

THE EFFECT OF SHOPPING ORIENTATION, PRODUCT ATTRIBUTES, AND ELECTRONIC WORD OF MOUTH (E-WOM) ON ONLINE PURCHASE INTENT IN THE MARKETPLACE

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Abstract: Each individual has a different shopping orientation which is shown through opinions, desires, and individual activities when shopping. Currently, individual understanding of shopping orientation is the ease of shopping. The convenience of this shopping can be obtained through online shopping marketplaces. Some of the attributes that exist in the online marketplace as a shopping place used by consumers are having a variety of choices in payment methods, ease of use, data security factors are also important including security in transactions, product guarantees, speed of delivery and related shipping fee promos offered, this is often a consideration for consumers to buy a product on an online marketplace. Online marketplace providers such as Shopee, Tokopedia, Bukalapak, and others each provide comment column features such as product reviews and product discussions to assist customers in making purchases. The purpose of this study was to determine the effect of shopping orientation, product attributes and electronic word of mouth partially on online purchase intentions in marketplaces using multiple linear regression analysis. The research population was Indonesian people who had purchased online marketplaces with a sample of 270 respondents using the purposive sampling method, and then processed with the help of SPSS 25 statistical software. The results showed that from multiple linear regression analysis and testing the shopping orientation hypothesis, product attributes and electronic word of mouth positively and significantly influences purchase intention. This study is expected to provide theoretical and practical insights on how marketers can facilitate and assist people's needs in today's technologically advanced era.

Keywords: Shopping Orientation; Product Attributes; Electronic Word of Mouth; Purchase Intention.

INTRODUCTION

Business competition that occurs today is very tight, the influence of technology makes business people experience competition. Marketing in the business world is very important, because marketing is the main key to a business or business can run well and can market its products well as well. Marketing is the process of offering goods or services that are carried out to meet the needs desired by consumers. Currently marketing that is needed is marketing in *online* business. One of them is through internet media.

At the end of 2019, the world had experienced limited activities due to the

Global Pandemic COVID-19 until the government made a decision to impose restrictions in most parts of Indonesia, with the aim of reducing the spread of the virus. However, most people disagree with the restriction decision, because it has the potential to hamper activities they usually do such as school, going to the office, interacting so much, shopping, and so on. Despite these restrictions, people are looking for solutions to still be able to carry out their usual daily activities, one of which is by utilizing the use of the internet to stay productive. Today, the internet can function as a medium in accessing information and communication globally without being limited by space and time.



Sumber: Hootsuite - We Are Social 2022

Figure 1.1 Indonesian Internet User Penetration

Figure 1.1 shows that of the total population of Indonesia reaching 277.7 million people, as many as 204.7 million or 73.7% of the Indonesian population have used the internet spread throughout Indonesia in 2022. The data also explains that 68.9% of the Indonesian population actively use social media.

From the survey data shows some of the main reasons Indonesians use the

internet. Those reasons are to access social networking or communication facilities, as a source of daily information, educational facilities, means of work, entertainment and keep up with the times. From this reason, it is practiced through several activities such as using social networks as a means of communication, finding information, doing *instant messaging*, looking for the latest news, video *streaming* or *uploading*, file

sharing, personal blogs or websites, *video calls*, online *games*, banking transactions, and even buying and selling *online*. It can also be easily done using a mobile phone only.

It is estimated that digital buyers in Indonesia reached 31.6 million buyers in 2018, with a penetration of around 11.8% of the total population. This number is projected to increase to 43.9 million buyers in 2022 with a penetration of 15.7% of Indonesia's population. With a total population of 250 million people, the potential for the development of Indonesia's electronic commerce is very large. This is supported by the penetration of internet users who continue to grow, internet connection prices are increasingly affordable, and people's enthusiasm in using the internet to support daily life.

That is, the internet opens up opportunities for new businesses where business transactions are now increasingly carried out through electronic media. Technology that has developed today opens the eyes of the world to a life without borders where buying and selling transactions can be done *online* via the internet. This affects the human lifestyle

from primitive to a more modern lifestyle.

One of them is the emergence of *the online shop* phenomenon. At this time manufacturers have begun to market their products digitally along with the shift in people's habits in terms of searching for information to shopping using smartphones. *Online shops* are similar to traditional or modern markets in the real world, the difference is only in the process of buying and selling transactions, namely by using an internet network that makes it easy for buyers to see a selection of goods and prices, just open the desired *online shop website*.

The development of the internet in information technology makes it easy for producers to reach their consumers throughout Indonesia. The presence of the *marketplace* makes it easier for producers and consumers to make *online* transactions, attracting customers to transact more through the site. With the *marketplace*, it can reduce the risks faced in *online* transactions and make it easier for consumers to get product information. This can be seen from the list of visits to various *online* sites that are most often visited in the Table below:

Table 1. *Marketplaces* with the Highest Monthly Web Visitors (Third Quarter 2020) and Third Quarter (2021)

Third Quarter (2020)			Third Quarter (2021)		
No	Marketplace Name	Number of Visitors (Million)	No	Marketplace Name	Number of Visitors (Million)
1	Shopee	96,5	1	Tokopedia	158,1
2	Tokopedia	85	2	Shopee	134,4
3	Bukalapak	31,4	3	Bukalapak	30,1
4	Loop	22,7	4	Loop	28
5	Blibli	18,7	5	Blibli	16,3
6	JD ID	4,8	6	Now	12,8

7	Now	3,1	7	Ralali	5,5
8	Bhinneka	2,8	8	Bhinneka	4,5
9	Sociolla	2	9	JD ID	3,6
10	Zalora	1,8	10	Zalora	2,6

Source : Databoks 2020 and 2021

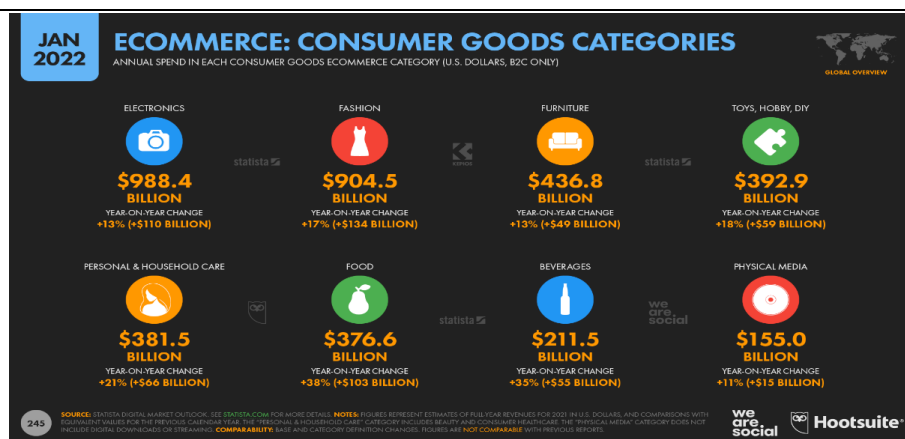
The table above shows data that some of the most visited marketplace stores by Indonesians. Shopee and Tokopedia are the top two most visited marketplaces, namely in the third quarter of 2020 Shopee was visited 9.6.5 million times every month and Tokopedia was visited 8.5 million times every month followed by Bukalapak, Lazada, Bibli and so on. In fact, in 2021 data shows that there has been a rapid increase in marketplace visitors in Indonesia, namely the top two most visited marketplaces are Tokopedia and Shopee respectively 158.1 and 134.4 million visitors. This data can also be concluded that at this time, both during the Covid-19 Pandemic and even the Covid-19 Pandemic began to subside, people already have a high desire to buy on the online marketplace.

In online shopping activities, there are several factors that can affect buying interest, one of which is shopping orientation (Parhusip and Lubis, 2020). Shopping orientation can be interpreted as a behavioral characteristic or *life style* of an individual regarding activities in shopping (Kusuma and Septarini, 2013). Each individual has a different shopping orientation which is shown through individual opinions, desires, and activities when shopping. Today, an individual's understanding of shopping orientation is the ease of shopping. This ease of shopping

can be obtained through *online* shopping. When shopping *online*, consumers can choose what product they are interested in, then ask the seller about the availability of the product. Then consumers can pay the total shopping to the seller via transfer and then consumers only wait for products from home, so *online* shopping is very practical.

Several researchers in other countries have examined the relationship of shopping orientation and *online* purchases (Brown et al. 2003; Girard et al. 2003; Seock 2003; Seock and Bailey 2008; Vijayasathy 2003). One study showed that the influence of shopping orientation on shopping intent can be different for different types of products (Vijayasathy 2003). Research conducted by Seock (2003) shows the relationship of a person's shopping orientation with the intention to buy products can be different for each distribution channel.

The shopping orientation of each individual will be shown through individual activities, opinions and interests when doing shopping activities. Understanding the shopping orientation owned by individuals, can help producers to capture what is wanted, needed or desired by individuals when doing shopping activities (Seock, 2007).



Sumber : Hootsuite - We Are Social 2022

Figure 1. 2 Best Selling Product Category Data

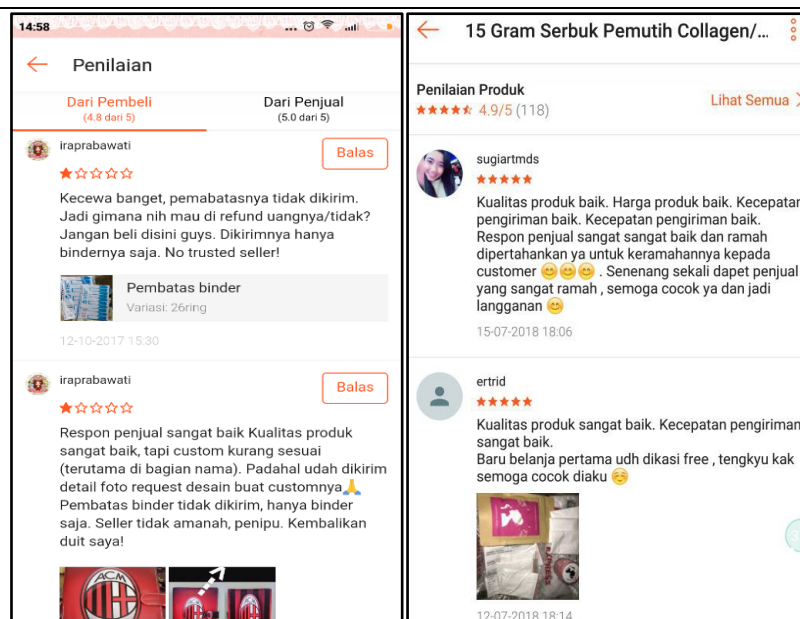
So far, each *e-Commerce* service provider company has its own advantages that distinguish one company from another. For example, only from the choice of products sold, only focus on payment, or UI / UX display for several device choices (device). Though consumers also have their own preferences regarding *e-commerce* platforms for shopping purposes, based on consumer perception and consideration.

Some of the attributes that exist in the *Online Marketplace* as a shopping place used by consumers are having a variety of choices in payment methods, ease of use, data security factors are also important including security in transactions, product guarantees, delivery speed and related to shipping cost promos offered, This is often a consideration for consumers to buy a product on the *online marketplace*. Especially when the Covid-19 Pandemic is hitting Indonesia, people tend to shop without having to come directly to shopping places or markets due to limited face-to-face meetings face at that time.

According to Kotler and Armstrong (2001: 354) in Ichwan (2010), product

attributes are components of product properties that can provide benefits such as those offered by a product. According to Kotler and Armstrong (2008: 272) product *attributes* consist of product quality, product features, style and product design. Holak (1990) in Ho and Wu (2011) suggests "*Purchase intentions are largely governed by perceived product attributes and consumer traits.*" This means that purchase intent is largely influenced by perceived product attributes and consumer character. Holak (1990) states consumers must take into account product attributes, which are related to their characteristics to form *an intention to purchase*.

Online *marketplace providers* such as Shopee, Tokopedia, Bukalapak, and others each provide comment column features such as item reviews and product discussions. Figure 1.4 below shows that consumers write their satisfaction or disappointment in buying products at the seller. Through the product discussion column, consumers can discuss directly with producers and other consumers before they decide to buy.



Source : Internet, Shopee 2022

Figure 1. 3 Product Review Columns on Shopee *Online Marketplace*

Figure 1.4 is a view of one of Shopee's *online marketplaces*. The marketplace provides product information columns, reviews and product discussions for consumers as a forum for sellers and buyers to interact with each other. Consumers can get complete information about the product to be purchased, and after making a transaction consumers can give an assessment of the quality of the goods that have been purchased. The existence of this column also makes it easier for new consumers to exchange information with consumers who have made transactions and feel satisfied or disappointed. This activity is known as E-WOM activity.

Electronic word of mouth is now one of the most effective marketing sources (Hennig-Thurau et al., 2004). Consumers now read *electronic word of mouth* to make purchasing choices. Research also illustrates that *word of mouth* is more effective than personal selling, traditional marketing and conventional media

advertising (Cheung, Luo, Sia, and Chen 2009). According to (Lapel et al., 2011) eWOM is changing one's behavior and decisions with the growing growth of the internet and e-commerce, people are now using other people's opinions and recommendations to make purchases and even electronic information is used as consideration for making purchases. *Electronic word of mouth* also encourages people to collect information about cool products and services that are not only collected through known people but also from others in a large scope who are already using the product or service and can collectively drive in consumer buying interest (Tariq et al, 2017). The same results were also obtained by (Jalivland, 2012; Yunus et al., 2016 ; Bataineh 2015 ; Park & Kim 2008; Elseidi & El Baz 2016 ; Iswara & Jatra 2017) that *eWOM* has a significant positive effect on purchase intent, similar research was also conducted by Kumar & Kudeshia (2017) that *electronic word of*

mouth has a positive influence on buying interest by shaping consumer behavior and ultimately creating buying interest in consumers.

Furthermore, the research mentioned above is research conducted outside Indonesia. Results may differ if done in Indonesia. Kuhlmeier and Knight (2004) state that the results from *e-commerce* studies may not be applicable in different countries, in part because there are differences in the rates of technology diffusion around the world. Furthermore, the emergence of *online* stores is a new

phenomenon in Indonesia. The insights from this research will assist managers in planning and formulating marketing strategies.

This research aims to analyze whether shopping orientation affects online purchase intent in the *marketplace*. To analyze whether product attributes have an effect on online purchase intent in the *marketplace*. The benefits of companies engaged in the *marketplace*, this research can be used as input in managing, so as to increase purchase intent for consumers

MATERIALS AND METHODS

Based on the research objectives to be achieved in this study, the research used is quantitative research using *the explanatory research* approach method. This type of *explanatory research* aims to test theories. According to Ferdinand (2006: 5), *the explanatory* research method builds the theory developed, research can be divided into research aimed at building proportions and hypotheses and research aimed at testing hypotheses.

According to Sugiyono (2012: 8), quantitative research methods can be interpreted as research methods based on

the philosophy of *positivism*, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, quantitative or statistical data analysis with the aim of testing hypotheses that have been set.

In this study, the author tried to explain the relationship between independent variables, namely Shopping Orientation (X1), Product Attributes (X2), *Electronic Word-of-Mouth* (X3) to the dependent variable, namely Niat Beli (Y). .

RESULTS AND DISCUSSION

1.1. Research Results

1.1.1. Descriptive Data Analysis

This research is aimed at the Marketplace user community in Indonesia. The sample technique used is to use *the nonprobability sampling* method, namely *probability sampling*. The sample size in

this study was 270 respondents. The process of questionnaire dissemination activities starts in March 2023 through Google Form. The following is a description of respondent profiles resulting from the distribution of questionnaires.

1.1.1.1. Characteristics of respondents by gender

The characteristics of respondents

based on gender according to the results of the study can be seen in table 4.1 below:

Table 4.1 Characteristics of respondents by sex

Gender	Frequency	Presented
Man	92	34,1 %
Woman	178	65,9 %
Total	270	100 %

Source : Processed Data, 2023

Table 4.1 shows the number of all respondents amounting to 270 respondents who use *marketplaces* in Indonesia, consisting of 178 female respondents (65.9%) and 92 male respondents (34.1 %). This shows that *marketplace* users or respondents are

dominated by women, so it can be concluded that buying intentions on *marketplaces* in Indonesia are more attractive to women because Women are happier when it comes to shopping in *online marketplaces* compared to men.

4.1.1.2. Characteristics of respondents by age

Characteristics of respondents

Based on age according to the results of the study can be seen in Table 4. 2 below:

Table 4. 2 Characteristics of respondents by age

Age	Frequency	Presented
17-22 Years	58	21,5 %
23-28 Years	136	50,4 %
29-34 Years	33	12,2 %
35-40 Years	14	5,2 %
>41 Years	29	10,7 %
Total	270	100 %

Source : Processed Data, 2023

Table 4. 2 showed that the majority of respondents in this study had ages in the range of 23-28 amounting to 136 people (50.4%), followed by ages in the range of 17-22 amounting to 58 people (22%), age range 29-34 Year amounted to 33 people (12.2%), age >40 years amounted to 29 people (10.7%) and age 35-40 years amounted to 14 people (5.2 %). This explains that the age range of 23-28 years and 17-22 years is the

productive age and is quite savvy about using technology, so more often shopping through *online marketplace*.

4.1.1.3. Characteristics of respondents based on education

The characteristics of respondents based on education in accordance with the results of the study can be seen in table 4. 3 below:

Table 4. 3 Characteristics of Respondents Based on Education

Education	Frequency	Presented
High School Equivalent	88	32,6 %
Diploma	38	14,1 %
Loss 1 (S1)	124	45,9 %
Loss 2 (S2)	20	7,4 %
Total	270	100 %

Source : Processed Data, 2023

Table 4. 3 shows that the majority of respondents in this study have education at the Strata (S1) level totaling 124 people (45.9%), followed by the equivalent high school education level of 88 people (32.6%), Diploma level totaling 38 people (14.1%) and Strata 2 (S2) education level amounting to 20 people (7.4%). This explains that the age range of 23-28 years and 17-22 years is the productive age and is quite savvy about using technology, so it is more frequent to shop online

marketplace. This explains that the majority of respondents already have higher education so it can be concluded that respondents already understand and often buy in the Indonesian *marketplace*.

4.1.1.4. Characteristics of respondents by occupation

The characteristics of respondents based on occupation in accordance with the results of the study can be seen in table 4. 4 below:

Table 4. 4 Characteristics of Respondents by Occupation

Work	Frequency	Presented
Student	85	31,5 %
State Civil Apparatus (ASN)	58	21,5 %
Private Employees	61	22,6 %
SOE Employees	8	3 %
Self employed	47	17,4 %
Other	11	4,1 %
Total	270	100 %

Source : Processed Data, 2023

Table 4. 4 shows that the majority of respondents in this study have employment status as Students / Students amounting to 85 people (31.5%), followed by working as Private Employees totaling 61 people (22.6%), working as State Civil Apparatus (ASN) numbering 58 people (21.5%), self-employed numbering 47 people (17.4%), BUMN employees totaling

8 people (3%) and other jobs totaling 11 people (4.1 %). This explains that some respondents are students and some already have jobs, so it can be concluded that the intention to buy on the Indonesian *marketplace* Can be used by anyone, both those who already have their own income and are still students.

4.1.1.5. Characteristics of respondents by type of marketplace

The characteristics of respondents based on occupation in accordance with the results

of the study can be seen in table 4. 5 below:

Table 4. 5 Characteristics of Respondents Based on *Marketplace Type*

Work	Frequency	Presented
Shopee	183	67,8 %
Tokopedia	46	17,0 %
Loop	23	8,5 %
Bukalapak	12	4,4 %
Bible	6	2,2 %
Total	270	100 %

Source : Processed Data, 2023

Table 4. 5 shows that the majority of respondents in this study use the Shopee marketplace more often with 183 people (67.8%), followed by the Tokopedia marketplace with 46 people (17.0%), the Lazada marketplace 23 people (8.5%), Bukalapak marketplace with 12 people (4.4%) and bibli marketplace with 6 people (2.2 %). This explains that the majority of marketplace users in this study are dominated by the shopee marketplace, it can be supported by marketplace user data in Indonesia where shopee becomes Most visited marketplaces.

4.1.2. Beganda Linear Regression Analysis

Multiple linear regression analysis aims to test hypotheses about the

relationship between two or more independent variables together with a dependent variable. The independent variables in this study are shopping orientation, product attributes and *electronic word of moth*, while the dependent variable in this research analysis is purchase intent. The use of multiple linear regression analysis in this study has three independent variables. The regression results obtained are then tested to determine whether the regression coefficient obtained has a significant influence or not, either partially or simultaneously and also find out how much the influence is.

Based on statistical tests, the following results were obtained:

Table 4. 12 Hasil Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	0,887	0,907		0,978	0,329
Shopping Orientation	0,125	0,020	0,441	6,339	0,000
Product Attributes	0,127	0,042	0,214	3,059	0,002
<i>Electronic Word of Mouth</i>	0,074	0,029	0,122	2,562	0,011

a. Dependent Variable: Purchase Intent

Source : Processed Data 2023

Based on Table 4. 12 shows that the value of the constant or *coefficient* constant is 0.887, the value of the shopping orientation variable is 0.125, the value of the product attribute variable is 0.127 and the value of *the electronic word of mouth* variable is 0.074. Based on these values, the regression equation is as follows:

$$Y (\text{purchase intent}) = 0.887 + 0.125 x_1 + 0.127 x_2 + 0.074 x_3$$

The regression equation can be described as follows:

1. From the multiple linear regression equation, it can be explained that the regression equation has a constant value of 0.887 which means if the shopping orientation (X1), product attributes (X2) and *electronic word of mouth* (X3) the value is 0 or none then the magnitude of the purchase intention (Y) will be a constant value of 0.887. This means that when the independent variable has a value of 0, the independent variable still has an influence on the dependent variable because the value of the constant is above 0.05. Conversely, when all independent variables have a value of 0 and a constant value below 0.05, then the independent variable has no effect at all on the dependent variable.
2. The multiple linear coefficient of shopping orientation (X1) is 0.125. This means that every time there is an increase in the value of 1 from the shopping orientation variable (X1), the purchase intention will increase by 0.125.
3. The multiple linear coefficient of product attributes (X2) is 0.127. This means that every time there is an increase in the value of 1 of the product attribute variable (X2), the purchase intention will increase by 0.127.

4. The multiple linear coefficient *electronic word of mouth* (X3) is 0.074. This means that every time there is an increase in the value of 1 of the *variable electronic word of mouth* (X3), then the purchase intention will increase by 0.074.

4.2. Discussion

4.2.1. The Effect of Shopping Orientation on *Online Purchase Intent on the Marketplace.*

Based on the results of hypothesis testing, it was obtained that shopping orientation has a significant effect on *online purchase intent* in the *marketplace*. This proves that the variable of shopping orientation towards the use of the *marketplace* is one of the emergence of purchase intentions in the community. So that the hypothesis in this study can be accepted. Research related to the influence of shopping orientation on purchase intention has been conducted by (Ratih Puspa Nirmala, Ike Janita dewi., 2011) where the results of the research have similar results. With this research and also prove the hypothesis that shopping orientation has a positive and significant effect on *online purchase intent* in the *marketplace*. The orientation of shopping in today's society has indeed changed, the effects of the Covid-19 Pandemic that have occurred have a considerable effect on people who are currently more

comfortable in shopping on the *marketplace*.

The results of this study show that the multiple linear coefficient of shopping orientation is positive, which is 0.125. This means that every time there is an increase in the value of 1 from the shopping orientation variable, the purchase intention will increase by 0.125. The positive value coefficient means that there is a positive influence between shopping orientation and purchase intent, the higher the value of the shopping orientation variable, the more the value of purchase intent.

The results of respondents' responses related to shopping orientation at the highest item value were "I really pay attention to prices in the *online marketplace*". This shows that marketplace users in Indonesia in making purchases are very concerned about the prices listed on the *marketplace* platform. The possibility of cheaper price differences in the *marketplace* than by buying directly makes people tend to prefer to shop *online*. On the marketplace platform there are also many price differences on one type of product so that users pay more attention to the price to make their purchases, *marketplace* platforms also often offer promos Prices or discounts so as to make users more interested in buying.

Several researchers in other countries have examined the influence of shopping orientation and *online* purchases (Brown et al. 2003; Girard et al. 2003; Seock 2003; Seock and Bailey 2008; Vijayasarathy 2003). One study showed that the influence of shopping orientation on shopping intent can be different for different types of

products (Vijayasarathy 2003). Research conducted by Seock (2003) shows the relationship of a person's shopping orientation with the intention to buy products can be different for each distribution channel.

A person's shopping orientation is something that is considered to affect *online* purchase intent. Ling, et al. (2010) stated that shopping orientation has a positive and significant effect on online purchase intent. Likewise, research conducted by Nisa (2013) states that simultaneously shopping orientation has a positive and significant effect on online information search and online shopping intention.

4.2.2. The Effect of Product Attributes on *Online* Purchase Intent on the *Marketplace*.

Based on the results of hypothesis testing, it is obtained that product attributes have a significant effect on online purchase intent in the *marketplace*. This proves that the existence of product attribute variables for the use of the marketplace is one of the emergence of purchase intentions in the community. So that the hypothesis in this study can be accepted. Research related to the influence of product attributes on purchase intention has been conducted by (Chun-Mei Chen and Hsian-Ming Liu., 201: 8) where the results of the study have similar results with this study and also prove the hypothesis that product attributes have a positive and significant effect on online purchase intentions in the *marketplace*. Product attributes prove to be one of the variables that make users to shop in the *marketplace*, because before making a purchase existing

product attributes will be an impression first for the user and may influence his intention to buy. The majority of *marketplaces* used in this study were Shopee at 67.8% indicating that Shopee showed better product attributes such as quality when using, The features are there to the style and design of the product displayed.

The results of this study show that the multiple linear coefficients of product attributes are positive, which is 0.127. This means that every time there is an increase in the value of 1 from the shopping orientation variable, the purchase intention will increase by 0.127. The positive value coefficient means that there is a positive influence between product attributes and purchase intent, the more the value of the product attribute variable, the more the value of the purchase intent increases.

The results of respondents' responses related to product attributes at the highest item value are statements from "The design owned in the *online marketplace* has an attractive color in its appearance", in accordance with the classification of score interpretation then the value is declared Good. This shows that marketplace users in Indonesia in making purchases really like the colors on the marketplace display, the *marketplace* itself has their own display color characteristics such as Shopee with colors orange, Tokopedia with green color, Bukalapak with red color, Bibli with blue warrants and so on. This illustrates that each marketplace already has certain attributes and characteristics so that users have an impression on each *marketplace* platform.

According to Kotler and Armstrong (2001: 354) in Ichwan (2010), product *attributes* are components of product properties that can provide benefits such as those offered by a product. According to Kotler and Armstrong (2008: 272) product attributes consist of product quality, product features, style and product design. Holak (1990) in Ho and Wu (2011) suggests "*Purchase intentions are largely governed by perceived product attributes and consumer traits.*" This means that purchase intent is largely influenced by perceived product attributes and consumer character. Holak (1990) states consumers must take into account product attributes, which are related to their characteristics to form *an intention to purchase*.

4.2.3. The Effect of *Electronic Word of Mouth (E-WoM)* on Online Purchase Intent in the *Marketplace*.

Based on the results of hypothesis testing, it was obtained that *electronic word of mouth* has a significant effect on online purchase intent in the *marketplace*. This proves that the existence of *electronic word of mouth* variables on the use of the marketplace is one of the emergence of purchase intentions in the community. So that the hypothesis in this study can be accepted. Research related to the influence of electronic word of mouth on purchase intention has been conducted by (Duong Hanh Tien *et al.*, 201: 9) where the results of the study have similar results with this study and also prove the hypothesis that *electronic word of mouth* has a positive and significant effect on online purchase intentions in the *marketplace*. This study shows that *electronic word of mouth* is one of the variables that affect people's

purchase intentions on marketplaces, Shopee, Tokopedia, Lazada, Bukalapak, Bibli and other marketplaces. Pasti has a review rating column on each product so that users can read it first so that they get a positive impression on him before making a purchase. Both positive and negative reviews will be considered by *marketplace* users to make a purchase, with it they can search for the same product but have a good impression. For him so that a purchase occurs.

The results of this study show that the multiple linear coefficient of product attributes is positive, which is 0.074. This means that every time there is an increase in the value of 1 from the *electronic word of mouth* variable, the purchase intention will increase by 0.127. The positive value coefficient means that there is a positive influence between electronic word of mouth and purchase intent, the higher the value of the *electronic word of mouth* variable, the more the value of purchase intent.

The results of respondents' responses related to product attributes at the highest item value are statements from "to ensure that I buy the correct product/brand, I often read online reviews of a product on the *online marketplace*", according to the classification of score interpretation then the value is declared Very Good. This shows that marketplace users in Indonesia online reviews on the marketplace are very helpful in determining the right product to buy, on the *marketplace* when searching for a product will be displayed with many of the same products by having their own *reviews* with it users or buyers can choose

the product that has the best impression or *review* to buy because the product was already guaranteed with the previous buyer.

The emergence of *electronic word of mouth* is now one of the most effective sources of marketing (Hennig-Thurau et al., 2004). Consumers now read *electronic word of mouth* to make purchasing choices. Research also illustrates that word of mouth is more effective than personal selling, traditional marketing and conventional media advertising (Cheung, Luo, Sia, and Chen 2009). According to (Lapel et al., 2011) eWOM is changing one's behavior and decisions with the growing growth of the internet and e-commerce, people are now using other people's opinions and recommendations to make purchases and even electronic information is used as consideration for making purchases.

Electronic word of mouth also encourages people to collect information about cool products and services that are not only collected through known people but also from others in a large scope who are already using the product or service and can collectively drive in consumer buying interest (Tariq et al, 2017). The same results were also obtained by (Jalivland, 2012; Yunus et al., 2016 ; Bataineh 2015 ; Park & Kim 2008; Elseidi & El Baz 2016 ; Iswara & Jatra 2017) that eWOM has a significant positive effect on buying interest, similar research was also conducted by Kumar & Kudeshia (2017) that *electronic word of mouth* has a positive influence on buying interest by shaping consumer behavior and ultimately creating buying interest in consumers.

CONCLUSIONS

Based on the results of research and discussion on the analysis of the influence of shopping orientation, product attributes and *electronic word of mouth* on *online* purchase intent in the *marketplace*. Then several conclusions can be obtained as follows:

1. Partially, the shopping orientation variable (X1) has a significant effect on *online* purchase intent in the *marketplace* (Y), meaning that purchases on *marketplace* platforms shopping orientation affects purchase intent society in Indonesia.
2. Partially, the product attribute variable (X2) has a significant effect on *online* purchase intent in the *marketplace* (Y), meaning that purchases on *marketplace* platforms product attributes affect people's purchase intentions in Indonesia.

Partially, the electronic word of mouth (X3) variable has a significant effect on *online* purchase intent in the *marketplace* (Y), meaning that purchases on *marketplace* platforms *electronic word of mouth* affects people's purchase intentions in Indonesia.

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