

## Online Customer Review As A Purchase Decision

Riski M. Lamato<sup>1</sup>, Moh. Gifari Sono<sup>2</sup>

<sup>1-2</sup> Universitas Muhammadiyah Luwuk

E-mail : [riski.lamato46@gmail.com](mailto:riski.lamato46@gmail.com), [mohgifari@gmail.com](mailto:mohgifari@gmail.com)

Corresponding E-mail : [riski.lamato46@gmail.com](mailto:riski.lamato46@gmail.com)

**Abstract .** *In terms of current local shoe trends, Indonesian local shoe culture has significantly changed in recent years. The purpose of this study is to investigate how consumer attitudes, through the mediation of online customer evaluations and product design, affect customers' decisions to purchase the newest local sneaker items. The research population comprised contemporary local sneaker buyers in Indonesia, and was sampled using an online survey method. The data is analyzed using the analysis path. Prior research has demonstrated that consumer attitudes, product design, and OCR have a favorable and significant impact on purchase decisions. It has been demonstrated that consumer attitudes affect how much OCR and product design influence purchases. Local shoe makers and marketers can now keep raising positive OCR and enhancing the caliber and creativity of their product designs in order to grow their market share.*

**Keywords:** *OCR, consumer attitudes, purchasing decisions, and product design.*

### INTRODUCTION

The Sneaker Pimps event in 1986 marked the beginning of the development of modern local sneakers in Indonesia. This occasion set off a trend in Indonesian sneaker culture and sparked people's interest in donning sneakers. The public's interest in sneakers then became less diverse and more homogeneous in 2012. This is seen in how similar the models' shoe preferences are (Lamato, 2021). According to Sayed Muhammad, CEO of the Urban Sneakers Society, the hip-hop and R&B genres in western music culture brought back the sneaker fad in Indonesia in 2015–2016 (CNN Indonesia, 2020). Events centered around sneakers are becoming more and more common; examples include Urban Sneaker Society, Sole Vacation, Jakarta Sneakers Day, and Indonesia Sneaker Yes. The choice to buy modern local shoe items might be influenced by a variety of variables. The process by which people or groups of customers decide what to buy when it comes to goods, services, or other things that are available on the market is known as purchasing decisions (Lamato et al., 2022).

Consumer reviews in various online media have grown in importance as a source of information that will affect consumers' opinions and decisions to buy products in the current digital technology era. In addition, factors pertaining to product quality—particularly design—also influence whether or not customers would exhibit a favorable attitude, which influences their decision to buy.

Fauzia and Lina (2020) claim that OCR is a byproduct of electronic word of mouth, or e-

WOM, which is the process of users contributing content or reviews online or on other people's websites. OCR is a valuable resource that customers may use to obtain information and references that will aid in their product purchases (Lamato et al., 2019). Positive or negative OCR can be received. When consumers are in the process of making judgments about what to buy, positive evaluations have the potential to stimulate and strengthen such intentions, while negative reviews may have the opposite effect. According to Sugandi (2022), customer attitudes can be influenced by internet reviews, which in turn might affect the decision to buy. According to Sono (2021) an attitude is an acquired inclination that manifests as a behavior that is either pleasant or unpleasant toward a thing or object.

The sole is a crucial component in the design of shoe products. The technology included in the midsole and outsole of sneakers can be used to assess the quality of the sole design because they determine the wearer's comfort. Examples are Adidas's boost technology and Nike's Airmax technology. Modern local sneaker maker Ventela was able to develop "ultralite foam" technology in the midsole, making them just as competitive as international brands. Compass, a different regional brand, uses "vulcanized" technology on the outsole. Because local sneakers can stay up with technology advancements, they are seen as contemporary. In addition to their technological features, local sneakers are considered contemporary due to their fashionable, well-crafted, and cutting-edge designs that follow the most recent trends in the market. The signature of modern local shoe designs is the use of vibrant, topical, and striking color schemes. Unlike typical sneakers, the attractive and inventive design embodies the stylish shape (Suryanto et al., 2022).

#### OCR's Impact on Consumer Attitudes

When choosing which goods, services, or items to buy, consumers can find a wealth of information and references with OCR (Rosadi et al., 2020). OCR, an e-WOM derivative, is the primary or decisive element in customer behavior.

H1: Consumer perceptions of modern local sneaker items are influenced by OCR.

#### Product Design's Effect on Consumer Attitudes

Product design is the process of creating a model, structure, arrangement, and features that have both form and purpose in order to attract attention, add value, be used, and, hopefully, boost consumer happiness by meeting their requirements and desires. Positive opinions from customers on a product's design and suitability will have a beneficial effect on their attitudes as well. It has been demonstrated that product design affects consumer perceptions, according to research by Suryanto (2020). The second hypothesis put out in this study is H2: consumers'

opinions of modern local sneaker items are influenced by product design.

#### The Impact of Consumer Attitudes on Decisions About What to Buy

Customers typically make their purchasing decisions after forming an opinion about a product. Not only will consumers who have a nice or upbeat attitude make purchases, but they will also make recommendations and ideas to friends, family, and other parties, which will result in actual purchases. However, if you have a bad attitude because you don't like a product, you'll be less likely to buy it. This mindset will be transmitted to impact other people.

H3: Attitudes of consumers affect their choice to buy trendy local shoe products.

### **METHOD**

Through hypothesis testing, this quantitative explanatory study seeks to clarify the causal relationship between the variables (Sugiono, 2017: 6). The study population consists of Indonesian customers who purchase modern local brands of sneakers. The characteristics of the research population are reflected in the sample (Sujarweni, 2016: 66). The primary data used in the research was obtained through the dissemination of questionnaires using an online survey platform built on Google Form. A set of criteria was used in order to carry out a purposeful sampling process: (1) respondents had to be at least 19 years old in accordance with Hartono (1984:27), who claimed that respondents at that age were mature and had stable emotions when answering the research questionnaire; (2) they had to have read online consumer reviews (OCR) about the current local sneakers on a variety of online media platforms (e.g., TikTok, YouTube, Instagram, WhatsApp, Facebook, online shop websites, online forums, or marketplaces like Shopee and Tokopedia) prior to making a purchase; and (3) the product had to have been purchased within a specific time frame within the previous year, taking into account the respondents' limited memory (Paramita and Nugroho, 2014: Chang and Wang, 2011).

The reliability test in this study is based on the Cronbach's Alpha value, but the validity test for the instrument uses Pearson's Product Moment Coefficient, or  $r$ . Purchasing decisions were the dependent variable, OCR and product design were the independent factors, and customer attitudes were the mediating variable in the path analysis used to examine this research data. For the hypothesis on the mediating role of customer attitudes, the  $t$  test and the Sobel test were used for hypothesis testing.

## RESULTS AND DISCUSSION

**Table Results of the t test and Sobel test**

Variable	Standardized Coefficients Beta	t statistic	Sig.
X1 → Z	0,640	9,670	0,000
X2 → Z	0,268	4,040	0,000
Z → Y	0,249	3,604	0,000
X1 → Y	0,519	6,650	0,000
X1 → Z	0,616	2,411	0,017
→ Y	0,159	3,373	0,0007
X1 → Z	0,066	2,701	0,006
→ Y			

Source: Processed data, 2023

Based on the data in Table , it can be seen how much influence the independent variable has on the dependent variable, namely:

a. The calculated t value of OCR (X1) on consumer attitudes (Z) is 9.670 which is greater than the t table of 1.972. The significance value is 0.00 ( $< 0.05$ ). In this case, it can be concluded that there is a positive and significant influence of OCR (X1) on consumer attitudes (Z) so that H1 is accepted.

b. The calculated t value of product design (X2) on consumer attitudes (Z) is 4.040 which is greater than the t table of 1.972. The significance value is 0.00 ( $< 0.05$ ) so the conclusion is that there is a positive and significant influence of product design (X2) on consumer attitudes (Z) so that H2 is accepted.

c. The calculated t value of consumer attitudes (Z) towards purchasing decisions (Y) is 3.604 which is greater than the t table of 1.972. The significant value is 0.00 ( $< 0.05$ ). The conclusion is that there is a positive and significant influence of consumer attitudes (Z) on purchasing decisions (Y) so that H3 can be accepted.

### OCR's Impact on Consumer Attitudes

The study's findings have shown that OCR significantly and favourably affects customer perceptions. Many consumers rely on OCR as a source of information and reference when making purchases of goods or services, therefore the more favourable OCRs, the more favourable the consumer's perception of the good or service will be. Good reviews have the power to convince target or future buyers as well as affect how consumers evaluate a product

or items that other customers have recommended (Suryanto et al., 2019).

### **Product Design's Effect on Consumer Attitudes**

The study's findings have verified that factors related to product design significantly impact variables related to consumer attitudes. Product design refers to a model, construction, layout, and features that are intended to fulfil the demands and wishes of consumers while also attracting attention and providing value. The results of this study unquestionably corroborate those of earlier research by Setiawan and Santosa (2020), which established the significant impact of product design on consumer perceptions.

### **The Impact of Consumer Attitudes on Decisions About What to Buy**

The study's findings support the notion that factors influencing purchase decisions are significantly and favourably impacted by customer attitudes. One important aspect that will influence decisions about what to buy is the mindset of the consumer (Kurhayadi, 2021). The business truly considers how customers feel about the goods it manufactures. This is due to the fact that customers who exhibit a good mindset will purchase products. It's likely that customers who find the product appealing and interesting would not only buy it but also be eager to suggest it to friends and family, which will bring in money for the business. On the other hand, rejection results from customers exhibiting a particular unfavourable attitude towards the product. This kind of thinking will always sway other people's purchase choices.

## **CONCLUSION**

The results of this study have demonstrated a positive and significant relationship between the research variables, leading to the conclusion that consumer attitudes, product design, and OCR influence decisions about what contemporary local trainer products to buy in Indonesia. It has been demonstrated that consumer attitudes mediate the impact of product design and OCR on consumer purchase decisions. These results suggest that when consumers are making selections about what to buy, they will take into account a variety of internet reviews, which are further supported by the model and quality of the product design. Aside from that, while choosing to purchase modern local trainers, customer attitudes will also reinforce their opinions about product design and OCR.

The findings of this study may be taken into account while creating a marketing plan. The marketing staff can heavily promote shoe products, such as by holding giveaways or giving

them away for free, encouraging customers to post reviews on different online platforms and encouraging the creation of favourable OCR that can sway opinions and influence purchases. The findings of this study may be taken into account while creating a marketing plan. The marketing staff can heavily promote shoe products, such as by holding giveaways or giving them away for free, encouraging customers to post reviews on different online platforms and encouraging the creation of favourable OCR that can sway opinions and influence purchases.

## REFERENCES

- Astaginy, N., Sono, M. G., Purwati, S., Nurdiani, T. W., & Suprianto, G. (2023). Simple additive weighting for online platform evaluations in small business. *Jurnal Mantik*, 6(4), 3695-3704.
- Lamato, R. M. (2023). Pemberdayaan Pegawai Dan Kepuasan Kerja Serta Dampaknya Terhadap Kinerja Pegawai. *Jurnal Ilmiah Bongaya*, 7(2), 1-9.
- Lamato, R. M., & Liwang, A. W. D. (2023). PENGARUH PERILAKU INOVATIF DAN KETERLIBATAN KERJA TERHADAP KINERJA KARYAWAN PADA PT. HADJI KALLA TOYOTA CABANG LUWUK BANGGAI. *Jurnal Ilmiah Manajemen Emor (Ekonomi Manajemen Orientasi Riset)*, 7(1), 127-140.
- Mahrani, S. W., Subroto, D. E., Sono, M. G., Titop, H., & Tukiyo, T. (2023). Model for evaluating the performance of elementary school teachers using the analytical hierarchy process. *Jurnal Mantik*, 6(4), 3705-3712.
- Palupiningtyas, D., & Pahrijal, R. (2023). Bibliometric Analysis of Social and Environmental Innovation Research Developments: Trend Identification, Key Concepts, and Collaboration in the Scientific Literature. *West Science Business and Management*, 1(04), 245-254.
- Prahiawan, W., & Simbolon, N. (2014). Pengaruh motivasi intrinsik dan lingkungan kerja terhadap kinerja karyawan pada PT Intimas Lestari Nusantara. *Jurnal Ekonomi Universitas Esa Unggul*, 5(1), 17914.
- Rachmad, Y. E., Meilani, E., Rizki, M., Sono, M. G., & Fitri, S. (2023). The Influence of Sharia Perception, Price, Location, Value Creation and Brand Trust on Loyalty of Modern Supermarket Customers. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(3), 577-581.
- Rahman, W. (2019). Local Superior Products in Agricultural Sector: A case study in Banggai Regency Indonesia.
- SONO, M. G. (2020). Pengaruh Sistem Pengembangan Karir Terhadap Kinerja Pelayanan Publik Pegawai Negeri Sipil Pemerintah Daerah Kabupaten Banggai.
- Sono, M. G., Assayuti, A. A., & Rukmana, A. Y. (2023). Hubungan Antara Perencanaan Strategis, Ekspansi Pasar, Keunggulan Kompetitif Terhadap Pertumbuhan Perusahaan Fashion di Jawa Barat. *Jurnal Bisnis Dan Manajemen West Science*, 2(02), 142-152.
- Sono, M. G., Erwin, E., & Muhtadi, M. A. (2023). Strategi Pemasaran Digital dalam Mendorong Keberhasilan Wirausaha di Era Digital. *Jurnal Ekonomi dan Kewirausahaan*

*West Science*, 1(04), 312-324.

Sono, M. G., Goeliling, A., Buamonabot, I., Nurdiani, T. W., & Pratama, D. (2023). The impact of @ jharnabhagwani content as instagram influencer. *Jurnal Komunikasi Profesional*, 7(2), 167-180.

Sono, M. G., Sudarmanto, E., Palupiningtyas, D., & Sugianto, E. (2023). The Effect of Sharia Financing Availability on Economic Growth of MSMEs in Sukabumi. *West Science Interdisciplinary Studies*, 1(11), 1156-1164.

Sululing, S., Ode, H., & Sono, M. G. (2018). Financial management model village. *International Journal of Applied Business and International Management (IJABIM)*, 3(2), 105-116.

Sululing, S., Ode, H., & Sono, M. G. (2018, October). Analisis Laporan Keuangan Desa. In *Conference on Innovation and Application of Science and Technology (CIASTECH)* (Vol. 1, No. 1, pp. 1-10).