

*Analysis of Online Customer Reviews on Consumer Trust and Purchasing Decisions
(Case Study on MSME IROH Foods)*

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Abstract

Online shopping has become a common phenomenon in modern society, influencing consumer purchasing behavior. This study aims to analyze the relationship between online customer reviews and consumer trust, thereby influencing purchasing decisions. Iroh Foods, which sells frozen risoles products through the Instagram platform and website, and conducts transactions via WhatsApp. This research uses a qualitative approach and the types of research used are descriptive qualitative methods. By involving Iroh Foods owners and consumers as sources in data collection. Data collection techniques are conducted using interviews, observation, and documentation. Samples are taken using purposive sampling techniques by interviewing 9 people consisting of owners and also consumers. The results showed that online customer reviews have a significant effect on consumer trust and influence purchasing decisions at Iroh Foods. Positive reviews help to increase consumer confidence, while negative reviews help consumers consider product risks. Responsiveness to reviews and criticism are important factors in building consumer trust. Online customer reviews play a crucial role in shaping consumer trust and influencing purchasing decisions.

Keywords: *Online Customer Review, Consumer Trust, Purchase Decision.*

Abstrak

Belanja online saat ini telah menjadi fenomena umum di masyarakat modern yang tentunya berpengaruh pada perilaku pembelian konsumen. Tujuan penelitian ini untuk menganalisis hubungan online customer review pada kepercayaan konsumen dan keputusan pembelian. Objek penelitian dalam studi ini adalah Iroh Foods, seller yang menjual produk risoles frozen melalui platform instagram dan website, serta melakukan transaksi melalui whatsapp. Penelitian yang dilakukan menggunakan pendekatan deskriptif kualitatif dengan melibatkan pemilik dan konsumen Iroh Foods sebagai narasumber dalam pengumpulan data. Teknik pengumpulan data yang dilakukan dengan menggunakan wawancara, observasi, dan juga dokumentasi. Hasil penelitian menunjukkan bahwa sajian online customer review memberikan informasi yang dapat berdampak pada kepercayaan konsumen dan keputusan pembelian konsumen di Iroh Foods. Ulasan positif dapat membantu meningkatkan kepercayaan konsumen, sementara ulasan negatif menjadi pertimbangan bagi konsumen terhadap resiko pembelian produk. Sehingga respon terhadap ulasan dan kritik tersebut merupakan faktor penting dan berperan secara krusial dalam membangun kepercayaan dan keputusan pembelian konsumen.

Kata Kunci: *Online customer review, kepercayaan konsumen, keputusan pembelian*

INTRODUCTION

The development of the current day is very rapid in the development of the business world, education or technology. Technology is one that affects all human activities, one of which is business activities. The phenomenon of online shopping is increasingly used as well as its development. Where according to data from bps.go.id show in the last five years that use information and communication technology in Indonesia has increased a considerable increase. In this case, there is a fairly rapid increase, namely on the use of internet in the household which reached 78.18 percent, followed by the growth of cellular telephone use which in 2020 reached 62.84 percent.

Online shopping is almost always done by the community today. Where the majority of all societies have conducted shopping activities. With this phenomenon resulting in the emergence of various platforms that provide things for business activities, both for promotion or online shopping activities. In the online shopping behavior journal in Indonesia by Dedy and Dita (2018), where according to Liang & Lai, online purchasing behavior is the process of buying products or services through internet media. Where with online shopping, it provides convenience to consumers. With the number of people who carry out online shopping activities but not all do it online, there are still those who do offline, because there are differences in the mindset of the community in conducting online shopping and offline shopping. The absence of an analysis directly to the product. And also with the rise of competitors who survive with their respective advantages in convincing consumer purchasing decisions.

Purchase decisions are an activity that is a process of an organization, individuals, even groups where it occurs directly the decision of purchasing or also occurs transactions between consumers and producers. In carrying out a decision to purchase many factors considered by the buyer. Sometimes not all consumers provide complete trust to the company, especially on sales online. Where consumers cannot see or feel direct products directly. A purchasing decision is based on an emotional attitude towards the product, in making decisions usually consumers must have a belief in the product or the company.

The company's steps to make trust in their products so that they can make the purchase decision of the one, by looking at the response or comment from previous consumers who have used their products on their satisfaction with their products. Online Customer Review become a way to intertuit the company's bonds and consumers directly, without having to see the product directly.

In UMKM Iroh Foods always takes steps so that the company can have many consumers, by giving consumers confidence that our products are products that they can trust. The ultimate goal is for consumers to make purchasing decisions on these products. By providing evidence of consumer reviews provided via whatsapp and via Instagram so that sales always increase every day. Based on this phenomenon, the authors will conduct research to assess the extent to which Online Customer Reviews can influence trust and purchasing decisions on Iroh Foods products.

PROBLEM FORMULATION

1. How to the role of Online Customer Review a gainst consumer confidence Iroh Foods?
2. How to the role of Online Customer Review on the decision to purchase consumers Iroh Foods?
3. How to the role of Online Customer Review which has an impact on trust and decision Consumer purchases Iroh Foods?

LITERATURE REVIEW

Online Customer Review it is an opinion released by consumers online, it can be a positive or negative opinion about the product, this opinion can be used as an experience that consumers have ever experienced by the product and can be used as a reason for other prospective buyers use or not the product. Consumer reviews start from experience they directly feel about the products or services they have purchased. Therefore, Online Customer Review become a deep insight where it does come from people who use it.

According to (Shafa and Hariyanto, 2020), Online Customer Review is a form of mouth to mouth electronic and can be seen as a new marketing communication method that can affect and play a role in the process of purchasing decisions. Online reviews (online customer review) can be understood as one of the media consumers seeing reviews of other consumers to a product, company service and about how a manufacturer company.

Online Customer Review Indicator According to Elwada, Lu. & Ali (2021), 1) Perceived Usefulness, referring to the extent to which consumers believe that online customer reviews are useful and feel the benefits, 2) Perceived enjoyment, namely the comfort and pleasure that is felt in consumers when searching for information Through the online customer review, 3) Perceived Control, referring to the level of control that consumers have for their actions.

Consumer confidence is about a belief in a product that they will use or have by involving or resting on a particular seller. According to Robbins in Marlinda (2018) consumer confidence, namely as a positive hope not only through words, actions or decisions. According to Gefen in the journal Arvan Ali Prakoso (2017), there are 3 indicators of consumer confidence, namely: 1) Integrity (integrity), is a consumer perception that companies follow the principle of acceptable principles such as keeping promises, behaving according to ethics and honesty, 2) Goodness (benevolence), which is based on the magnitude of the trust of the partnership that has the objectives and motivation that is the advantage for other organizations when the new conditions arise, namely conditions where commitment is not formed. 3) Competence (competence), competence is the ability to solve problems faced by consumers and fulfill all its needs.

Online purchasing decisions According to Abdullah (2018), is the stage of evaluation of consumers in shaping preferences between brands in the choice group, consumers may also form a purchase interest to buy the most preferred brand. Indicators of purchasing decisions according to research conducted by Swastha (2021), namely: 1) Decisions about sales, companies not only think and design strategies how consumers can

have intentions to decide to buy their products. But a good distribution, so consumers can reach company products easily to be one of the main considerations for consumers. This is certainly more important also to be considered by the company, 2) decisions about the time of purchase, consumers who have the intention to make a purchasing decision on a product of course encourage consumers to provide the time to buy the product. In this case the company certainly should be able to do a strategy that can make consumers easy to buy, 3) the decision of the payment method, consumer consideration of the selection of a product is not only at the stage of choosing and making time. But the ease of in transactions on the purchase of a product is also a more convincing factor even to give a consumer priority to a product.

RESEARCH METHOD

The research method used in this study is a qualitative method. According to Sugiyono (2022), the qualitative research method is a research approach based on postpositivism philosophy, intended to investigate object conditions naturally, which are different from experiments. This method is used to investigate the natural conditions of an object (as opposed to experiments) with researchers as the main instrument. In this study, the object of his research was the effect of online customer review on trust and purchasing decisions. Where in other words, the object of research is how online customer reviews provided by consumers can affect the level of trust owned by the consumer to the brand and can also influence purchasing decisions.

Data collection techniques are the method used in a study in obtaining relevant and valid information, where strategic steps are needed in the use of this technique to achieve research goals. Data collection techniques are carried out by observation, namely being carried out to obtain facts and data in sales activities and also the sales media carried out by Iroh Foods. Observation is done repeatedly so that the data obtained is expected to be accurate. Then the technique of collecting data with interviews to the owner and also consumers Iroh Foods, through question and answer and face-to-face using the interview guide, interviews were used to obtain in-depth information about the research subject.

Samples are taken using purposive sampling techniques by interviewing 9 people consisting of owners and also consumers. This is done because researchers only focus on the depth and quality of data, not in the number of large samples. Respondents were selected with several specific types of research with their own research goals. In the data analysis technique using data reduction, namely sorting Online Customer Review Relevant for MSME Iroh Foods, identify the main themes such as satisfaction, product quality, and service, and summarize information to be easily understood and analyzed, data presentation and conclusion of the results of the study.

RESULTS AND DISCUSSION

Online customer review

Online Customer Review It is the opinion given by customers online, which can be a positive or negative opinion about the product. Previous customer experience with these

products can be used as a basis for deciding whether other customers will buy or not the product. Regarding usability and benefits of Online Customer Review Against Sales According to Mr. Deden, as the owner 1 of Iboh Foods stated that, Online Customer Review It is an important thing for sales. When consumers provide positive reviews, it will have an impact on strengthening their trust in its company, it can also be a feedback for the company in all improvements regarding the product. Where when consumers have a positive experience, it is possible for resetting, or even recommend to other prospective consumers.

Then another look from consumers 2 Alfi and consumers 3 Tia, where Online Customer Review according to consumers 2, it is useful because it can see products not only from what is explained and given by the company, but can also see products from the point of view or experience of other consumers, the same thing is also revealed by consumers 3, which can facilitate also see the products sold.

In addition, consumers 6 Dela and consumers 7 Yogi also explain what they feel their benefits from Online Customer Review. Consumers emphasize how important product reviews are as a valuable and trustworthy source of information to help them make the right decisions about what they buy, show how Online Customer Review Can provide a diverse view and allow consumers to make realistic expectations about the product before they buy it.

In the case of perceived enjoyment in Online Customer Review, consumers feel satisfied and comfortable then information should be relevant and there are all the information needed. Is all the information from Online Customer Review can be able to dictate all the information of Iroh Foods products, the owner 1 explains that not all information from Online Customer Review can explain detail about the product, because there is still a consumer asking the owner.

The opinion of consumer 1 who considers the same that information from Online Customer Review Cannot cover everything, even though online customer review is very helpful, so as much as possible see all online customer reviews so that it can conclude information about the product. Then the same thing revealed by consumers 2 about the information available from consumer reviews not all can provide complete information and details about the product. Sometimes other consumers only give reviews briefly.

In the Perceived Control in Online Customer Review Things did when there were problems, actions and feelings experienced at Iroh Foods, owner 1 felt a fear of negative things to sales. Although this can be considered an expression of gratitude because of the feedback from consumers to care for customer satisfaction. So that the actions taken by the owner 1, by understanding the problems that occur carefully to correct the problem, and also deal with it politely and also professionally.

The same opinion was also conveyed by the owner of 2 Iroh Foods when there was a problem. Where the owner 1 gives a wise attitude as a seller, despite feeling sadness when receiving negative reviews from consumers. But the owner 2 chooses this as an opportunity to improve and improve into positive things. Then another opinion is given by consumers 2, where consumers 2 feel a doubt in making a purchase if there is this, although sometimes always reconsidering when viewing by seeing other consumer comments.

Trust

Building trust and consumer loyalty to brands or products is very important if the company follows acceptable principles, such as keeping promises, behaving according to ethics, and honest. According to consumers 1 Neng regarding the perception of the company in his eyes, the company always does good things so that the creation of trust. Where according to him the company provides a solutive response to consumers if there is a negative review of the product. Because according to him it is an important thing that consumers want. Hi the same was also expressed by consumers 2 where Iroh Foods always tried to build good things in the eyes of consumers. Where as MSMEs they have good planning.

In this case the trust for collaboration that is beneficial for the organization for situations where commitment has not been formed. Especially true in new or unexpected situations. As for the goals and motivations carried out by Iroh Foods to build consumer confidence to the company. By taking good actions to consumers both before or after purchasing products, and giving testimonials to consumers from previous consumers. Where the action was carried out to increase trust and also build a good image in the eyes of consumers. strong motivation in building trust.

In the opinion of consumers 1 there are several factors that make it believe, where IHOH Foods is always consistent in providing product quality, both reviews from other consumers who make it believe, and the third Iroh Foods always provide good service.

According to consumers 2 trust wakes up because they see reviews from other consumers and also the experiences they have felt. Where it can build trust to the company. Adapula opinions from consumers 3 Tia afor nd also consumers 5 Intan that trust arises because of their personal experience, which before they had made purchases and they felt satisfaction in purchases. Trust arises because they always display interesting product advertisements other than that their products have a halal label that makes consumers 6 Dela arise trust.

The ability or quality possessed by an organization in resolving a problem or challenges faced. In is certain context s, refer to the compis any's ability to overcome problems or consumer needs.

The expected action is carried out by the company when the company experiences or occurs a consumer problem 1 explains the things done by the company when the problem is in nature. The hope is that the seller can provide a rapid and proactive response to consumers in preventing the big thing to happen and Where the actions taken can beand nefit both parties, so the seller must provide an adequate solution that does not cause losses.

But there are also opinions given by consumers 2, consumers of 3 and 7 consumers who have nof ever experienced obstacles or problems when buying. When making a purchase they don't experience a problem that is detrimental.

Purchase decision

The products sold can be reached by consumers easily, the company ensures that products are always available easily by consumers, so consumers have no difficulty in getting products. When consumers want to make a company purchasing decision must also

ensure product availability. But according to consumers 1 product is easily obtained, but sometimes it must wait because the production process is not always available in all variants. The same is also felt by consumers 2, consumers 3 and also consumers 4 who feel products that are quite easy to get only a few are not all variants can be obtained, they have to wait first. Sometimes the availability of some product variants is inconsistent, which results in the existence of there are are are are e time passes needed when they want to make a purchase. The production process that takes around 1-3 days is a factor that complicates the accessibility of the product. So that this is that the product is not always easy to obtain the need for patience.

After and a customer has shown a desire or intention to buy an item, the next step is to make the decision and on by buying the item. In situations like this, it is important for businesses to take strategic actions that can facilitate their customers to make purchases at the right time according to their wishes.

The purchase time occurs and carried out by Iroh Foods consumers according to owner 1, there is no purchase time and also the promotion made. But for owners 1 apply the existence of Office Hours for consumers who will buy. But according to Owner 2 there is a time of purchase where the owner usually sells to the reseller. The purchase time made by consumers 1 when you want to buy a product at Iroh Foods, namely during the day, where it is done because the Iroh Foods product is made it as a snack day and sometimes also consumed at night. The same thing is also expressed by consumers 2, consumers 3 and consumers 7, where there is a certain time made for purchase. Like according to consumers 2 buy Iroh Foods products when you want to consume practical foods when hungry are the same as 7 consumers who make a purchase when hungry. But according to consumers 3 purchases are made only when the event. According to consumers 5 times the purchase of products in Iroh Foods is only when there are certain moments.

The payment system provided at Iroh Foods according to owner 1 and also owners 2 they are trying to provide payment methods that can facilitate consumers. With payments using QRIS, transfer or if possible, it can be directly made by payment. The payment method provided by Iroh Foods makes it easier for consumers as delivered by consumers 1 and consumers 2, where they also felt the ease of natural purchase transactions. Experience experienced by consumers 4 Dewi regarding the payment method provided at Iroh Foods is quite satisfying because it provides various ways. The same opinion is provided by consumers 6 and also consumers 7 which according to them the way the transaction makes it easy to the process of payment. So the payment method provided makes it easy All consumers.

DISCUSSION

Online Customer Review on consumer trust

Related to Online Customer Review, Narasumber explains that with the existence of online customer reviews can make it easier for them when you want to buy a product because they can assess products or services in real from other users. The results of the

study regarding the analysis of the influence of online customer reviews on consumer confidence found some important things. Online Customer Review considered a source of information that is beneficial for consumers during the concept decision making process from Perceived Usefulness show that consumers believe that Online Customer Review provide benefits and help them in making decisions. But there are differences in consumers in finding it, some consumers find that Online Customer Review Not always giving all the information they need, some reviews do not provide detailed information. where completeness of information from Online Customer Review It is something that can increase consumer confidence.

In addition, the concept Perceived Control describe the level of control that consumers have in reading Online Customer Review. Although in this case there are several consumers who have doubts in seeing Online Customer Review, they tend to consider Online Customer Review. Responsive to negative criticism build consumer confidence and show the importance of integrity and competence in dealing with problems. It also emphasizes that the importance of building good relationships between companies and consumers through consumer confidence. Factors of product quality, consistency, responsiveness to reviews, and personal experience is very important in influencing consumer confidence. Overall, research shows that Online Customer Review Has a significant influence on consumer confidence to the company and also the Iroh Foods product.

Online Customer Review on purchase results

The results showed that Online Customer Review Very important in the purchasing decision making process. Respondents, both the owners of Iroh Foods and consumers, agree with that Online Customer Review Provide valuable and reliable information. Respondents also consider it Online Customer Review As additional information to help in understanding the product more completely. As indicated by consumers 1 and consumers 7, Online Customer Review Increasing their trust in products and sellers because they see positive experiences of others with these products making them more sure to make purchasing decisions. But not all Online Customer Review can provide all information. where this shows that Online Customer Review an be useful and read carefully.

In addition, factors that influence consumer purchasing decisions include product availability, purchase time, and payment methods. Consumers tend to choose products that are easily accessible, available at the time that suits their needs, and can be paid in an easy and convenient way. However, in seeing Online Customer Review In Iro Foods will not have an impact on purchasing decisions if the availability of existing products cannot meet consumer needs. Where this is Iroh Foods cannot always fulfill the availability of existing products. Thus that that Online Customer Review Has a significant influence on purchasing decisions both in providing information, assistance in comparing products, as well as in increasing trust. But the availability of products is also included in the consumer purchasing decisions that must be considered.

Impact of Customer Online Review on consumer trust and purchasing decisions

In this study where it has been explained, there is a positive impact between online customer reviews and consumer confidence. Online Customer Review allows additional information about products, or services before purchasing, such as previous user reviews. Proactive sellers in response to online customer reviews can also increase consumer confidence because they can see sellers that they can solve problems with their commitments. In getting a consumer confidence, integrity, goodness, and competence within the company.

Construction of trust depends on integrity, which includes honesty, ethics, consistency in carrying out an appointment. A good relationship between sellers and consumers in a business can also help in increasing consumer confidence. The ability to deal with existing problems is also one of the factors for consumer confidence. Consumer confidence in online customer reviews can have an impact on purchasing decisions. Consumers feel believed in the review. But in this case there are also aspects that cause consumers not to make purchasing decisions despite trust, namely in the decision on sales. Where product availability has limitations that can cause the failure of purchase.

However, research findings show that online customer reviews can play an important role in shaping consumer confidence and, in turn, influences purchasing decisions. Therefore, companies can use online customer reviews wisely to increase consumer confidence and produce more sales.

CONCLUSION

Online Customer Review is very instrumental in consumer confidence, where this is useful for consumers in finding information about products in Iroh Foods. The existence of this review is very helpful in understanding the real experience of other consumers, where the information obtained becomes very valuable so that it can increase consumer confidence in the company and its products.

Positive reviews tend to increase customer trust in products, while negative reviews help customers consider the risks or weaknesses of the product. Positive experiences in online customer reviews can provide trust in companies and products because consumers tend to have confidence to buy after seeing positive reviews. Some things are considered in decision making such as product availability, purchase time and also supportive payment methods can be reflected in consumer positive reviews.

Thus the online customer review has a role that is very helpful for consumers in terms of obtaining information needed regarding product quality, purchasing processes, growing and increasing trust in products and sellers. The positive thing obtained from the presentation of this review is very instrumental in encouraging consumers to make purchasing decisions.

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