

The Impact of Technology on Online Reviews and Ratings Among Muhammadiyah University Students

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Abstract. Technology and the internet have developed into a lifestyle for almost all levels of Indonesian society. The access method is very easy and its use is unlimited to get the essential data. The cause for these shifts in consumer behavior is the convenience of internet buying. Data on the value of e-commerce transactions in Indonesia, which is growing annually, further supports the convenience of purchasing. Online customer reviews influence online product purchases. This variable is thought to have an impact on prospective online buyers, where prospective buyers obtain information or advice about the product they want to buy from previous buyers of the product and experience the benefits of the product. Consumers can easily learn and read reviews that have been given as consideration when wanting to buy a product. Before making sure the item (Ika Sugiarti and Iskandar 2021) is purchased. A rating may also be defined as a user's or consumer's evaluation of a product's preference based on their transactions and experiences with it. Online shop users see the main thing, one of which is the fulfillment of needs, satisfaction or pleasure, when they have entered a feeling of satisfaction then they have Of course everything will be done to meet these satisfaction needs.

Keywords: newness; online customer reviews and ratings; online shop



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INTRODUCTION

Technology and the internet have developed into a lifestyle for almost all levels of Indonesian society. The access method is very easy and its use is unlimited to get the necessary information. Like when going shopping, people usually shop directly at the market, but because technology is becoming more sophisticated to fulfill our needs, we don't need to go far and take the time to shop, but now we can do it via cell phone using the internet.

Various marketplaces are starting to offer a variety of people's needs in terms of shopping and ease of access. As well as many marketplaces that meet the demands of potential online consumers, technological developments and changes have made a lot of changes in offline purchasing behavior to online purchases or marketplaces and e-commerce, this also influences purchasing decisions in purchasing a product or service.

The ease of shopping online is the reason changes in the actions of customers. Data on the value of e-commerce also support the simplicity of shopping. transactions throughout Indonesia, which continues to increase every year . This is what makes researchers interested in researching this topic. The expansion of online shopping in Indonesia is also supported by the government which promises to support growth with sustainable development of logistics, infrastructure, financing, institutions and other supporting aspects (Farki, Baihaqi, and Wibawa 2016).

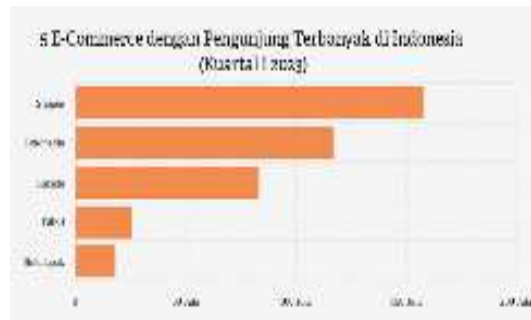


Figure 1. E-commerce with the most visitors in Indonesia (Q1 2023)

From the Figure 1. it can be concluded that the level of e-commerce can be seen starting from the lowest and highest. It can be seen above that the marketplace with the most visitors is the Shopee marketplace. According to idEa chairman Bima Laga, the value of e-commerce transactions in Indonesia in 2022 will reach IDR 476 trillion, he also estimates that the value could grow again by 20% to IDR 572 trillion in 2023.

Online customer reviews influence online product purchases. This variable is thought to have an impact on prospective online buyers, where prospective buyers obtain information or advice about the product they want to buy from previous buyers of the product and experience the benefits of the product. Consumers can easily learn and read reviews that have been given as consideration when wanting to buy a product. Before making sure to buy the product (Ika Sugiarti and Iskandar 2021) .

Existing reviews will trigger sales. Before consumers want to buy a product on an online shopping site, consumers will be used to searching for reliable, easily accessible sources of information, such article reviews, videos, notes and descriptions provided by website owners about the products they offer.

Beginning with the features, benefits, and drawbacks of the product to be purchased, this also includes the quality price of the product offered, while the rating can also influence purchasing decisions at the targeted online store. Because the online shop rating can reflect whether there are many buyers at the online shop. Whether or not customers are satisfied with a product or service provided, Marketers need to determine who makes decisions in order to comprehend how customers truly make purchases and has input into decisions and

has input into purchases. Rating is also defined as a consumer or user's assessment of a product's preferences based on the experiences they have had and have made transactions.

Research on customer ratings and reviews is crucial given the growing trend of e-commerce in Indonesia. Although there is no guarantee that in the future customer reviews and customer ratings will be sufficient for potential Consumers should utilize as a consideration when making purchasing decisions; yet, based on earlier studies, customer reviews may still have an influence. The most crucial question is how we can demonstrate that customer evaluations and ratings retain their credibility in influencing customer purchasing decisions.

Shopee is an e-commerce company operated by the SEA Group, a Southeast Asian internet company. Shopee was launched in Singapore in 2015, and has since extended to Malaysia, Thailand, Indonesia, Vietnam, and the Philippines. Shopee Indonesia was officially launched in Indonesia in December 2015 by PT Shopee Internasional Indonesia. Shopee has developed a strategy to catch the attention of its customers. Sari, Efendi, and Fenny (Sari, Efendi, and Fenny 2021). This study aims to analyze the impact of online customer feedback on purchasing decisions, addressing issues such as seller responsiveness and product mismatches.

METHOD

author made direct observations in the campus environment by seeing, hearing, taking notes and other observations. The implementation will be carried out at the end of November on November 27 2023 to December 15 2023 at the research subject's boarding house, on campus, at a photocopy place that provides wifi. The author conducted this observation in order to add to and completed the data required by the author. The author can directly observe, see, hear the immediate conditions in the field. The author made direct observations of online shope service users who were students at Muhammadiyah University of Bengkulu.

The author made direct observations regarding the online shop phenomenon as a way of shopping for students caused by online shops. Social life at residence and other social places such as campuses. The observation process in this research was carried out by:

- a) Seeing and observing for yourself then recording behavior and events as they are.
- b) Recording events in situations related to knowledge directly obtained from the data seen.

The observations carried out included various activities carried out by research subjects, for example what activities were carried out while on campus and outside campus as well as observing various activities in the boarding house as the social place that lasts the longest. The results of observations made by the author on research subjects show that students who are interested and actively use online shop services are those who are too busy with activities on and off campus and also because they are able to play on the internet

for a long time so whether they realize it or not, it can influence students' consumption patterns.

2. Interview

The data obtained is in accordance with the main problem being asked, so in the interview an interview guide is used, This is done in the shape of research-related questions, with the goal of avoid solutions which are too broad. Questions are developed based on study problem points in order to conduct interviews in a methodical manner.

Structured and unstructured interviews were used in the research. Structured interviews were performed to acquire an overview of the informants' identities and backgrounds. The researcher used in-depth method of interviews to acquire data on the field. Investigations will be conducted not only on occasion, but repeatedly and with great intensity. The first interview style employed in this study was open interviews. An open, intimate, and friendly interview method. During this conversation, the author contacted the study's subjects and informants personally at the specified place and time, while using question guidelines to acquire data relevant to the main problem.

Making use of informal speech during interviews is another one strategy for gathering as much research data as feasible without being hampered by language structures that can be legally binding and do not allow for self-confidence to be expressed clearly. The incorporation of Bengkulu language with Indonesian language makes it easier for researchers to find the information they require.

RESULT AND DISCUSSION

The process of testing data validity is a critical step in ensuring the credibility and accuracy of research findings. In this study, triangulation techniques are employed to validate qualitative data, emphasizing redundancy with multiple resources, time, and diverse tools. According to Patton and Moleong (2009), this approach allows for a thorough cross-verification of information to assess its reliability. By integrating observations, interviews, and supporting evidence, the study strengthens the trustworthiness of its conclusions. This rigorous methodology underscores the importance of combining multiple data sources to uncover a holistic understanding of the online shopping phenomenon among UMB students.

One aspect of triangulation is comparing observational data with information gathered through interviews. The observations reveal that UMB students frequently engage with online shopping platforms on laptops and smartphones. This behavior indicates a high level of digital literacy and an active interest in utilizing online shops for convenience and efficiency. Furthermore, students are seen discussing online shopping during social interactions, which highlights the cultural shift towards embracing e-commerce as a mainstream activity within the student community. These observations align with broader trends of increasing reliance on technology for everyday transactions.

Interviews conducted with research subjects and supporting informants provide deeper insights into students' perceptions of online shopping. The participants openly acknowledged the benefits of this new way of shopping, emphasizing its ease of use, accessibility, and time-saving attributes. They expressed that online shopping offers unique advantages, such as the ability to browse a wide range of products without physical constraints and the convenience of comparing prices from different sellers. These findings illustrate how online shopping has become an integral part of students' lives, reflecting their adaptability to technological advancements.

However, challenges associated with online shopping also emerged from the interviews. Some participants pointed out issues such as delayed seller responses to inquiries and discrepancies between advertised and received products. These challenges highlight the importance of building trust and ensuring transparency in online transactions. Sellers need to address these concerns by improving customer service and providing accurate product descriptions to maintain consumer confidence and satisfaction. Addressing these issues is essential for fostering a positive online shopping experience.

In conclusion, the combination of observations and interviews provides a comprehensive understanding of the online shopping behavior of UMB students. While the findings emphasize the benefits and widespread acceptance of this shopping method, they also point to areas for improvement in customer service and product reliability. These insights contribute to the broader discourse on the role of technology in transforming consumer habits, particularly among young, tech-savvy populations. The results serve as a valuable reference for e-commerce platforms and sellers looking to optimize their services to meet the evolving needs of their target audience.

CONCLUSION

In conclusion, the study highlights the significant role of online shopping in the lives of UMB students, driven by the convenience, accessibility, and efficiency offered by e-commerce platforms. Observations reveal frequent engagement with online shopping tools, while interviews confirm the widespread acceptance of this new shopping paradigm among students. Despite its benefits, challenges such as delayed seller responses and product mismatches underscore the need for improved customer service and transparency in online transactions. By addressing these issues, e-commerce platforms and sellers can further enhance trust and satisfaction among users. Ultimately, the findings reflect the transformative impact of technology on consumer behavior, particularly within tech-savvy student communities.

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