

THE INFLUENCE OF UNIQUE PRODUCTS, VIRAL MARKETING, AND CONSUMER REVIEWS ON PURCHASE DECISIONS IN SHOPEE E-COMMERCE FOR SMEs OF PARE CHIPS IN KEDIRI

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Abstract

The objective of this study is to examine the impact of unique products, viral marketing, and consumer reviews on purchasing decisions in shopee e-commerce for SMEs selling bitter melon chips in Kediri. The research adopts a quantitative approach and includes all consumers who have made purchases from these SMEs through shopee in the last 2 months, resulting in a total of 95 respondents. The data collection process involves the use of questionnaires, and the analysis includes validity and reliability tests, classical assumption tests, multiple linear regression tests, and hypothesis testing. The sampling technique employed in this study is saturated sampling. The research findings indicate that: 1) Unique products do not have a significant impact on purchasing decisions in shopee e-commerce for bitter melon chips SMEs in Kediri, as the significance value is $0.828 > 0.05$, leading to the rejection of the first hypothesis. 2) Viral marketing has a significant impact on purchasing decisions at bitter melon chip SMEs in Kediri, with a significance value of $0.00 < 0.05$, supporting the acceptance of the second hypothesis. 3) Consumer reviews also have a significant impact on purchasing decisions for bitter melon chips in Kediri, with a significance value of $0.01 < 0.05$, confirming the acceptance of the third hypothesis.

Keywords: Unique Products, Viral Marketing, Consumer Reviews, E-Commerce, Shopee

1. INTRODUCTION

The e-commerce landscape in Indonesia has been growing rapidly due to its large population and increasing internet penetration, making it a potential market for e-commerce businesses. Mobile devices play an important role in Indonesia's e-commerce ecosystem, with mobile apps dominating access to e-commerce platforms (Lusa et al., 2024). Sustainability in e-commerce, especially in Indonesia, is an important aspect that requires further optimization for economic, social, and environmental dimensions. The growth of e-commerce in Indonesia has been significant, with a growth rate of 78% in 2018, showing high potential for future development. Tax implementation in e-commerce has been a topic of discussion, with consideration needed to balance growth and sustainability. The overall picture of e-commerce involves buying and selling products or services online, using technologies such as electronic funds transfer and supply chain management as well (Widodo & Sutopo, 2018).

Unique product descriptions, viral marketing and consumer reviews. The rise of e-commerce has revolutionized the way businesses operate, providing a platform for global reach and accessibility. Global e-commerce, driven by advances in information and

communication technology, has significantly impacted the global economy by transcending business boundaries and providing new opportunities for growth. Various stakeholders around the world recognize the benefits of e-commerce, leading to its rapid growth and wide adoption (Setiawan et al., 2023). Research is needed to address the key dimensions affecting the growth of e-commerce and its role as a global distribution channel. As more consumers turn to online shopping for convenience and diversity, the growth potential in the e-commerce sector is immense. However, with this growth comes the challenge of implementing taxes in a way that supports sustainability while encouraging sustainable development. Discussions on tax implementation in e-commerce are crucial to ensure a balanced approach that benefits both businesses and consumers (Pratiwi et al., 2023). Achieving the right balance will require collaboration between governments, businesses and consumers to create a fair and efficient system. By addressing tax concerns in e-commerce, companies can continue to innovate and expand their offerings to meet evolving consumer needs. With careful consideration and strategic planning, the e-commerce sector can thrive while also contributing to the overall economic landscape (Utami et al., 2023). Enhanced and unique features influence consumer preferences in different ways based on product familiarity. When consumers are not familiar with the product category, they prefer products with enhanced features over unique ones. However, when consumers are experienced, they prefer products with unique features (Zhou & Nakamoto, 2007).

Viral marketing refers to online and offline marketing activities that aim to influence consumers to deliver commercial messages. It is a strategy that utilizes existing social networks to increase brand awareness through a self-replicating viral process. Successful viral campaigns spread easily on social networks in an inexpensive way, positively influencing customers' purchasing behavior. Viral marketing uses social networking platforms and other techniques to maximize brand awareness and achieve marketing goals by repeating the viral marketing process. It is crucial to consider the right message, messenger, and environment to benefit from viral marketing. The role of customers is crucial in viral marketing, as negative experiences can pose significant risks that need to be avoided (Moh'd Al-Dwairi & Alawneh, 2024). This research also discusses a system that locates online consumer reviews based on predicted helpfulness votes and distinguishes high-quality reviews from low-quality ones. This aims to improve the accuracy of review classification and placement on product pages (Saumya et al., 2018).

2. RESEARCH METHOD

The type of research used in this study uses quantitative methods. The quantitative approach is scientific research that is systematic, planned, and clearly structured from the beginning to the end of the research based on data collection information in the form of numerical symbols or numbers. The type of research type used is an associative quantitative study to determine the relationship and influence between the independent variables of unique products, viral marketing, and consumer reviews on the dependent variable of purchasing decisions. The method used is a survey method using a questionnaire.

In this study, researchers took a sample of 95 consumer respondents who made online purchases during the last 2 months at the Bandar Kidul bitter melon chips MSME, Kediri City. Furthermore, various data collection methods were used: observation, interviews,

documentation, literature review, and questionnaires. Observation involves direct observation, interviews involve direct interaction, documentation collects data from documents, literature studies collect data from literature, and questionnaires collect data through pre-conceived questions (Jailani, 2023).

2.1. Data Analysis Technique

The data analysis technique employed several tests to ensure the quality of the data and to analyze relationships between variables. Firstly, the validity test examined whether the measuring instrument used was valid, focusing on content, construct, and criterion validity (Ghozali, 2017). Secondly, the reliability test assessed the consistency of measurement results, indicating reliability if consistent over time. Classical assumption tests checked for normality, linearity, multicollinearity, and heteroscedasticity. Multiple linear regression analysis explained relationships between variables, predicting the dependent variable based on independent ones. T-tests determined the impact of independent variables on the dependent variable. F-tests assessed if all independent variables collectively affected the dependent variable. The coefficient of determination (R^2) measured the extent to which independent variables contributed to the dependent variable, with higher values indicating greater explanatory power.

3. RESULT AND DISCUSSION

The following is a table of research results that have been conducted by researchers using the SPSS application.

Table 1. Multiple Linear Regression Results

Variable	Coefficient (B)	T Value	T Table	Sig – T	Description
X1 (unique products)	0,036	0,218	1,986	0,828	H0 Accepted Ha Rejected
X2 (viral marketing)	0,633	5,848	1,986	0,000	H0 Rejected Ha Accepted
X3 (consumer reviews)	0,243	2,596	1,986	0,011	H0 Rejected Ha Accepted
Constant				9,260	
Correlation value (R)				0,750	
The coefficient of determination (R^2)				0,563	
F _{value}				39,032	
F _{table}				2,70	H0 Rejected Ha Accepted
Sig – F				0,000	H0 Rejected Ha Accepted
Y				Purchase Decision	

Source: Data processed by researchers, 2024

a. The Effect of Unique Products on Purchasing Decisions at Shopee E-Commerce at Bitter melon Chips SMEs in Kediri

The first hypothesis suspects that unique products partially have a significant impact on purchasing decisions in shopee e-commerce on bitter melon chips SMEs in Kediri. Based on the research results using the t test in table 1, the results of the study provide a significance value of 0.828 which is more than 0.05 and has an influence value of 0.036. Thus it can be stated that the unique product variable has no influence on purchasing decisions in shopee e-commerce on bitter melon chips SMEs in Kediri.

Through the results of the study, it can be stated that the product is unique but there is no effect if it has been marketed through shopee e-commerce because consumers cannot try a tester like an offline meeting (Ardhi, 2013) so that the majority of them only want and buy without any statement that this product is unique or not so that the results have no effect if it coexists with online marketing (Nabila & Suryani, 2022).

b. The Effect of Viral Marketing on Purchasing Decisions at Shopee E-Commerce for Bitter melon Chips SMEs in Kediri

The second hypothesis suspects that viral marketing partially has a significant impact on purchasing decisions in shopee e-commerce at bitter melon chips SMEs in Kediri. Based on the research results using the t test in table 1, the results of the study provide a significance value of 0.000 which is less than 0.05 and has an influence value of 0.633. Thus it can be stated that the viral marketing variable has a positive and significant influence on purchasing decisions in shopee e-commerce on bitter melon chips SMEs in Kediri.

Through the results of the study, it can be stated that viral marketing has a huge impact on consumer purchasing decisions. The perceptions that arise through viral marketing of the value and benefits of a product that has been purchased by consumers are very large, a good display and clear information has a great chance of influencing consumers in making their purchasing decisions (Holwati et al., 2021). So that viral marketing by SMEs will be able to have an impact on the consideration of a consumer.

c. The Effect of Consumer Reviews on Purchasing Decisions at Shopee E-Commerce at Bitter melon chips SMEs in Kediri

The third hypothesis suspects that consumer reviews partially have a significant impact on purchasing decisions in shopee e-commerce on bitter melon chips SMEs in Kediri. Based on the research results using the t test in table 1, the results of the study provide a significance value of 0.011 which is less than 0.05 and has an impact value of 0.243. Thus it can be stated that the consumer review variable has a positive and significant impact on e-commerce purchasing decisions at SMEs of bitter melon chips in Kediri.

Through the research results, it can be stated that viral marketing has an impact on consumer purchasing decisions in shopee e-commerce. Through reviews provided by consumers, potential consumers will understand the products offered, taste, delivery, packaging process and quality so that they have a great opportunity for SMEs to influence consumers in deciding their purchases (Budiarno et al., 2022). So that the better in communicating through reviews from previous consumers that are good and positive will have a positive influence on consumers in deciding to make purchases in shopee e-commerce on bitter melon chips SMEs in Kediri.

4. CONCLUSION

Research on the effect of unique products, viral marketing, and product reviews on purchasing decisions in shopee e-commerce on bitter melon chips SMEs in Kediri, located in Bandar Kidul, Kediri City, has concluded that unique products have no partial effect on shopee e-commerce purchasing decisions on bitter melon chips SMEs in Kediri, viral marketing has a positive and partially significant impact on shopee e-commerce purchasing decisions on bitter melon chips SMEs in Kediri. Then consumer reviews have a positive and partially significant impact on shopee e-commerce purchasing decisions at bitter melon chip SMEs in Kediri. And finally, unique products, viral marketing, and consumer reviews simultaneously have a positive and significant impact on purchasing decisions in shopee e-commerce on bitter melon chip SMEs in Kediri.

Based on the findings of the research, it is evident that while unique products may not individually influence purchasing decisions on Shopee e-commerce for bitter melon chips SMEs in Kediri, both viral marketing and consumer reviews play crucial roles in driving purchasing behavior. These factors collectively contribute significantly to purchasing decisions on the platform. To leverage these insights effectively, businesses in the bitter melon chips MSME sector in Kediri should focus on enhancing their viral marketing strategies and actively managing consumer reviews to positively influence purchasing decisions on Shopee. Additionally, investing in product uniqueness, although not directly impactful, can still contribute to overall brand perception and differentiation in the market, potentially reinforcing the effects of viral marketing and positive consumer reviews.

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