

How Product Review, Price and Ease of Transaction Affect Online Purchase Decision: Study of Bukalapak Users in Gelgel Village, Bali

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ABSTRACT

This research is based on gaps in previous research findings (research gaps) and compares discussion priorities and purchasing decisions on product reviews, price, and transaction convenience. Furthermore, the research issue in this study is the lack of incentives acquired by customers to shop on Bukalapak e-commerce, as customers sometimes receive items that do not match their orders, deliveries do not arrive on time, as well as customers often encounter problems with shopping online on Bukalapak e-commerce. This study focused on Bukalapak e-commerce customers in Gelgel Village, Bali. The 82 respondents were obtained using a purposive random sampling method. All information obtained from the questionnaire distribution was suitable for use and then analyzed using multiple linear regression analysis and hypothetical tests (t-Test and f-Test). The research proved that product reviews positively and significantly affected purchasing decisions. Prices had a partially positive and significant impact on purchasing decisions. Also, ease of transaction positively and significantly affected purchasing decisions. Subsequently, product reviews, price and transaction ease simultaneously had positive and significant effects on the purchase decisions of Bukalapak customers of Gelgel Village, Bali. The critical analysis presented in this paper holds the potential to contribute to the academic community in the field of marketing. Specifically, it offers valuable insights for researchers exploring the utilization of online commerce, shedding light on untapped research opportunities and uncovering previously undiscovered signals. Furthermore, it paves the way for developing diverse and innovative studies to enrich this domain's scholarly discourse.



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Keywords: Product Review; Price; Ease of Transaction; Purchase Decision

INTRODUCTION

E-commerce has completely altered how people shop by enabling them to conveniently browse and make purchases from the convenience of their homes. Retailers must comprehend the factors influencing consumer purchasing decisions, given the rising popularity of e-commerce applications. This study will examine how product reviews, prices, and ease of transaction affect consumers' decisions to purchase using e-commerce software.

Product reviews have grown to be an essential component of the online purchasing experience, providing consumers with essential information about the quality and functionality

of products. Excellent reviews can affect consumers’ purchasing choices and help a product flourish. Negative reviews, conversely, may discourage customers from making a purchase. Price is another important factor that has a major influence on consumers’ purchase decisions. Before making a purchase, customers frequently research deals offered by several merchants. E-commerce applications make it simple for customers to compare costs and choose the most suitable offer, which may influence their buying choices. This study will investigate how consumers who use e-commerce applications make price decisions. Another key component of the e-commerce experience is transaction simplicity or ease of transaction. When utilizing e-commerce applications, customers anticipate a seamless and hassle-free shopping experience. Customers’ purchase decision-making might be adversely affected by any barriers or challenges in the transaction process. As a result, this study will look at how customers use e-commerce applications to make purchasing decisions. According to data given by Nurhayati-Wolff in statista.com (2022), the Bukalapak application is an e-commerce or online buying and selling service with a mobile application platform that is expanding in Indonesia and is one of the online buying and selling platforms that occupies the second level of the most popular domestic e-commerce sites in Indonesia by 2022.

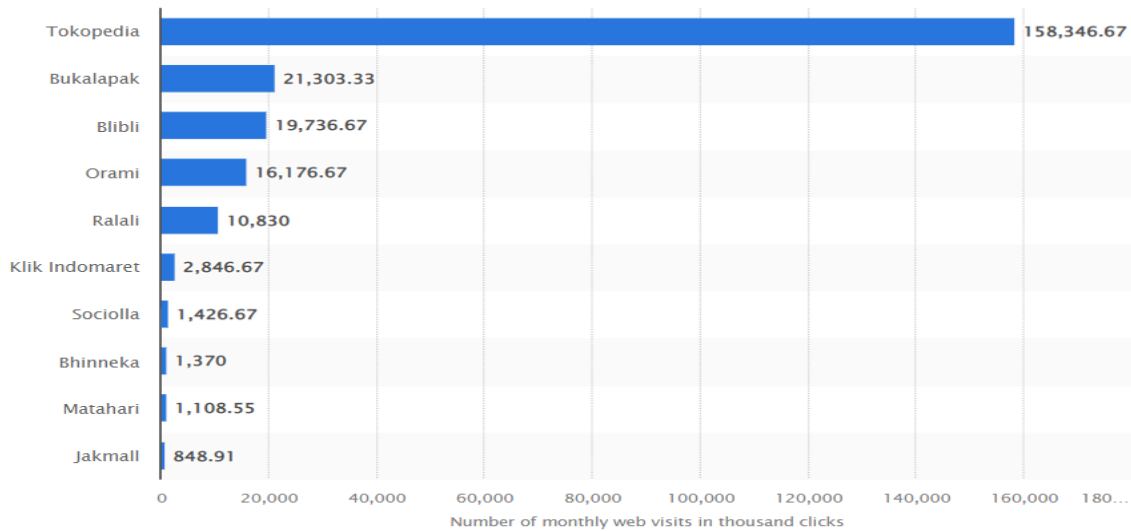


Chart 1. Most Popular Domestic E-Commerce Sites in Indonesia in 2022

Source: statista.com (2022)

Bukalapak, Indonesia’s second most popular domestic mobile-platform e-commerce application, provides fun online buying and selling experiences, free shipping, and mobile reliability. Consumers can use the Bukalapak application to not only buy products but also to trade. Bukalapak also has appealing offers for customers, such as the ability to see very low price offers and other Bukalapak offers, such as cashback when shopping and free shipping options to anywhere in Indonesia. Bukalapak also sells a wide range of products, including

clothing, smartphones, bags, accessories, makeup, baby gear, sports equipment, household items, food, drinks, vehicles, credit, and travel tickets.

Before choosing to acquire a product, consumers have time to consider some important factors to be taken into consideration, which are product reviews, prices, and how simple the transaction will be (Shafa & Hariyanto, 2020). Customers can view the pricing of the goods they are looking for via the Bukalapak application. The cost of a product can be categorized from least costly to most expensive. Customers want to see product reviews submitted by customers who have previously purchased the product before purchasing it. Product reviews are commonly used to reassure and prewarn purchasing decisions in the marketplace (Ilmiyah & Krishernawan, 2020). Bukalapak's product reviews define a product's strengths and weaknesses. To reduce the risk of online shopping, observant customers will pay close attention to the reviews submitted by consumers who have previously purchased on Bukalapak E-commerce (Sumerta, Widyagoca, & Meryawan, 2019). Sudjatmika (2017) discovered that product reviews positively influenced purchasing decisions.

Similarly, Shafa and Hariyanto (2020) found that product reviews significantly impact purchasing decisions. However, Ilmiyah & Krishernawan (2020) proved that product reviews did not positively affect purchasing decisions. Chandra and Nurbasari (2022) also found that product reviews did not affect purchasing decisions on Shopee.

Price is another factor influencing customer purchasing decisions in a sales transaction, in addition to product reviews. Customers frequently use price to indicate the points and benefits they receive from a product. Price competition between e-commerce sites is always fierce. Bukalapak enables customers to see the prices of the products they want and to arrange prices from low to high based on quality. According to research by (Ilmiyah and Krishernawan, 2020), the price positively and significantly influenced purchasing decisions. Meanwhile, Rahayu (2021) discovered that price positively impacts purchasing decisions. However, according to Mulyana (2021), price did not affect purchasing decisions.

Aside from product reviews and prices, the ease of transactions is important in determining a purchase decision. With the advent of online transactions, residents' shopping habits have shifted, particularly in ease of use and transaction methods. Bukalapak offers different payment procedures, including payments using installment or debit cards, bank transfers, installments, cash on delivery (COD), and payments via convenience stores. Customers can choose the most suitable payment method they wish. According to Lestari (2018), the ease of transactions significantly impacts purchasing decisions. Furthermore, Heni, Mursito, and Damayanti (2020) found that transaction ease had a simultaneous effect and a significant influence on purchasing decisions. On the contrary, Yuliawan, Siagian, and Willis (2018) discovered that the ease of transactions did not affect purchasing decisions.

Customers make purchasing decisions to fulfill their desires for goods or services. Purchasing decisions can also be used to identify a substitute among replacement brands. Subsequently, Kotler and Keller (2016) stated that purchasing decisions are how people search for, sort for, buy, use, and dispose of goods and services to meet and fulfill their needs and wants.

Table 1. The E-Commerce Site with the Most Number of Users in Gelgel Village, Bali in 2022

Number	E-Commerce Site	Number of Users
1	Shopee	468
2	Tokopedia	397
3	Lazada	310
4	Bukalapak	284
5	Blibli	198

Source: Preliminary Survey Result of Number of E-Commerce Users in Gelgel Village, Bali

Table 1 shows that Shopee is the most popular e-commerce application among Gelgel residents. Bukalapak, on the other hand, is the fourth most popular e-commerce application among Gelgel residents. Customers encounter some issues when shopping online at Bukalapak e-commerce. Product review is also one of the factors that can influence a customer's purchase decision. When a customer wants to make an online transaction through e-commerce, the most important aspect they look for is a review or evaluation of the product or e-commerce. Customers usually confirm product reviews or stars in the ratio of one to five stars. When the stars are given reach five or full stars, the goods or services on e-commerce are very good and meet expectations. If the customer gives the product fewer than five stars, it is obvious that some features are lacking and should be reconsidered. Bukalapak users in Gelgel village who purchased products with high product reviews complained that the products listed did not match what they wanted and that the response time was slow. Therefore, high product reviews on Bukalapak e-commerce frequently do not match reality, leaving customers feeling deceived.

LITERATURE REVIEW

Consumer Behaviour

According to Kotler & Armstrong (2010), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. Subsequently, according to Sangadji & Shopiah (2013), consumer behavior is an action that is directly involved in obtaining, consuming, and disposing of products/services, including the processes that precede and follow the action. They added that consumer behavior studies units and decision-making processes in receiving, using, purchasing, and determining goods, services, and ideas. From some experts' understanding, consumer behavior is an action consumers take to achieve and fulfill their needs to use, consume, and spend goods and services, including the decision processes that precede and follow purchase decisions.

Product Reviews

Product review is a feature in Bukalapak e-commerce that describes a product's advantages or disadvantages using previous buyers' testimonials. Ilmiyah & Krishernawan (2020) explained that reviews containing images reflect the actual quality of the goods, such as specifications consistency, usage, and experience. The factors that influence product reviews,

according to Tjiptono (2014), are (1) Compliance with requirements; (2) Suitability for use; (3) Continuous improvement; (4) Free from damage/defects; (5) Fulfilling customer needs from the start and at any time; (6) Doing everything right; and (7) Something that can make consumers happy. The product review indicators based on Lackermair, Kailer and Kanmaz (2013) are (1) Awareness: Buyers are aware of the product review feature and use that information in the selection process; (2) Frequency or frequency: Shoppers often use the product review feature as a source of information; (3) Comparison: Before buying, buyers read reviews of the product to be purchased and compare one by one these reviews; and (4) Influence or effect: The product review feature influences product selection.

Additionally, Ansari & Gupta (2021) added that online product reviews are now a crucial source of knowledge to help shoppers make purchases. Because of the effectiveness of reviews in influencing consumer choices and the distinctive features of the review system (such as its high volume, the anonymity of reviewers, geographic dispersion, and lack of entry barriers), it is possible to intentionally taint the data by adding biased (or fake) reviews. Review manipulation intentionally modifies internet reviews by online merchants or retailers to mislead consumers and encourage the desired behavior.

Prices

According to Kotler & Keller (2016), price is the money charged for a particular product. Price is the value of an item or service as measured by the money the buyer spends to obtain several combinations of goods or services. Alma & Buchari (2005) provides an explanation that companies must consider many factors in setting price policies, namely: (1) Choose a pricing objective; (2) Determine the request; (3) Estimating costs; (4) Analyze competitors' prices and offers; (5) Choose a pricing method; and (6) Choose the final price.

Four indicators characterize prices according to (Stanton, 1991), namely (1) Price affordability: The prices offered are flexible and affordable with the purchasing power of consumers; (2) Price match with product quality: The price offered follows the quality of the product obtained; (3) Price competitiveness with benefits: The price offered follows the benefits perceived by consumers; and (4) Price match with benefits: The price offered follows the benefits perceived by consumers.

In addition, Al-Salamini et al. (2015) explicated that attractive prices for well-known brands harm the purchasing decision. Moreover, young people want to purchase brands but cannot do so due to their limited financial resources. Price is the sole component of the marketing mix that generates income; all other components result in costs. They also pointed out that consumers' perceptions of pricing and opinions of a product's true cost are key factors in their decision-making. Understanding how clients arrive at their price perception is the primary objective of marketing.

Ease of Transactions

According to Turban, King, Lee, Liang, & Turban (2015), ease of transaction is a method that can be used very easily through a fast process in conducting transactions so that consumers

do not experience difficulties in making transactions. Kusuma & Susilowati (2007) and Sumerta et al. (2019) also revealed that the intensity of use and interaction between users and the system indicated ease of use. The many conveniences obtained from Bukalapak, both from sellers and buyers, make Bukalapak fairly popular today. Customers do not need to be affected by traffic jams on the streets, do not need to walk from store to store, consumers can compare brands, check prices, and can order goods anytime and anywhere (Suryawan et al., 2022). Commercial online services and the internet provide consumers access to infinite exposure to comparative information. This ease and convenience and previous experience in online shopping have encouraged consumers to switch to online media to shop for their needs. Perceptions of the ease of using technology are influenced by several factors, namely (1) The availability of a trusted support mechanism will affect user confidence in the ease of technology; (2) Focusing on the technology itself, for example, a user's experience with similar technology will affect the user's perception of the new technology provided; (3) The users will gain the reputation of the technology. A good reputation will be heard by users and encourage users' confidence in the convenience of the technology.

There are several indicators to measure the ease of transactions as follows (Lestari, 2018): (1) Ease of navigation or directions: This shows the ease of moving from one page or moving to another page on the website; (2) Easy to understand: This shows that the website can be easily understood and operated, especially for users who are accessing the website for the first time; (3) Ease of payment: users can easily make payments for purchased products; and (4) Flexible transaction options: Several choices of payment methods make it easier for consumers to make transactions. Furthermore, Weathers, Swain, & Grover (2015) also explained that if many different individuals agree on a product's performance or if a reviewer can explain why the product works for some people but not others, the reader of the review should feel less anxious in judging the product how effectively the product is going to work for them. Given the unique nature of experience goods, such consensus-building or reconciliation is likely more essential for experience goods than for search goods.

Purchase Decisions

Consumers will consider and research various factors before deciding whether or not to purchase goods or services, including their point of purchase, name of the brand, type or model, the amount of purchase, time of purchase, estimated costs for getting the product, and the payment method. Marketers' task is to impact all these decisions by giving relevant information that can influence consumer evaluation. On the other hand, consumers frequently try to recall related facts before seeking an external source of information regarding a specific consumption-related requirement. For example, previous purchasing experience can be considered a valuable source of information search that will assist people in making logical judgments (Hanaysha, Al-Shaikh, & Alzoubi, 2021).

Meanwhile, according to (Schiffman, 2001), the purchase decision will give rise to two or more choices, meaning that a person can decide, but there must be several choices. Lupiyoadi (2013) explained the purpose of purchasing decisions as follows: (1) Knowing each consumer's

perception of the organization or company; (2) Knowing the quality and unit quality of the product; (3) Getting more satisfaction from the usefulness of an item; (4) Adjusting to benchmarks and influencing factors, such as financial circumstances and lifestyle; and (5) Being a benchmark against the desire to purchase or not to purchase.

Subsequently, regarding purchasing decision-making based on online customer reviews and price, Sun, Zhao, & Ling (2020) explicated that more emphasis should be placed on online reviews on the store's website and online marketplace because poor reviews result in less enticing products or services to prospective customers regardless of price. As a result, business owners must establish positive reputations for their online items, which are critical to consumers' online purchasing decisions. In truth, making an online purchase was a rather complex process. Most buyers had to weigh consumer reviews against the worth of the product, in this case, product price, multiple times. Because product price and online reviews reflect consumers' perceived quality and value of products, these cues could influence the process of selecting and purchasing merchandise from e-commerce stores.

Hypothesis Development

Product Reviews affect Purchase Decisions

Product reviews are assessments of previous consumers' transactions of a product, both in terms of product quality and the services provided. According to Iduozee (2015), product reviews are a simple and easy way to find product information, expert reviews, and recommendations from online consumers. Product reviews on Bukalapak are used to describe in the form of an assessment of the advantages or disadvantages of a product from previous buyers. The rating is 1-5 stars, along with photos, videos and comments.

Sudjatmika (2017) showed that product reviews positively influenced purchasing decisions. Shafa & Hariyanto (2020) concluded that product reviews significantly influenced purchasing decisions. Also, Suryawan et al. (2022) stated a positive and significant effect partially between online customer reviews and the purchase intention of Shopee customers in Gianyar Regency.

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

H1: Product reviews have a positive and significant partial effect on online purchasing decisions in Bukalapak e-commerce.

The Effect of Prices on Purchase Decisions

Price is the amount of money charged to consumers for a product and one of the marketing mixes that can profit the company. In purchasing decisions, the price is what consumers always think about because by looking at the price of a product, consumers can compare it with other competitors and see the suitability between price and quality or function of a product. Consumers' understanding of prices has an important impact on pricing policy. Therefore, from the consumer's point of view, the higher the price, the better the quality of the product. Producers should not set a single price because, along with the life cycle of a product, producers

must adjust prices so that they are acceptable in society because of changing buyers and situations.

Zhao et al. (2021) demonstrated that product pricing had a statistically significant impact on consumers purchasing decisions. Rahayu (2021) also concluded that price positively affected purchasing decisions.

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

H2: Prices have a positive and significant partial effect on online purchasing decisions on Bukalapak e-commerce.

The Effect of Ease of Transactions on Purchase Decisions

The internet simplifies many aspects of life, including buying and selling activities, which can now be done anytime and anywhere. Bukalapak provides convenience in system transactions, but it turns out that the convenience provided has encountered problems, as some of its users complain about the transaction process. As a result, at Bukalapak e-commerce, ease of use is thought to affect online purchasing decisions positively.

Lestari (2018) showed that transaction convenience affected purchasing decisions. Subsequently, Heni, Mursito and Damayanti (2020) showed that the ease of transactions had a simultaneous and significant effect on purchasing decisions. In addition, according to Gunawan, Ali, & Nugroho (2019), perceived ease of use positively impacted purchase decisions.

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

H3: Ease of Transactions positively and significantly partially affect online purchasing decisions on Bukalapak e-commerce.

The Effects of Product Reviews, Prices and Ease of Transactions on Purchase Decisions

According to Davis (1989), the Technology Acceptance Model is one relevant theoretical framework for explaining the influence of product reviews, ease of use, and price on online purchase decisions. TAM provides a comprehensive understanding of users' adoption and acceptance of technology. It focuses on the factors that affect users' intention to accept and use technology. According to TAM, factors such as perceived usefulness, perceived ease of use, and individual attitudes toward technology can influence users' intention to adopt and utilize the technology. By incorporating TAM as a theoretical foundation, this study aims to shed light on the interplay between these three factors and their effect on online purchase decisions.

Shafa & Hariyanto (2020) showed that product reviews significantly influenced purchasing decisions. Ilmiyah & Krishernawan (2020) revealed that price positively and significantly influenced purchasing decisions. Accordingly, Heni, Mursito and Damayanti (2020) discovered that the ease of transactions had a simultaneous and significant effect on purchasing decisions.

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

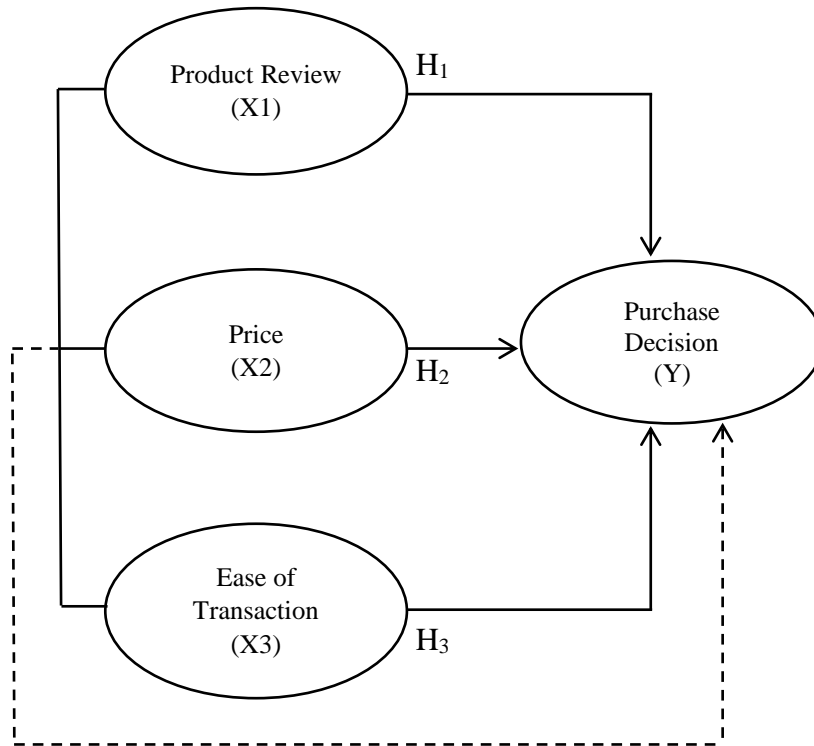
H4: Product reviews, price, and ease of transactions positively and significantly affect online purchasing decisions on Bukalapak e-commerce.

RESEARCH METHODE

This research was causal associative research and used quantitative methods. This method determined the effect of product reviews, prices, and ease of transactions on purchasing decisions. Causal associative research seeks a causal relationship or influence, namely the influence of the independent variable (X) on the dependent variable (Y) (Sugiyono, 2008).

The population in this study were consumers who made online purchases at Bukalapak e-commerce applications in Gelgel Village, Bali, amounting to 284 people. Although the Slovin formula yields a sample size 166 for a population of 284 individuals, the researchers used 82 respondents. This decision was based on limited resources, time constraints, and other limitations in conducting the study. While a smaller sample size may impact the precision and generalizability of research findings, the researchers took steps to mitigate this by acknowledging these limitations. By selecting a smaller sample size, the researchers still aimed to gather sufficiently representative data to obtain initial insights into the characteristics of the population and generate meaningful findings within the framework of this study.

Based on the above explanations, the number of respondents in this study was 82 people. The sampling technique was purposive random sampling, which determined the research sample with certain considerations to make the data obtained more representative (Sugiyono, 2016). The respondents taken as samples were all consumers taken randomly by setting certain criteria: consumers who are domiciled in Gelgel Village, Bali, aged over 17 years and over, and have made purchases on e-commerce Bukalapak. The reason for setting these criteria is that consumers who have these criteria can better understand the statements from the distributed questionnaires. Respondents' responses were then scored using the Likert scale, which tests the degree to which respondents agree with statements on a scale of 1 (strongly disagree) - 5 (strongly agree). The research model can be described in Figure 1.



H4
Figure 1. Research Model

Source: Theoretical studies and previous research results
 Information:

- > : Simultaneous influence
- > : Partial influence

The collected research data was further analyzed in stages. The validity and reliability test research instrument was used first, followed by the classical assumption test. The classical assumption test examined deviations from research variables and was required for multiple linear regression analysis. Multiple linear regression analysis was chosen because it tested the effect of more than one independent variable on purchase decisions. Multiple linear regression analysis results can create regression equations, analysis of determination, partial tests, and simultaneous tests.

RESULTS AND DISCUSSION

Characteristics of Respondents

Respondents selected as research samples can be described by gender, age, education level, occupation, knowledge sources of Bukalapak e-commerce and number of transactions. The respondents' data are listed in Table 2.

Table 2. Respondent Characteristics of Bukalapak Respondents In Gianyar Regency

Gender	Amount (People)	Percentage (%)
Male	14	17,07
Female	68	82,93
Total	82	100
Age	Amount (People)	Percentage (%)
<30	36	43,90
30 – 40	32	39,02
Above 40	14	17,07
Total	82	100
Source of Knowing Bukalapak	Amount (People)	Percentage (%)
Family	3	3,66
Friends	24	29,27
Online Advertisements	55	67,07
Others	0	0
Total	82	100
Occupation	Amount (People)	Percentage (%)
Highschool/University Student	29	35,36
Civil Servant	16	19,51
Private Sector Employee	10	12,20
Self-Employed	27	32,93
Total	82	100
Number of Transactions	Amount (People)	Percentage (%)
< 2 times	0	0
3 – 6 times	36	43,90
> 6 times	46	56,10
Total	82	100

Research Instruments Validity and Reliability Test Results**Table 3. Instrument Validity Test Results**

Variable Instruments	Correlation Coefficient	Standard	Status
Product Review (X ₁)			
X1.1	0,940	0,30	Valid
X1.2	0,974	0,30	Valid
X1.3	0,970	0,30	Valid
X1.4	0,970	0,30	Valid
Price (X ₂)			
X2.1	0,947	0,30	Valid
X2.2	0,944	0,30	Valid
X2.3	0,958	0,30	Valid
X2.4	0,917	0,30	Valid
Ease of Transaction (X ₃)			
X3.1	0,922	0,30	Valid
X3.2	0,927	0,30	Valid
X3.3	0,861	0,30	Valid
X3.4	0,680	0,30	Valid
Purchase Decision (Y)			
Y.1	0,968	0,30	Valid
Y.2	0,964	0,30	Valid
Y.3	0,897	0,30	Valid
Y.4	0,925	0,30	Valid

Table 3 illustrates that all instruments have correlation coefficient values above 0.30. Hence, all instruments used to collect data in questionnaires are valid.

Table 4. Instrument Reliability Test Results

Variable	Number of Instrument	Cronbach's Alpha	Standard	Status
Product Review (X ₁)	4	0,973	0,70	Reliable
Price (X ₂)	4	0,956	0,70	Reliable
Ease of Transaction (X ₃)	4	0,875	0,70	Reliable
Purchase Decision (Y)	4	0,952	0,70	Reliable

Table 4 shows that the calculation of each variable Cronbach's Alpha value is greater than 0.70. Hence, all instruments are reliable, and the research can be continued.

Classic Assumption Test

Before being analyzed with multiple linear regression analysis techniques, the regression equation model must go through the classical assumption test so that hypotheses tests are not biased. The following presents the classical assumption test, processed using SPSS software version 26 for Windows.

Table 5. Multicollinearity Test Results

Independent Variables	Tolerance	VIF
Product Review	0.481	2.077
Price	0.520	1.925
Ease of Transaction	0.466	2.148

Table 5 shows that the tolerance value of each variable is greater than 0.10, and the VIF value is less than 10. Hence, no multicollinearity between the independent variables in this study exists.

Table 6. Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.580	.546		2.894	.005
	Product Review	.032	.047	.109	.678	.500
	Price	.048	.043	.172	1.114	.269
	Ease of Transaction	-.078	.055	-.233	-1.427	.158

Table 6 shows that the significance value of the product review variable (X₁) is 0.500, the significance value of the price variable (X₂) is 0.269, and the significance value of the ease of

transaction variable (X3) is 0.158, meaning they are all greater than 0.05. There is no heteroscedasticity if the significance probability value is > 0.05 (Ghozali, 2016).

**Table 7. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		82
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	204.998.037
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.040
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Table 7 shows the Asymp value. Sig. (2-tailed) is 0.200. This value is greater than 0.05, meaning the data is normally distributed.

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine the direction of the relationship between Product Reviews, Prices, and Ease of Transaction toward Purchase Decisions. The regression analysis can be seen in Table 8.

Table 8. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.457	.899		-.509	.612
	Product Review	.390	.078	.382	5.012	.000
	Price	.388	.071	.402	5.478	.000
	Ease of Transaction	.262	.090	.225	2.909	.005

Based on Table 8, a = -0.457; b1 = 0.390; b2 = 0.388; b3 = 0.262, so the multiple linear regression equation is obtained: $Y = a + b1X1 + b2X2 + b3X3$ or $Y = -0.457 + 0.390 (X1) + 0.388 (X2) + 0.262 (X3)$, thus providing information that:

1. a = -0.457 means no attention to product review, price and ease of transaction, or the value is constant. Then the purchase decision is an average of -0.457.
2. b1 = 0.390 means that if the price variable (X2) and ease of transaction variable (X3) are considered constant, then the increase in product review (X1) by one unit will be followed by an increase in purchase decision by an average of 0.390.

3. $b_2 = 0.388$ means that if the product review variable (X1) and ease of transaction variable (X3) are considered constant, then the increase in price (X2) by one unit will be followed by an increase in purchase decision by an average of 0.388.
4. $b_3 = 0.262$ means that if the product review variable (X1) and price variable (X2) are considered constant, then the increase in ease of transaction (X3) by one unit will be followed by an increase in purchase decision by an average of 0.262.

To sum up, there is a positive and significant influence simultaneously between product review, price and ease of transaction toward the purchase decision of Bukalapak customers in Gelgel Village, Bali.

Determination Analysis

This analysis is used to determine the magnitude of the contribution of the influence of Product Reviews, Price, and Ease of Transactions simultaneously on the Purchase Decision expressed in percentages. The results of the analysis can be seen in Table 9 as follows:

Table 9. Determination Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.782	.774	208.903

Based on Table 9 above, the calculation results using SPSS obtained the coefficient of determination (Adjusted R Square) value of 0.774. The contribution of Product Reviews, Price, and Transaction Ease of Purchase Decisions is 77.4%. In comparison, the remaining 22.6% is contributed by other variables outside of Product Reviews, Price, and Transaction Ease which are not discussed in this study.

Partial Significance Test (t-test)

This test partially tests the effect of Product Reviews, Price, and Transaction Ease of Purchase Decisions. The results of the t-test analysis can be seen in Table 10.

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

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.457	.899		-.509	.612
	Product Review	.390	.078	.382	5.012	.000
	Price	.388	.071	.402	5.478	.000
	Ease of Transaction	.262	.090	.225	2.909	.005

By using a one-sided test at an error rate of 5% (0.05), where $n = 82$ and $k = 4$, degrees of freedom ($df = n - k = 82 - 4 = 78$), so that the t-table value is $t_{0.05(78)} = 1.664$. If $t_{1\text{-count}} > t\text{-table}$, then H_0 is rejected, or H_a is accepted. If $t_{1\text{-count}} < t\text{-table}$, H_0 is accepted, or H_a is rejected. Based on Table 10, the $t_{1\text{-count}}$ value of 5.012 is greater than the t-table value of 1.664. The t-count is in the H_0 rejection region. H_0 is rejected, and H_a is accepted. Thus, product reviews partially have a positive and significant influence on purchasing decisions of Bukalapak customers in Gelgel Village.

The $t_{2\text{-count}}$ value is 5.478, greater than the t-table value of 1.664, and the t-count is in the rejection region of H_0 . H_0 is rejected, and H_a is accepted. Thus, the price partially has a positive and significant influence on the Purchase Decision of Bukalapak customers in Gelgel Village.

Finally, the $t_{3\text{-count}}$ value is 2.909, greater than the t-table value of 1.664, and the t-count is in the H_0 rejection region. H_0 is rejected, and H_a is accepted. Thus, the Ease of Transactions partially has a positive and significant influence on the Purchase Decision of Bukalapak customers in Gelgel Village.

Simultaneous Significance Test (F-test)

This test is used to simultaneously test the effect of Product Reviews, Price, and Ease of Transactions toward Purchase Decisions. The results of the F-test analysis can be seen in Table 11.

Table 11. Simultaneous Significance Test Results (F-test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.221.994	3	407.331	93.338	.000 ^b
	Residual	340.396	78	4.364		
	Total	1.562.390	81			

Using an error rate of 5% (0.05), where $n = 82$ and $k = 4$. The degrees of freedom for the denominator ($df = k - 1 = 4 - 1 = 3$), and the degrees of freedom for the numerator ($df = n - k = 82 - 3 = 79$), so that the F-table value is $F_{0.05} (2:79) = 2.72$. If $F\text{-count} > F\text{-table}$, then H_0 is rejected, or H_a is accepted. If $F\text{-count} < F\text{-table}$, H_0 is accepted, or H_a is rejected. Based on Table 11, the $F\text{-count}$ value is 93,338, greater than the F-table value of 2.72, and the F-count is in the H_0 rejection region. Therefore, H_0 is rejected, and H_a is accepted. There is a simultaneous positive and significant effect of product reviews, price and ease of transaction toward the purchase decision of Bukalapak customers in Gelgel Village.

CONCLUSION

Based on the problem formulation and data analysis and the discussion in the previous chapter, the following conclusions can be drawn: (1) Product Reviews partially positively and significantly affected Purchase Decisions. The t-count value of the Product Reviews variable is

5.012, greater than the t-table value of 1.664. Product Reviews positively and significantly affected Purchase Decisions. Also, the better the product reviews, the better purchasing decisions of Bukalapak consumers in Gelgel Village, Bali. (2) Price has a positive and significant effect partially on Purchase Decisions. The t-count value of the Price variable is 5.478, greater than the t-table value of 1.664. The price had a positive and significant effect on purchasing decisions. Then, the better the price in consumers' eyes, the better Bukalapak consumers' purchasing decisions in Gelgel Village, Bali. (3) Ease of Transactions positively and significantly partially affected Purchase Decisions. The t-count value of the Ease of Transactions variable is 2.909, which is greater than the t-table value of 1.664. The Ease of Transactions positively and significantly affected the Purchase Decision. Then, the greater the ease of transactions, the better purchasing decisions of Bukalapak consumers in Gelgel Village, Bali. (4) Product Reviews, Price, and Ease of Transactions had a positive and significant simultaneous effect on the Purchase Decisions of Bukalapak Consumers in Gelgel Village, Bali. Based on the analysis, the F-count value of 93,338 was greater than the F-table value 2.72. Product Reviews, Price, and Ease of Transactions positively and significantly affected Purchase Decisions. The better Product Reviews, Prices, and Ease of Transactions, the better Purchase Decisions of Bukalapak Consumers in Gelgel Village, Bali.

The comprehensive analysis presented in this study had significant implications for the academic community within the marketing field. It provides valuable insights for researchers investigating the realm of online commerce, revealing new research prospects and unveiling previously unnoticed indicators. Moreover, it establishes a foundation for advancing diverse and pioneering studies that can enhance the scholarly discourse in this domain. Overall, this research contributes to the existing knowledge base and encourages further exploration and innovation in online commerce.

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