

The Effect of Product Quality, Online Customer Review and Flash Sale on Buyer Decisions Through E-Commerce as an Intervening Variable (Case Study of DKI Jakarta Students)

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Article Info	ABSTRACT
Corresponding Author: Rizki Hafrianzah Darim E-mail: rizkihafrianzah@gmail.com	<p>This research aims to determine the influence of the independent variable on the dependent variable through intervening variables. The population in this study were students from private universities in South Jakarta City using the lameshow formula, the sample in this study was 97 people. There are five types of variables in this research: Product Quality, Online Customer Reviews, Flash Sales, Buyer Decisions, E-Commerce. This research uses SEM Analysis and Smart PLS Application version 3.0 Partial Least Square (PLS) with a quantitative approach by distributing a questionnaire with 52 indicator statement items which can be seen from the AVE value of all variable values > 0.5 so that overall there is a positive influence between variables.</p> <p>Keywords: Product Quality, Online Customer Reviews, Flash Sales, Buyer Decisions and E-Commerce</p>

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INTRODUCTION

In the past, shopping at offline stores was very popular with consumers. Along with the development of the world of industry, entertainment, information and technology, online shopping has become a medium to fulfill one's needs, especially for consumers who do not have free time to go shopping in person. This online store has developed following the current times and is related to current trends. Through creativity and seeing increasingly modern consumer lifestyles, many companies are developing and facilitating small online stores, namely by creating E-Commerce (Fauzi et al., 2023; Jain et al., 2021). E-Commerce itself is an online distributor that sells various products, ranging from electronic goods, food & drinks, accessories, clothing, shoes, sports equipment, etc. In Indonesia itself, there are many E-Commerce sites that offer various advantages.

The aim of this research is to analyze the influence of product quality on students' purchasing decisions. Analyzing the influence of online customer reviews on students' purchasing decisions. Analyzing the influence of flash sales on student buyers' decisions. analyze the influence of product quality on e-commerce as an intervening variable. analyze

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the influence of online customer reviews on e-commerce as an intervening variable. analyze the influence of flash sales on e-commerce as an intervening variable. analyze the influence of product quality, online customer reviews and flash sales on purchasing decisions via e-commerce as intervening variables.

METHOD

Literature Review

Buyer's Decision

According to Tjiptono in (Amilia, 2017), a purchasing decision is a process where consumers recognize their problem, search for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision. According to Schiffman and in (Husen et al., 2018), a purchasing decision is an activity of selecting one of two or more variables. According to Swastha and Irawan in (Pratama et al, 2019), purchasing decisions are the placement of consumer purchases based on desires, needs, existing alternatives and evaluation after the purchase is made.

Product quality

A customer's experience in purchasing a good or bad product will influence consumers whether to make a return purchase or not. Therefore, business players must be able to create products that suit consumer needs and tastes. Needs that cannot meet consumer expectations must be responded to quickly by the company, namely by efforts to develop products in accordance with consumer expectations (Assauri, 2012: 167). So it can be concluded that product quality is a product's ability to fulfill every consumer need in accordance with the consumer's needs and desires.

Online Customer Reviews

According to Alman and Mirza (2018), online customer reviews are a form of analysis or comments produced and posted by someone who has spent their money on a product and has indeed purchased and used it. According to Khammash (2008), online customer reviews are also interpreted as feedback and in the form of recommendations from experienced consumers regarding certain products and services and can generate buying interest in potential consumers.

Flash Sale

According to Zakiyyah (2018: 64) Flash sales are product offers with discounts and limited quantities in a short time. Flash sales or also called "daily deals", are part of sales promotions that provide special offers or discounts to customers for certain products for a limited time. Meanwhile, according to Herlina, Loisa & Matthew (2021:1641) defines the flash sale promotional model as selling products with large discounts that are limited by time by the company owner.

E-Commerce

E-commerce is a set of dynamic information technologies that connect companies, consumers and certain communities through electronic trade transactions (Kasmi & Candra, 2017). According to David Baum, the definition of ECommerce that has been standardized and agreed upon is "E-Commerce is a dynamic set of technology, applications, and business processes that link enterprises, consumers, and communities

through electronic transactions and the electronic exchange of goods, services, and information ". ECommerce is a dynamic set of technologies, applications and business processes that connect companies, consumers and specific communities through electronic transactions and electronic trade in goods, services and information.

Framework of Thinking

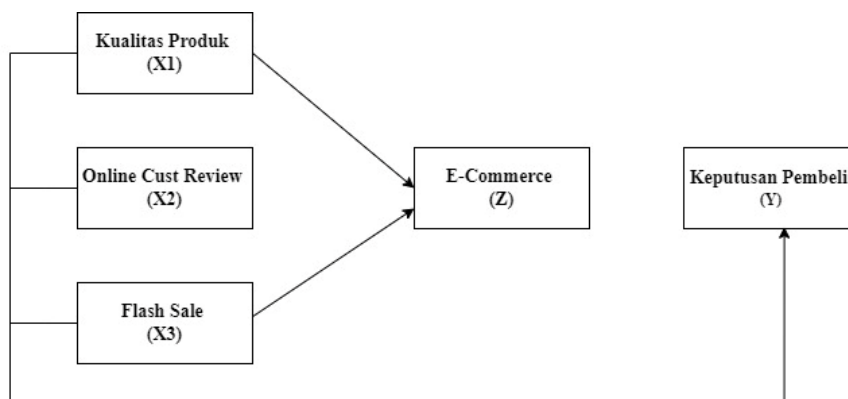


Figure 1. Thinking Framework

Hypothesis:

- H1 = There is an influence of product quality on decision making
- H2 = There is an influence of Online Customer Reviews on Decision Making
- H3 = There is an influence of Flash Sale on Decision Making
- H4 = There is an influence of Product Quality on E-Commerce
- H5 = There are online customer product reviews for e-commerce
- H6 = There is a Flash Sale of Products on E-Commerce
- H7 = There is an influence on Product Quality, Online Customer Reviews and Flash Sales on Decision Making through E-Commerce as an intervening variable.

Research Methods

This research will use a quantitative approach and is ex post-based, because the data is obtained from the results of events that have already taken place, so the researcher only reveals facts based on measuring symptoms that already exist in respondents (Suharsimi, 2010). Quantitative research is a research method based on the philosophy of positivism, which is used to research certain populations or samples (Sugiyono, 2017). This research aims to find the influence of the independent variables product quality, online customer reviews, and flash sales on the dependent variable, namely decision making through E-commerce as an intervening variable.

Population and Sample

To reduce the scope, it was concluded that the researcher would examine three (3) private universities/campuses located in South Jakarta as follows:

Table 1 South Jakarta Private University

No	University	Amount
1	Pancasila University (UP)	33
2	National University (UNAS)	32
3	Muhammadiyah University Prof. Dr. HAMKA	32
Amount		97

RESULTS AND DISCUSSION

In the business world, the existence of competitors is something that is common, regardless of the type of business or industry. Currently, everyone has access to do business through various platforms such as shops, marketplaces, websites and social media, thereby increasing the number of competitors and making competition even fiercer. While competition can be a driver for continued innovation and growth, it can sometimes be intimidating, especially if the competitor is a larger business. As a businessman, the important key is being able to maintain your position and outperform your competitors. Therefore, an effective business strategy is needed to surpass competitors. Here are several ways to develop an effective business strategy to compete with competitors in order to surpass competitors

Research Overview

This research aims to find the influence between the independent variables product quality, online customer reviews and flash sales on the dependent variable, namely buyer decisions via e-commerce as an intervening variable. The population in this study were all students from the private universities of UNAS, UHAMKA and UP City of South Jakarta. The results of data management using the lameshow formula can be concluded that the number of samples in this study is part of the total number of students from national universities, Prof. DR Hamka University and Pancasila University, 97 people. There are five types of variables that will be used in this research: product quality (X1), online customer reviews (X2), flash sales (X3), buyer decisions (Y) and e-commerce (Z).

SEM Analysis Using SmartPLS

This research uses SEM analysis and the SmartPLS application version 3.0. Partial Least Square (PLS) is an alternative Structural Equation Modeling (SEM) method that can be used to overcome this problem (Haryono, 2017).

1. Evaluation of the Outer Model

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. The outer model with reflexive indicators is evaluated through convergent validity and discriminant validity of the indicators and composite reliability for the indicator block (Ghozali and Latan, 2015).

a. Validity Testing

Convergent Validity Testing of each construct indicator according to Chin In Ghozali and Latan (2015), an indicator is said to be valid if the value is greater > 0.5.

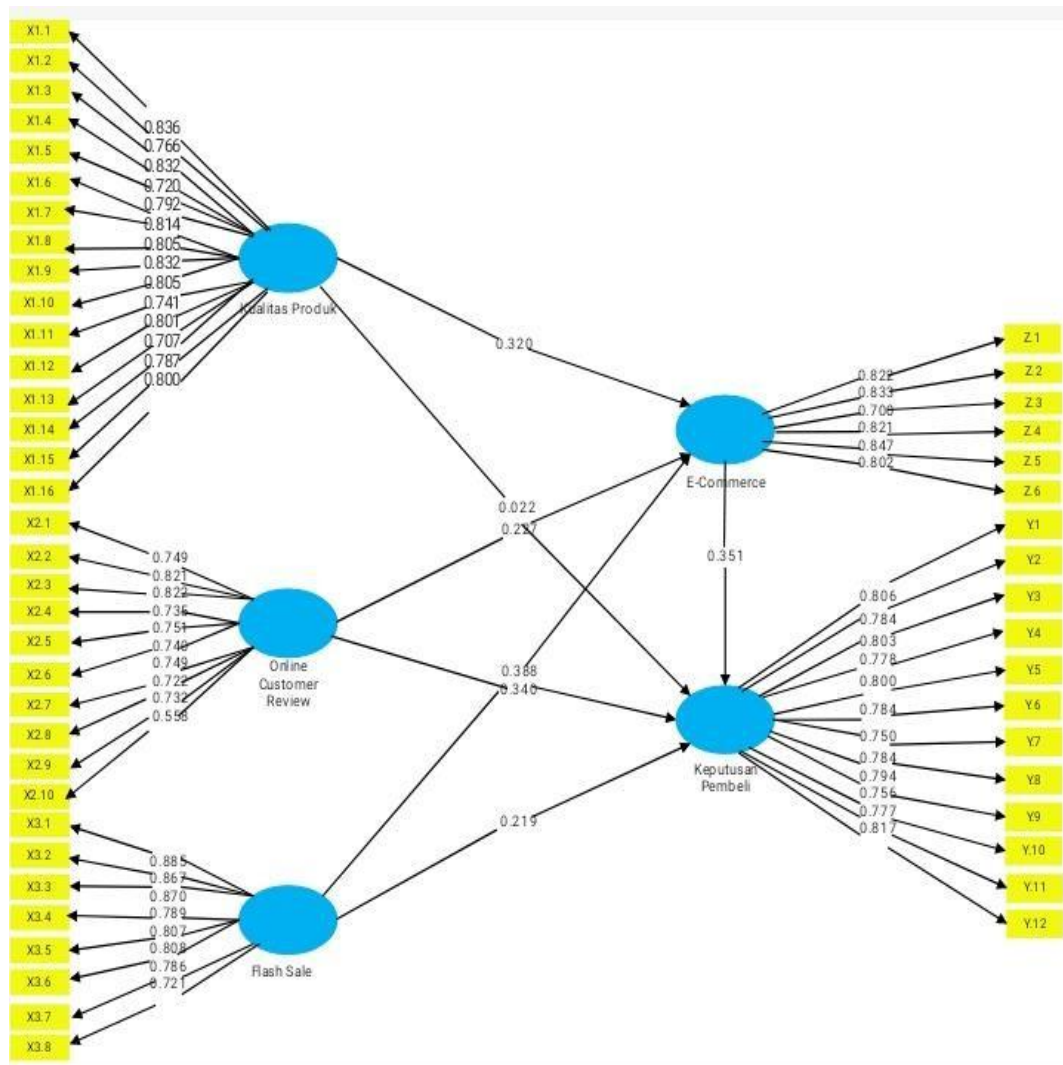


Figure 2. PLS Model

Average Variance Extracted (AVE) Testing

Another way that can be used to assess discriminant validity is to compare the squared AVE for each construct with the correlation value between the constructs in the model. The acceptable AVE value must be greater than 0.5 (Ghozali and Latan, 2015). The following are the AVE values for each variable in the table below:

Table 2 Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)	Information
Product quality	0.624	Valid
Online Customer Reviews	0.581	Valid

Flash Sale	0.702	Valid
Buyer's Decision	0.623	Valid
E-Commerce	0.656	Valid

Based on table 2, it can be seen from the AVE value for Product Quality $0.624 > 0.5$ Valid, Online Customer Review $0.581 > 0.5$ valid, Flash Sale $0.702 > 0.5$ valid, Buyer Decision $0.702 > 0.5$ valid, and E-Commerce $0.656 > 0.5$ is valid.

Hypothesis test

Testing the research hypothesis uses the t-statistic coefficient. Where the results/output of the bootstrapping command produce t-statistics. Indicators that have a t-statistic > 1.96 are said to be significant (Ghozali and Latan, 2015). Indicators can also be said to be influential if they have a p-value < 0.05 (Haryono, 2017).

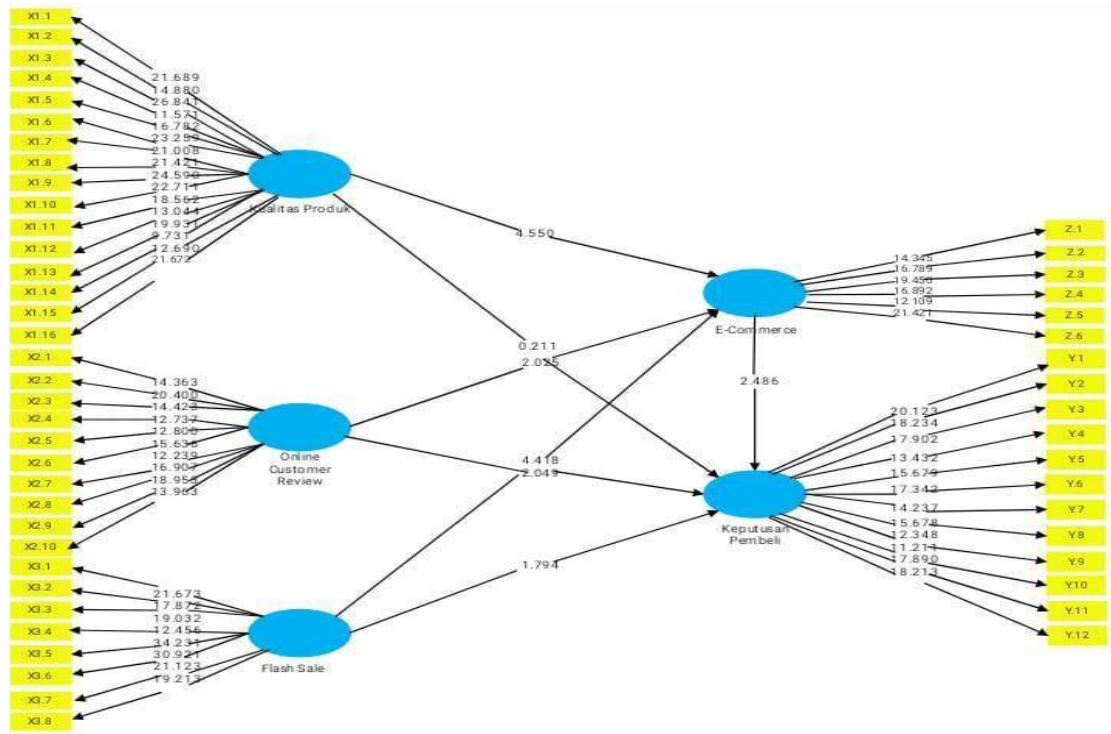


Figure 3. Bootstrapping Model

Table 3 Live Examiner Influence

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Decision Buyer	0.022	0.014	0.104	0.211	0.833
Product Quality -> E-Commerce	0.320	0.325	0.070	4,550	0,000

Online Customer Reviews -> Buyer's Decision	0.340	0.358	0.166	2,049	0.041
Online Customer Review -> E-Commerce	0.227	0.230	0.112	2,025	0.043
Flash Sale -> Buyer Decision	0.219	0.216	0.122	1,794	0.073
Flash Sale -> E-Commerce	0.388	0.383	0.088	4,418	0,000
E-Commerce -> Decisions Buyer	0.351	0.348	0.141	2,486	0.013

Based on the table above, it can be concluded that the results of research model hypothesis testing are:

- Hypothesis 1 Product Quality on Buyer Decisions. Product Quality has a t-statistic value of $0.211 < 1.96$, p-value $0.833 > 0.05$ and original sample 0.022, so H1 is rejected, meaning that Product Quality has a positive but not significant effect on Buyer Decisions.
- Hypothesis 2 Product Quality on E-Commerce. Product Quality has a t-statistic value of $4,550 > 1.96$, p-value $0.000 < 0.05$ and original sample 0.320, so H2 is accepted, meaning that Product Quality has a positive and significant effect on E-Commerce.
- Hypothesis 3 Online Customer Reviews on Buyer Decisions. Online Customer Review has a t-statistic value of $2,049 > 1.96$, p-value $0.041 < 0.05$ and original sample 0.340, so H3 is accepted, meaning that Online Customer Review has a positive and significant effect on Buyer Decisions
- Hypothesis 4 Online Customer Review of E-Commerce. Online Customer Review has a t-statistic value of $2.025 > 1.96$, p-value $0.043 < 0.05$ and original sample 0.227, so H4 is accepted, meaning that Online Customer Review has a positive and significant effect on E-Commerce.
- Hypothesis 5 Flash Sales on Buyer Decisions. Flash Sale has a t-statistic value of $1,794 < 1.96$, p-value $0.073 > 0.05$ and the original sample is 0.219, so H5 is rejected, meaning that Flash Sale has a positive but not significant effect on Buyer Decisions.
- Hypothesis 6 Flash Sales on E-Commerce. Flash Sale has a t-statistic value of $4,418 > 1.96$, p-value $0.000 < 0.05$ and original sample 0.388, so H6 is accepted, meaning Flash Sale has a positive and significant effect on E-Commerce.
- Hypothesis 7 E-Commerce on Buyer Decisions. E-Commerce has a t-statistic value of $2,486 > 1.96$, p-value $0.013 < 0.05$ and original sample 0.351, so H7 is accepted, meaning that E-Commerce has a positive and significant effect on Buyer Decisions.

CONCLUSION

Research conclusions from the results of the discussion described above and based on data processed and obtained from research as discussed in this thesis, conclusions can be drawn using test results using SmartPLS version 3.0, 2021. As technology develops, the presence of online buying and selling sites can be influencing the consumer behavior process

in making purchasing decisions. Apart from that, the large number of similar modern markets means that companies are increasingly required to move more quickly to attract consumers and pay attention to consumer behavior in their purchasing decisions. This is because in the marketing concept, one way to achieve company goals is to know what consumers' needs and desires are and provide the expected satisfaction more effectively and efficiently than competitors. The presence of online buying and selling sites has given rise to various positive and negative impacts on students' lives, including changes in social behavior and consumption patterns. One of the positive impacts of this online buying and selling site is that students can become entrepreneurs by selling goods or services that can generate income. advantage for them. And the negative impact due to the development of online buying and selling sites is that it gives rise to a consumerist culture among students because they follow trends and lifestyles that give rise to wasteful attitudes, including buying goods that do not suit their needs, but instead buying goods just because they want to. Researchers focused on three features of the marketplace in e-commerce, namely that Shopee was superior and increased compared to sales on Lazada and Tokopedia because there were more positive reviews both in terms of quality and the flash sales that were promoted, thus giving satisfaction to consumers. Research suggestions, namely online entrepreneurs are advised to improve product quality so that with quality products consumers will make purchases. Various promotions offered by Marketplaces Shopee, Tokopedia and Lazada are more often attractive, including free shipping, cashback, purchase discounts, flash sales, Shope coins, Tokopedia and Lazada which can be exchanged and others will have an impact on consumer interest in choosing these products. The Shopee, Tokopedia and Lazada marketplaces should increase their flash sales and pay more attention to consumer complaints through the reviews they provide and increase consumer confidence in selling goods online according to the reality of the product so that the goods do not disappoint.

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