

FACTORS AFFECTING PURCHASE DECISIONS OF HALAL PRODUCTS THROUGH THE SHOPEE MARKETPLACE

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ABSTRACT:

The online shopping feature is currently highly popular on marketplaces compared to other platforms, as marketplaces offer a high level of security and trust, along with numerous promotions that attract many consumers. In this study, data was collected using a questionnaire, an efficient method when the researcher knows the variables to measure and what can be expected from the respondents. Specifically, the study aims to analyze the decision to purchase halal products through the Shopee marketplace, targeting students in Malang City, including those from the Islamic University of Malang, Muhammadiyah University of Malang, and State Islamic University of Maulana Malik Ibrahim Malang. The results indicate that promotions influence purchasing decisions, trust also affects purchasing decisions, while online customer reviews do not have an impact on purchasing decisions. This research was conducted to examine the effects of promotion, trust, and online customer reviews on purchasing decisions for halal products through the Shopee marketplace. Based on the research findings and discussion, the following conclusions can be drawn: a) The promotion variable influences the decision to purchase halal products using the Shopee marketplace for Muslim students in Malang City, as shown by the t-test results. b) The trust variable influences the decision to purchase halal products using the Shopee marketplace for Muslim students in Malang City, as indicated by the t-test results. c) The online customer review variable does not affect the decision to purchase halal products through the Shopee marketplace for Muslim students in Malang City, as demonstrated by the t-test results.

Keywords: *Promotion, Trust, Online Customer Reviews, Halal Product Purchasing Decisions*

INTRODUCTION

In 2021 the population of Indonesia alone is estimated at 274.9 million people, with internet subscribers in Indonesia of 202.35 million people. This diversity expands to 15.5% or 27 million people when compared to January 2020. It can be concluded that Indonesia in early 2021 will reach 76.8%. One of the reasons for the increasing use of the internet is online shopping (CNBC Indonesia). The online shopping feature is currently in great demand through the marketplace rather than other platforms. Because the marketplace has a high level of security and trust and provides many promos that attract many consumers. In addition, the ease of purchasing online shopping on the marketplace that consumers feel can access anytime and anywhere without place and time limits (Dzulqarnain, 2019).

E-commerce is a business that uses an electronic network that connects companies and consumers in the activity of buying and selling goods or services through electronic information (Fuady, 2005).

According to Kotler and Armstrong (2008: 150) Purchasing decisions are one of the stages where consumers understand the problem and seek information about the product.

Consumers consider the various options available to solve their problems before making a purchase decision.

Pasaribu, and Sianipar (2019) concluded that promotion has a positive and significant effect on purchasing decisions, from a promotion perspective it is expected that companies must pay proper attention to promotional conditions which will affect customer convenience in making purchases. Adila and Aziz (2019) also state that buying interest and promotions have a significant and significant effect on buyer decisions.

Mambu (2021) Trust is very important to build and maintain long-term relationships. Trust is a form of willingness to depend on trusted parties. The basis for creating long-term relationships in business activities lies in the trust between consumers and producers.

Cahyono (2022) concluded that Online Customer Reviews have a significant effect on online purchasing decisions at the Shopee marketplace. Online customer review factors influence the purchase decision. The reviews themselves are reviews of consumers who have already shopped for the product.

The focus of this research are: 1). How does promotion influence the decision to purchase halal products using the marketplace shopee? 2) How does trust influence the decision to purchase halal products using the marketplace shopee? 3) How does the online customer review influence the decision to buy halal products using the shopee marketplace?

First, in Devi's research (2019) with the title "The Influence of Product Quality, Price, and Promotion on Purchase Decisions on the Shopee Marketplace". The results found showed that product quality, price, and promotion had a partial effect on purchasing decisions on the shopee marketplace.

Second, in Wahyuningsih's research (2020) with the title "The Influence of Promotion, Purchase Interest and Quality of Service on Purchase Decisions at Shopee Consumers". The results show that promotion, purchase intention and service quality have a positive effect on consumer purchasing decisions.

Third, in Hidayat's research (2020) with the title "The Influence of Product Quality, Price, and Promotion on Purchase Decisions at Online Shop Shopee". The results found showed that product quality, price, and promotion had an effect on purchasing decisions at the Shopee online shop.

Fourth, in Amin and Rachmawati's research (2020) with the title "The Influence of Halal Labels, Brand Image, and Online Customer Reviews on Purchase Decisions for Wardah Cosmetics". The results showed that the halal label and brand image had a significant effect, while online customer reviews did not significantly influence the decision to purchase wardah products.

Fifth, in Rakhma's research (2021) with the title "The Influence of Security, Trust and Information Quality on Product Purchase Decisions at Shopee". The results showed that security, trust, and quality of information had a positive and significant effect on product purchasing decisions at Shopee.

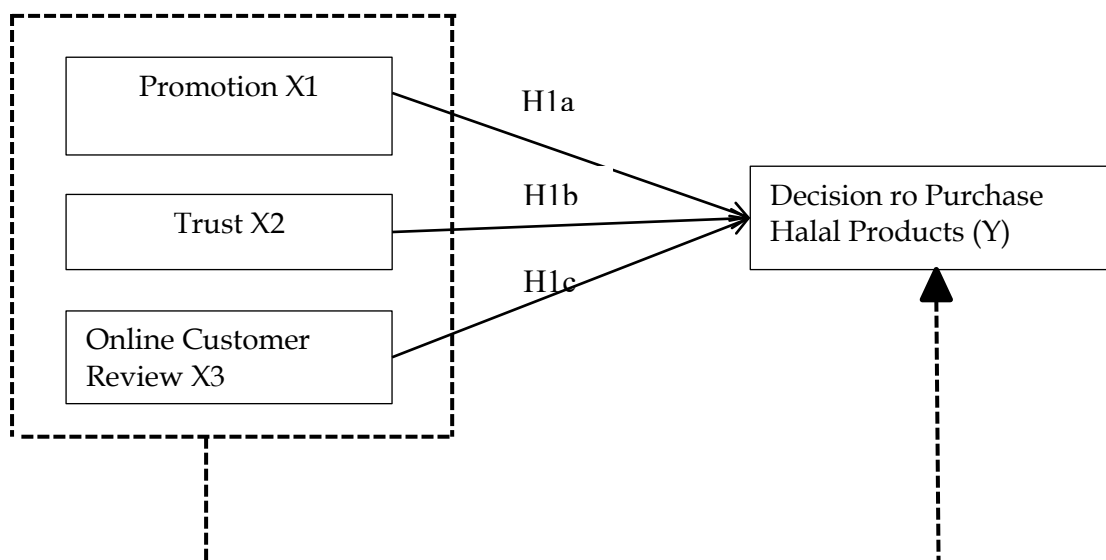
THEORETICAL BASIS AND HYPOTHESIS DEVELOPMENT

Purchasing decisions according to Tjiptono (2014: 21) is a process in which the buyer knows the problem, searches for information about a particular product or brand and evaluates some of each of these alternatives to be used in solving problems, which then directs them to purchase decisions. According to Dr. Mulyorini Rahayuningsih, M.Sc MUI (2021) Halal products are products that use halal materials and meet the requirements with facilities that are not contaminated with illicit or unclean goods.

Griffin and Ebert (2007:280) define promotion as part of the communication mix, all messages conveyed by companies to consumers about their products. Promotional techniques, especially advertising, must convey the uses, characteristics and benefits of the product. Sales promotion also includes various programs that increase added value beyond the benefits contained in the product.

Trust is a hope that is held by individuals or groups when words, promises, oral or written statements from other individuals or groups can be realized (Priansa, 2017: 115). According to Nuraini and Irawati (2021) explained that online customer reviews are various kinds of positive, negative, neutral comments, and rating a product or service made by consumers and shared with other consumers in a structured format, then published on a website. independent customer review websites.

Conceptual Framework



Based on the conceptual framework above, the equation used in multiple linear regression is: $Y = 10.225 + 0.699 X1 + 0.818 X2 + 0.179 X3 + e$

The value of the constant is positive, namely 10.225, which means that when the score of the promotion variable, online customer trust and reviews is considered non-existent or equal to zero, then the value of the decision to purchase halal products is 10.225. The regression coefficient value of the promotion variable (X1) is 0.699 meaning that when promotions carried out by the company increase, the decision to buy halal products will increase. The

regression coefficient value of the trust variable (X2) is 0.818 meaning that when trust increases, the decision to buy halal products will increase. And the regression coefficient value of the online customer review variable (X3) is 0.179 meaning that when online customer reviews are felt to increase, the decision to buy halal products will increase.

RESEARCH METHODS

This type of research uses quantitative research, where this research is in the form of numbers and is analyzed using statistics. The method used in this research is survey method. This research is an explanatory research with a quantitative approach. This research was conducted at Muslim Students in Malang City. In this study, the population was Malang City Students who had purchased at Shopee. The sample for this study was taken by purposive sampling, where the sample used met the following criteria: Muslim students from Malang and had bought at Shopee at least 2 times. Because the number of students who have purchased at Shopee cannot be estimated with certainty, the researcher uses a technique or formula according to Malhotra, which must be at least four or five times the number of question items. So in this study using 105 samples obtained from 5 x 21 number of question items

RESULTS AND DISCUSSION

The respondents selected in this study were Muslim students from Malang City and students who had bought at Shopee at least 2 times. In this study did not use the entire population that has been mentioned, but only took samples for research respondents, using the Slovin formula with the results of 105 respondents. The number of questionnaires distributed was 120 with 110 filled out questionnaires and 5 questionnaires that did not fit the criteria. Thus, the appropriate questionnaires to be processed in this study were 105 questionnaires. From the selected sample, the Islamic University of Malang had the most, namely 48%, followed by the Islamic University of Maulana Malik Ibrahim Malang with 30%, and the University of Muhammadiyah Malang with 23%. with male respondents 33% or 35 respondents and female respondents 67% or 70 respondents and 105 respondents who were Muslim.

Result Pra-Analysis Data

The research instrument test was conducted to assess the validity and reliability of the measurement tools used in this study. For the validity test, the results show that all items for each variable, including promotion, trust, online customer review, and buying decision, had r-values greater than the r-table value of 0.1918. This indicates that each item for the respective variables is valid. Specifically, the r-values for promotion ranged from 0.715 to 0.875, for trust from 0.798 to 0.884, for online customer review from 0.788 to 0.854, and for buying decision from 0.268 to 0.818. Therefore, all variables in the study were considered valid based on the validity test.

In addition to the validity test, a reliability test was performed to measure the consistency of the research instrument. The Cronbach's alpha values for the variables were 0.875 for promotion, 0.797 for trust, 0.845 for online customer review, and 0.882 for buying

decision. These results indicate that all variables had Cronbach's alpha values greater than 0.60, confirming that the data obtained from each variable was reliable, meaning the measurement instrument can be trusted for further analysis.

The multiple collinearity test results revealed that there was no multicollinearity issue among the independent variables. The tolerance values for promotion, trust, and online customer review were all greater than 0.10, with values of 0.264, 0.456, and 0.321, respectively. Additionally, the Variance Inflation Factor (VIF) values for these variables were 3.781, 2.192, and 3.111, respectively, all of which are below the threshold of 10, indicating that the model does not suffer from multicollinearity.

Furthermore, the heteroscedasticity test, conducted using the Glesjer method, showed no significant heteroscedasticity in the data. The significance values for promotion, trust, and online customer review were all greater than 0.05, specifically 0.773, 0.097, and 0.460, respectively. These results suggest that the data do not exhibit heteroscedasticity, ensuring the validity of the regression model.

Lastly, the normality test, based on the One-Sample Kolmogorov-Smirnov Test, indicated that the residual data followed a normal distribution, as the p-value was 0.200, which is greater than the 0.05 threshold. This confirms that the data meet the assumption of normality, further validating the reliability of the regression analysis.

Result Analysis Data

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1710,551	3	570,184	80,471	.000 ^b
	Residual	715,640	101	7,086		
	Total	2426,190	104			

Source: Data processed in May 2023

It can be seen that the significant value of 0.000 is smaller than 0.05. So it can be concluded that based on the variables proposed in this study, namely promotion, trust, and online customer review variables have a significant effect on purchasing decisions for halal products.

Determination Coefficient Test (Adjusted R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.705	.696	2,6619

Source: Data processed in May 2023

Based on the above results it is known that the value of the coefficient of determination (Adjusted R²) obtained is 0.696. This means that 69.6% of the variable purchasing decisions for halal products can be explained by promotion, trust, and online customer review variables. While the remaining 30.4% can be explained by other causes outside the research including

product quality, price, purchase intention, brand image, security, information quality, and service quality or from these three variables.

t Test (Partial)

Model		Unstandardized Coefficients		Std. Coefficients	T	sig
		B	Std. Error	Beta		
1	(Constant)	10,225	1,812		5,644	,000
	Promotion	,699	,159	,461	4,392	,000
	Trust	,818	,186	,353	4,406	,000
	Online Customer Review	,179	,173	,099	1,036	,303
a. Dependent Variable: Buying Decision						

Source: Data processed in May 2023

From the above results can be analyzed as follows: The Promotional Variable has a t count of 4.329 with a significance value of 0.000, so a significant value of <0.05 means that H1a is accepted, which means that the promotion variable influences the decision to buy halal products. The trust variable has a t count of 4.406 with a significance value of 0.000, so a significant value of <0.05 means that H1b is accepted, which means that the trust variable influences the decision to buy halal products. The online customer review variable has a t count of 1.036 with a significance value of 0.303, so a significant value <0.05 means that H1c is not accepted, which means that the online customer review variable has no effect on the decision to purchase halal products.

CONCLUSION

This research was conducted with the aim of knowing promotions, trust, and online customer reviews on purchasing decisions for halal products using the shopee marketplace. Based on the results of research and discussion, it can be concluded as follows: The promotion variable influences the decision to purchase halal products using the marketplace shopee for Muslim students in Malang City. This is shown from the results of the t test. The trust variable influences the decision to purchase halal products using the marketplace shopee for Muslim students in Malang City. This is shown from the results of the t test. The online customer review variable has no effect on the decision to purchase halal products using the shopee marketplace for Muslim students in Malang City. This is shown from the results of the t test.

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