

The Influence of E-Service Quality, Online Customer Review, and Price on Purchase Intention of Matahari Products on Shopee

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Abstract

The growth of e-commerce and the shift in consumer shopping behavior from offline to online have posed challenges for retail companies such as Matahari Department Store in maintaining consumers purchase intention. One strategy adopted is leveraging e-commerce platforms such as Shopee. This research aims to identify, analyze, and examine the influence of E-Service Quality, Online Customer Review, and Price on the Purchase Intention of Matahari products on Shopee. This study was conducted using a quantitative approach with descriptive and inferential analysis techniques supported by SmartPLS 4.0. Data were collected through an online questionnaire. The population in this study consists of Shopee users in the Jakarta area who are at least 17 years old, are aware of the presence of Matahari on Shopee, and have read reviews of Matahari products on the platform. The sample used in this research consisted of 110 respondents, selected using a non-probability sampling technique, specifically purposive sampling. The results of this study indicate that E-Service Quality does not have a significant effect on the Purchase Intention of Matahari products on Shopee. Meanwhile, Online Customer Review and Price have a significant effect on the Purchase Intention of Matahari products on Shopee.

Keywords: *E-Service Quality; Online Customer Review; Price; Purchase Intention*

Pengaruh *E-Service Quality*, *Online Customer Review*, Dan *Price* Terhadap *Purchase Intention* Produk Matahari Di Shopee

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Abstrak

Perkembangan *e-commerce* dan pergeseran perilaku belanja konsumen dari *offline* ke *online*, menjadi tantangan bagi perusahaan ritel seperti Matahari Departement Store dalam mempertahankan minat beli konsumen. Salah satu strategi yang dilakukan adalah dengan memanfaatkan platform *e-commerce* seperti Shopee. Penelitian ini memiliki tujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *E-Service Quality*, *Online Customer Review*, dan *Price* terhadap *Purchase Intention* produk Matahari di Shopee. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan menggunakan teknik analisis deskriptif dan teknik analisis inferensial yang dibantu dengan SmartPLS 4.0. Pengumpulan data dilakukan melalui penyebaran kuesioner secara *online*. Populasi dalam penelitian ini adalah pengguna Shopee di wilayah Jakarta yang minimal berusia 17 tahun, kemudian mengetahui keberadaan Matahari pada Shopee, dan pernah membaca ulasan terkait produk Matahari pada Shopee. Sampel yang digunakan pada penelitian ini sebanyak 110 responden yang diambil melalui metode *nonprobability sampling*, berupa *purposive sampling*. Hasil dari penelitian ini menunjukkan bahwa *E-Service Quality* tidak berpengaruh terhadap *Purchase Intention* produk Matahari di Shopee, sedangkan *Online Customer Review*, dan *Price* berpengaruh terhadap *Purchase Intention* produk Matahari di Shopee.

Kata Kunci: Kualitas Layanan Elektronik; Ulasan Konsumen Daring; Harga; Minat Beli