Regency. Gianyar Regency is one of the regions in Bali-Indonesia that has a fairly large interest in online shopping. The researcher chose the Gianyar Regency as the location of this research because in this area there is no major

shopping center such as large Plazas or Malls. Therefore, the existence of Shopee e-commerce can make it easier and save the time of the residents of Gianyar Regency in shopping.

Online customer review is a tool that allows customers to freely and easily write their opinions and views on various products and services (Prihastya, 2020). Almana & Mirza (2013) also added that customer review is used as a medium for customers to find and obtain data that will later influence their purchasing decisions. Research conducted by Ramadhani & Sanjaya (2021) proves that online customer reviews have a direct and significant impact on customer buying interest. Subsequently, research by Kurniawan (2021) also conclude that the effects of online customer reviews have a direct and significant impact on customer buying interest on Lazada. On the contrary, the research conducted by Sudirman (2018) proves that online reviews do not significantly affect buying interest. Furthermore, according to research by Chen, et al. (2022), consumers pay more attention to negative reviews than positive reviews, especially female consumers. Additionally, the study found a significant correlation between consumers' visual browsing behavior and their purchase intentions. It turns out that consumers are unable to spot fake reviews. These results suggest that practitioners need to pay special attention to negative reviews and address them in a timely manner by tailoring product/service information to reflect consumer characteristics, including gender.

Another aspect that can influence purchase intention is online customer rating. When a customer wants to make a purchase transaction online on the marketplace, one of the important things they pay attention to is the rating or evaluation of the products. With an online customer rating, merchants at Shopee can rate their online business. For customers, they can obtain data that they think can be trusted, thereby generating buying interest. Rating is an evaluation that is usually symbolized by the form of stars given. On the other hand, information is a statement of a person in the form of appreciation or criticism of an object or the quality of services provided to the industry (Simamora, 2008). According to Daulay (2020), this online customer rating is another type of view given by customers and is a general assessment for the comparison of features of a merchant's products or services. In the research conducted by Ichsan, Jumhur & Dharmoputra (2018), it is concluded that online customer ratings have a significant effect on customer buying interest. Moreover, the research conducted by Kurniawan (2021) also concludes that ratings have a direct and significant effect on customer buying interest on Lazada. However, the research conducted by Hasrul, Suharyati & Sembiring (2021), proves otherwise. He found that customer ratings do not affect buying interest in electronic products in Tokopedia e-commerce. Additionally, Sumerta, Widyagoca and Meryawan (2019) also found that consumers in their behavior on social media, especially online media, have special characteristics. Their research found that relationship of attention to interests, interest in search, search for actions, actions towards shares and the search for positive and significant sharing. Whereas the relationship of attention to actions, interest in actions, and attention to shares don't affect positively and significantly. Subsequently, the results of the study done by Dennis, Ramdhana and Faustine (2020) shows that both reviews and ratings have a positive impact on consumers' purchase intentions in the context of electronic marketplaces. Information quality and media richness also have a positive impact on consumer satisfaction, which in turn has a positive impact on consumer purchase intention.

LITERATURE REVIEW
Theory of Reasoned Action
The theory of reasoned action was developed by Icek Ajzen and Martin Fishbein. This theory connects belief, attitude, intention and behavior. According to the Theory of reasoned action, intention is a function of two basic determinants, namely related to personal factors and related to social influences. Determinants related to personal factors are attitudes towards individual behavior. Attitude is an evaluation of beliefs (belief) or positive or negative feelings (affects) of individuals if they have to perform certain desired behaviors (Awaluddin & Sukmawati, 2017).

Practice or behavior according to the theory of reasoned action (TRA), according to Awaluddin & Sukmawati (2017), is influenced by intentions, while intentions are influenced by subjective attitudes and norms. Attitudes are influenced by beliefs about the results of past actions. Subjective norms are influenced by belief in the opinions of others and the motivation to obey those opinions. More simply, this theory says that a person will perform an action if he views the action positively and thinks others will judge him if he performs the behavior. The assumption of the theory of reasoned action is that humans behave in a conscious way, that they consider the available information, and implicitly and explicitly also consider the consequences of the actions taken.

Customer Behaviour
In accordance with Sangadji & Sopiah (2013), customer behavior is all activities, actions, and psychological processes that encourage these actions before buying, when buying, using, spending products and services after doing the things above or evaluating activities. According to Hasan (2014), customer behavior is the study of the processes involved when individuals or groups choose, buy, use, or organize products, services, ideas or experiences to satisfy customer needs and desires. Sumarwan (2012) defines customer behavior as actions that are directly involved in obtaining, consuming and disposing of products or services, including the decision processes that precede and follow these actions. According to (Kotler & Keller (2011), customer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and wants.

Based on the understanding of several experts above, it can be seen that understanding customer behavior is not easily carried out, but rather it is quite difficult and complex, especially due to the many influencing variables and these variables tend to interact with each other.

Customer Purchase Intention
Customer purchase intention is basically a driving factor in making purchasing decisions for a product. According to Yamit (2001) customer purchase intention is a post-purchase evaluation or evaluation result after comparing what is felt with his expectations. According to Durianto, Sugiarto & Supratikno (2003), purchase intention is something related to customer plans to buy certain products, as well as how many units of product are needed in a certain period. Interest is described as a situation where customers have not taken an action, which can be used as a basis for predicting the behavior or action. Interest is a behavior that appears in response to an object that shows the customer's desire to make a purchase (Kotler, 2015).

Based on these definitions, it can be concluded that buying interest is a tendency of customer attitudes to take actions related to purchases through various stages before planning a purchase of a particular product or service.

According to Ferdinand (2006), buying interest is identified through the following indicators: (1) Transactional interest, namely the tendency of customers to buy products at Shopee. (2) Referential interest, namely the tendency of customers to refer products on Shopee to others. (4) Preferential interest, namely interest that describes the behavior of customers who have a primary preference for Shopee products. (5) Explorative interest, this interest describes the behavior of who are always looking for information about Shopee and looking for information to support the positive characteristics of the product.

Online Customer Review

Online customer review is a facility that allows customers to freely and easily write their comments and opinions about various products and services. According to Almana and Mirza (2013) online customer reviews are used as a means for customers to find and obtain information that will later influence purchasing decisions. Online customer reviews are present as additional information on each product sold so as to provide easy information for fellow customers. Online customer reviews also have a function as a decision-making tool and feedback mechanism provided by customers.

Meanwhile, according to Kanitra & Kusumawati (2018), online customer review is a form of electronic word of mouth and can be regarded as a new marketing communication tool that can influence and play a role in information obtained and can be used to identify and evaluate products that customers need. .

Based on these definitions, online customer review can be interpreted as a feature found in the marketplace application to describe the advantages and disadvantages of a product that can later influence the decisions of other customers to purchase the product or service.

According to Latifa & Harimukti (2016), online customer review indicators are as follows: (1) Perceived Usefulness, namely the ease of searching and finding information when shopping by looking at other consumer reviews of Shopee. (2) Source Credibility, namely trust in the reviews given by other consumers. (3) Argument Quality, namely reviews given by other consumers providing information about the advantages and disadvantages of Shopee. (4) Valance, namely other consumer reviews that provide a complete picture of Shopee. (5) Volume of reviews (number of reviews), namely the more positive reviews, the better the reputation of the e-commerce.

Online Customer Rating

According to Istiqomah & Marlena (2020), online customer ratings are customer opinions expressed using a certain scale. The most popular scale used is the star. The more stars given by the consumer, the better the product quality. On the other hand, the fewer stars that are given, the lower the quality of the product. Rating is another form of opinion which is represented on a specific scale.

Farki & Baihaqi (2016) also explain that online customer rating is part of a review that uses the form of a star symbol rather than text in expressing opinions from customers, and as an assessment of users' preferences for a product towards their experience, referring to the psychological and emotional state they feel. They found that the effect of the customer's rating on the rating before deciding to buy something depends on how often the rating or rating is done by this customer on a product.

As stated by Daulay (2020), this rating is another type of opinion given by many people and is the average evaluation of the rating buyers for the different features of the seller's product or service and is a representation of consumer opinions on a specific scale.

Subsequently, Ardianti & Widiartanto (2019) explains that online customer rating is one way to provide feedback from consumers to sellers. Meanwhile, according to Auliya, Umam & Prastiwi (2017), online customer rating is the opinion of customers on a certain scale, a popular rating scheme for rating in online stores is to give stars. The more stars you give, the better the seller's rating. Ratings are made by consumers who have made online purchases and are published on the seller's website or stall. Usually, ratings are one way to provide feedback that consumers do to sellers.

Based on these definitions, it can be concluded that the rating is part of a form of consumer assessment by using the star symbol as a rating. The rating scale starts from the lowest (one star) which means very bad to the highest (five star).

The online customer rating indicators according to Auliya, Umam & Prastiwi (2017) are as follows: (1) Total rating, which shows the rating given by Shopee consumers to sellers, the more stars given, the better. (2) Product quality assessment, namely the existence of a rating can describes the quality of Shopee products.

Online Customer Reviews and Online Customer Ratings affect Customer Purchase Intention

Online customer reviews and online customer ratings have a relationship with consumer purchase intention because online customer reviews and online customer ratings are one of several factors that determine the emergence of online purchase intention. According to Jogiyanto (2007), interest is influenced by subjective attitudes and norms. Subjective attitudes and norms are a person's positive or negative feelings if he has to carry out the behavior to be determined and a person's perception or view of the beliefs of others. With online customer reviews and online customer ratings, consumers will be more considerate of shopping online because it will bring up beliefs, behavioral attitudes and most importantly, the will or interest in buying.

Ichsan, Jumhur & Dharmoputra (2018) concluded that consumer online ratings and reviews have a significant effect on consumer purchase intention. This research is reinforced by the results of research by Kurniawan (2021) that concludes the influence of online customer reviews and ratings has a positive and significant effect on customer purchase intention at Lazada.

Similarly, Dennis, Ramdhana and Faustine (2020) also concluded that both reviews and ratings have a positive impact on consumers' purchase intentions in the context of electronic marketplaces. Based on the theoretical statements and the results of previous research studies, the following hypotheses can be formulated:

H1: Online customer review and online customer rating have a positive and significant effect simultaneously on Shopee consumer buying interest in Gianyar Regency.

Online Customer Reviews affect Customer Purchase Intention

Online customer review as a form of e-WOM has become an important factor in shaping consumer behavior. Through reviews from other consumers in sharing review platforms, it can influence consumer buying interest (Furner, Racherla, & Zhu, 2012). When consumers are about to make a purchase, they usually look for information about the product they are going to buy first. In addition to information through advertising, consumers can also obtain information through online customer reviews. Information in the form of opinions expressed by other consumers who have used or purchased them. Reviews stated by other consumers online can be in the form of positive or negative opinions. The existence of positive reviews can lead to and increase buying interest in

consumers to buy, while negative reviews will reduce consumer buying interest in a product. This is because consumers who will buy a product have seen and read information through reviews. Therefore, online customer reviews have a great influence on consumer interest (Jalilvand, R, & Samiei, 2012).

Research conducted by Farki & Baihaqi (2016) proves that online customer review variables have a significant influence on customer buying interest in online marketplaces in Indonesia. This study is in line with the research of Ramadhani & Sanjaya (2021) the results of the study show that online consumer reviews have a positive and significant effect on consumer buying interest.

Moreover, Chen, et al. (2022) found that consumers pay more attention to negative reviews than positive reviews, especially female consumers. Additionally, the study found a significant correlation between consumers' visual browsing behavior and their purchase intentions. It turns out that consumers are unable to spot fake reviews.

Based on the theoretical statements and the results of previous research studies, the following hypotheses can be formulated:

H2: Online customer review has a positive and significant partial effect on Shopee consumer buying interest in Gianyar Regency.

Online Customer Ratings affect Customer Purchase Intention

Online customer rating is a form of consumer assessment that uses the form of a star symbol rather than text in expressing opinions from customers. Moe and Schweidel (2012) connected the online customer rating with the level of customer decision-making where they found that the influence of online customer ratings before deciding to buy something depends on how often the rating or assessment is carried out by customers on a product. The more stars you get, the better the seller's rating, thereby accelerating consumer buying interest (Lackermair, Kailer, & Kanmaz, 2013).

The results of previous research conducted by Masyita, et al., (2018) based on research results show that consumer online ratings have a significant effect on consumer buying interest. Research by Kurniawan (2021) concluded that the rating has a positive and significant effect on consumer buying interest on Lazada.

Dennis, Ramdhana and Faustine (2020) also found that both reviews and ratings have a positive impact on consumers' purchase intentions in the context of electronic marketplaces. Information quality and media richness also have a positive impact on consumer satisfaction, which in turn has a positive impact on consumer purchase intention.

Based on the theoretical statements and the results of previous research studies, the following hypotheses can be formulated:

H3 : Online customer rating partially positive and significant effect on Shopee consumer buying interest in Gianyar Regency.

RESEARCH METHOD

Given the number of populations that are not known with certainty, the determination of the number of samples to be used in this study is to use the formula from Riduwan & Akdon (2013) as follows:

$$n = \left(\frac{Z_{\alpha/2}\sigma}{e} \right)^2$$

Information:

n   =   number of samples

$Z\alpha/2$	=	Z table value (normal distribution level at 5% significance level = 1.96)
σ	=	population standard deviation (0.25 = already determined)
e	=	sampling error rate (5% is taken in this study)
n	=	96,04 is rounded to 96

The sampling technique that is used in this research is purposive random sampling, which is determining the research sample with certain considerations so that the data obtained is more representative (Sugiyono, 2015). It means that the respondents who are taken as samples are Shopee customers who are taken randomly by setting criteria, namely Shopee customers who are domiciled in the Gianyar Regency area and aged 17 years and over. The reason for setting these criteria is because the respondents who have these criteria are better able to understand the statements from the distributed questionnaires. Then the answers given by the respondents were assessed using a Likert Scale, which is a scale designed to test how strongly the respondents agree with the statements given using a scale of 1 (strongly disagree) – 5 (strongly agree) points. The research model form can be described by Figure 1 as follows:
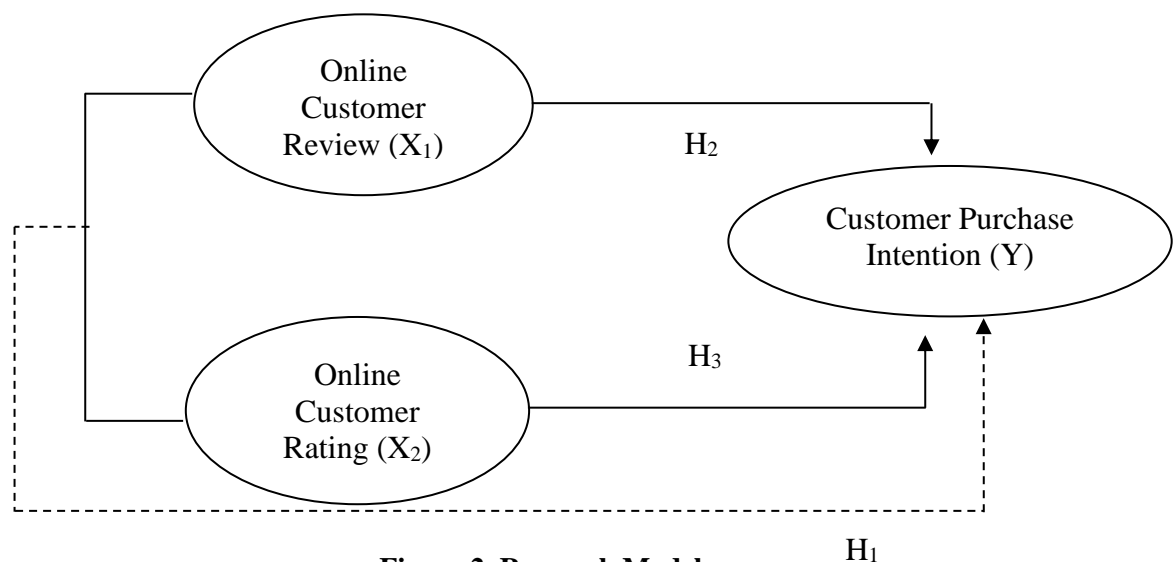

Figure 2. Research Model
Source: Theoretical studies and previous research results

Information:
- – – – ▶ : Simultaneous influence
- ──────▶ : Partial influence

Research data that has been collected further analyzed in several stages. The first test is the validity and reliability test research instrument, and continued by classical assumption test. The purpose of the classical assumption test for test deviations from research variables as well as a prerequisite for analysis multiple linear regression. Multiple linear regression analysis was chosen because the use of more than one independent variable tested for its effect on repurchase intention. The results of multiple linear regression analysis can be used to compile regression equation, analysis of determination, partial test and simultaneous test.

RESULT AND DISCUSSION
Characteristics of Respondents

Respondents selected as research samples can be described based on gender, age, education, occupation and income. To clarify the characteristics of the respondents, a table is presented regarding the respondents' data as Table 1.:

Table 1. Respondent Characteristics of Shopee Respondents in Gianyar Regency

Gender	Amount (People)	Percentage (%)
Male	44	45,8
Female	52	54,2
Total	*96*	*100*
Age	**Amount (People)**	**Percentage (%)**
17-20	36	37,5
21-30	33	34,4
31-40	22	22,9
Above 40	5	5,2
Total	*96*	*100*
Level of Education	**Amount (People)**	**Percentage (%)**
Highschool Graduate	55	57,3
Diploma	22	22,9
Bachelor Degree	19	19,8
Master Degree	-	-
Total	*96*	*100*
Occupation	**Amount (People)**	**Percentage (%)**
Highschool/University Student	20	20,9
Civil Servant	5	5,2
Private Sector Employee	25	26
Self-Employed	46	47,9
Total	*96*	*100*
Income (Monthly)	**Amount (People)**	**Percentage (%)**
Rp. 2.000.000 - Rp. 3.000.000	61	63,5
Rp. 3.000.000 - Rp. 5.000.000	35	36,5
Above Rp. 5.000.000	-	-
Total	*96*	*100*

Research Instruments Validity and Reliability Test Results

Table 2. Instrument Validity Test Results

Variables	Code	Indicators	Correlation Coefficient	r_{tabel}	Status
Online Customer Review (X_1)	$X_{1.1}$	Perceived Usefulness	0,845	0,30	*Valid*
	$X_{1.2}$	Source Credibility	0,878	0,30	*Valid*
	$X_{1.3}$	Argument Quality	0,908	0,30	*Valid*
	$X_{1.4}$	Valance	0,874	0,30	*Valid*
	$X_{1.5}$	Volume of review	0,822	0,30	*Valid*
Online Customer Rating (X_2)	$X_{2.1}$	Product Quality Assessment	0,837	0,30	*Valid*
	$X_{2.2}$	Product Quality Assessment	0,886	0,30	*Valid*
	$X_{2.3}$	Number of Ratings	0,909	0,30	*Valid*
	$X_{2.4}$	Number of Ratings	0,801	0,30	*Valid*
Customer Purchasing Intention (Y)	$Y_{.1}$	Transactional Interest	0,790	0,30	*Valid*
	$Y_{.2}$	Referential Interest	0,819	0,30	*Valid*
	$Y_{.3}$	Preferential Interest	0,807	0,30	*Valid*
	$Y_{.4}$	Explorative Interest	0,831	0,30	*Valid*

Based on Table 2, it shows that all research instruments used to measure the online customer review, online customer rating and ccustomer purchase intention variables have a correlation coefficient value with a total score of all statement items greater than 0.30. This shows that the statement items in the research instrument are valid and feasible to be used as research instruments.

Table 3. Instrument Reliability Test Results

Variabel	Alpha Cronbach	Status
Online Customer Review (X1)	0,914	*Reliable*
Online Customer Rating (X2)	0,879	*Reliable*
Customer Purchasing Intention (Y)	0,826	*Reliable*

The provisions of an instrument are said to be reliable or reliable, if it has a Cronbach's alpha coefficient (α) greater than 0.60 (Sugiyono, 2015). Table 3 above proves that each variable used in this research is claimed to be reliable.

Classic Assumption Test

Classical assumption test is intended to ensure that in the regression model used there is no multicollinearity, heteroscedasticity and autocorrelation to ensure that the resulting data is normally distributed (Ghozali, 2016). This test consists of multicollinearity test, heteroscedasticity test and normality test.

Table 4. Multicollinearity Test Results

Independent Variables	Tolerance	VIF
Online Customer Review	0,655	1,526
Online Customer rating	0,655	1,526

Based on Table 4, it can be concluded that the regression model is feasible to be used in this study because the conditions for the absence of multicollinearity have been met, namely the tolerance value > 0.10 or the same as the VIF value <10.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.953	.437		4.465	.000
Online_Customer_Review	-.021	.030	-.087	-.696	.488
Online_Customer_Rating	-.043	.038	-.142	-1.132	.261

Based on Table 5 above, it is known that the significance value of the online customer review variable (X1) is 0.488 and the significance value of the online customer rating variable (X2) is 0.261, meaning it is greater than 0.05. If the significance probability value is > 0.05, then there is no heteroscedasticity (Ghozali, 2016). This means that there is no heteroscedasticity in the online customer review and online customer rating variables.

Table 6. Normality Test Results

		Unstandardized Residual
N		**96**
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	132.491.536
Most Extreme Differences	Absolute	.069
	Positive	.066
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). Normality testing as can be seen at table 6 above is done by looking at Asymp. Sig. using the One Sample Kolmogorov-Smirnov Test. The value of Kolmogorov Smirnov is 0.069. The Sig obtained is 0.200. This result is compared with a probability of 0.05, which is greater, so it can be concluded that the research data is normally distributed.

Multiple Linear Regression Analysis

The purpose of doing multiple linear regression analysis is to predict the value of the dependent variable if the value of the independent variable increases or decline. The results of multiple linear regression analysis will also show the direction of the influence of independent variable on the dependent variable, which is positive or negative. The regression analysis results that have been obtained, which can be used to compile the equation are as follows:

Table 7. Multiple Linear Regression Analysis Results

Variabel	*Unstandardized Coefficients*	
	B	*Standard Error*
Constanta	2,173	0,781
Online Customer Review (X_1)	0,285	0,053
Online Customer Rating (X_2)	0,392	0,068

The unstandardized coefficients are the coefficients produced by the linear regression model after training with the independent variable measured on its original scale, there is in the same units that researcher get the dataset from the source to train the model. Unstandardized coefficients are utilized for explaining the relationship between the independent variable X and the outcome Y, however they are not useful for comparing the effect of one independent variable with another in the model (Goyal, 2021).

Based on the results of the analysis using the IBM SPSS Statistic 25 software in Table 7 above, it is known that a = 5.313 b1 = 0.229 b2 = 0.479 so that the multiple linear regression equation is obtained: Y = a + b1X1+ b2X2 or Y = 2.173 + 0.285 (X1) + 0.392 (X2), thus providing information that:

1. a = 2.173 means that if there is no attention to online customer reviews and online customer ratings or the value is constant, then consumer buying interest is an average of 2.173.

2. b1 = 0.285 means that if the online customer rating variable (X2) is considered constant, then the increase in the online customer review score (X1) by one unit will be followed by an increase in consumer buying interest by an average of 0.285.

3. b2 = 0.392 means that if the online customer review variable (X1) is considered constant, then the increase in the online customer rating score (X2) by one unit will be followed by an increase in consumer buying interest by an average of 0.392.

Thus, it can be said that there is a simultaneous positive and significant influence between online customer reviews and online customer ratings on Shopee consumers' buying interest in Gianyar Regency.

Determination Analysis

Determination analysis is used to find out how much of the contribution or contribution between online customer reviews and online customer ratings on consumer purchase intention expressed in percentages. The results of the determination test based on the results of the analysis using the IBM SPSS Statistic 25 software can be seen in the Model Summary (Table 8) below:

Table 8. Determination Analysis Results

Model	R	R *Square*	*Adjusted* R *Square*
1	0,786	0,617	0,609

Table 8 above shows that the value of Adjusted R Square = 0.609, then the value of determination is D = 60.90%. This means that the amount of online customer review and online customer rating contributions to Shopee consumer buying interest in Gianyar Regency is 60.90% while the remaining 39.10% is influenced by other factors that are not discussed in this research, such as brands, designs, discounts, advertisements, location and so on.

Simultaneous Significance Test (F-test)

Table 9. Simultaneous Significance Test Results (F-test) in Anova Table

Model		F	Sig.
1	Regresion	75,027	0,000
	Residual		
	Total		

The ANOVA test, also known the F test, is a statistical analysis method used to test the difference in means between groups receiving different types of treatments. The ANOVA test is used to see how all independent variables simultaneously affect the dependent variable.

The F test is used to determine whether the independent variable is together (simultaneously) affect the dependent variable. F test was performed by comparing the calculated F-value with the F-table (Ghozali, 2016). In order to determine the value of the F-table at a significance level of 5% with degrees freedom (df1) = k - 1 and (df2) = n – k, where n is the number of respondents and k is the number of independent and dependent variables. As for the criteria for taking decision is as follows:

a. If F-count > F-table and significant value < 0.05, then the independent variable simultaneously has a significant effect on the dependent variable.

b. If F-count <F-table and significant value> 0.05, then the independent variable simultaneously no significant effect on the dependent variable.

Based on the results of the analysis using the IBM SPSS Statistic 25 application in Table 9, the magnitude of F-count = 75,027. On the other hand, the magnitude of F-table = Fα (k-1) (nk) = F(0.05) (2) (93) = 3.09. This case proves that the F-count = 75, 027 > F-table = 3.09 so that H0 is rejected and Ha is accepted. This means that there is a simultaneous positive and significant effect of online customer reviews and online customer ratings toward purchase intention of Shopee customers in Gianyar Regency.

Partial Significance Test (t-test)

Table 10. Partial Significance Test Results (t-test)

Model	t	Sig.
Constanta	2,782	0,007
Online customer review (X_1)	5,335	0,000
Online customer rating (X_2)	5,796	0,000

The magnitude of t1-count = 5,335, on the other hand, the magnitude of t-table = tα (n-k) = t (0,05; 93) = 1,661. This case proves that the number t1-count = 5, 335 > t-table = 1,661. That indicates H0 is rejected and Ha accepted. This means that there is a positive and significant effect partially between online customer reviews and purchase intention of Shopee customers in Gianyar Regency.

Moreover, the magnitude of t2-count = 5.796 and the magnitude of t-table = tα (n-k) = t (0.05; 93) = 1.661. This proves that the t2-count = 5.796 > t-table = 1.661. This result also indicates H0 is rejected and Ha accepted. This means that there is a positive and significant effect partially between online customer ratings and purchase intention of Shopee customers in Gianyar Regency.

CONCLUSION

Based on the data obtained after processing, the results of research on the influence of online customer reviews and online customer ratings on Shopee consumers' buying interest in Gianyar Regency, the following conclusions can be drawn: (1) Online customer review and online customer rating have a simultaneous positive and significant influence on consumer buying interest, so the hypothesis that states there is a simultaneous positive and significant effect between online customer review and online customer rating on Shopee consumer purchase intention in Gianyar Regency is accepted. (2) Online customer reviews has a positive and partially significant effect on consumer purchase intention, so the hypothesis which states there is a positive and partially significant influence between online customer reviews on Shopee customer purchase intention in Gianyar Regency is accepted. (3) Online customer rating has a positive and partially significant effect on customer purchase intention, so the hypothesis which states there is a partial positive and significant effect between online customer rating on Shopee customer purchase intention in Gianyar Regency is accepted.

Based on the conclusions that have been obtained from the results of this study, suggestions that may be useful for Shopee can be given, as follows: (1) Based on the results of the research, the online customer review variable is in the category of not agreeing. Consumers feel less trust in the reviews given by other consumers, because the reviews are sometimes fake, which the seller deliberately wrote to convince potential consumers. Therefore, sellers at Shopee need to maximize the use of the live chat facility to better

convince consumers so that they get better information about Shopee e-commerce. (2) The online customer rating variable is in the less agree category. The large number of ratings does not indicate the popularity of the product, because the rating given is also based on the seller's service and delivery by courier. For this reason, in order to avoid a decrease in the rating which will also affect the reputation of e-commerce, sellers need to pay attention and prioritize product quality and improve the quality of service and delivery of goods so that in the future there will be no bad or low ratings for sellers and e-commerce Shopee. (3) The variable of consumer buying interest in the category of not agreeing. Shopee e-commerce is expected to better manage its marketing strategy in order to increase consumer buying interest in Shopee e-commerce, such as by providing programs to consumers by inviting other people to shop at Shopee, consumers can get feedback in the form of discount vouchers, free shipping, as well as Shopee coins, with this, consumers can be interested in shopping at Shopee e-commerce and make Shopee e-commerce the first choice when shopping online. (4) Further research should add other variables that can influence consumer buying interest, for example by adding price discounts and service quality variables so as to increase consumer buying interest.

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