

The Effect of Price and Online Customer Reviews on Erigo Product Purchase Decisions on Instagram @Equalizer Sellers.Store

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ABSTRAK

Erigo sebuah merek fashion lokal yang tengah populer di kalangan generasi Z, telah berhasil menciptakan kualitas harga dan ulasan yang berpengaruh positif di berbagai platform media sosial terutama Instagram, menjadi salah satu strategi pemasaran yang menarik bagi konsumen. Penelitian ini bertujuan untuk meneliti apakah pengaruh harga dan online customer review memiliki dampak terhadap keputusan pembelian terhadap produk Erigo secara online di Instagram @equalize.store. Metode penelitian ini menggunakan pendekatan kuantitatif dengan pengambilan sampel non-probabilitas menggunakan metode purposive sampling dengan menggunakan rumus Slovin, dengan jumlah sampel sebanyak 390 responden. Data yang diperoleh kemudian dianalisis menggunakan uji asumsi dengan software SPSS.25. Populasi penelitian ini adalah followers Instagram @equalize.store yang mengenal dan telah membeli produk Erigo. Hasil penelitian menunjukkan bahwa pengaruh harga dan online customer review secara parsial memiliki pengaruh signifikan terhadap keputusan pembelian produk Erigo di Instagram @equalizer.store. Dengan demikian, dapat disimpulkan bahwa pengaruh harga dan online customer review memiliki pengaruh besar terhadap keputusan pembelian produk Erigo di Instagram @equalizer.store.

ABSTRACT

Erigo, a local fashion brand that is currently popular among generation Z, has succeeded in creating quality prices and reviews that have a positive influence on various social media platforms, especially Instagram, becoming an attractive marketing strategy for consumers. This research aims to examine whether the influence of price and online customer reviews has an impact on purchasing decisions for Erigo products online on Instagram @equalize.store. This research method uses a quantitative approach with non-probability sampling using a purposive sampling method using the Slovin formula, with a sample size of 390 respondents. The data obtained was then analyzed using the assumption test with SPSS.25 software. The population of this research is Instagram followers @equaliz.store who know and have purchased Erigo products. The research results show that the influence of price and online customer reviews partially has a significant influence on purchasing decisions for Erigo products on Instagram @equalizer.store. Thus, it can be concluded that the influence of price and online customer reviews have a big influence on purchasing decisions for Erigo products on Instagram @equalizer.store.

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1. INTRODUCTION

The advancement of digital platforms has shifted people's shopping styles to be more different. This is shown by changes in offers and online purchases and can be done in various places that previously were by using offers directly to the place of shopping. Online shopping at this time is one of the options to buy a product needed by consumers who can easily access all forms of information from the desired product using a mobile or laptop connected to the internet. The benefits of online shopping include shopping activities that are easier, more practical, require small capital, bias while carrying out other work, easy transactions, and safe transactions (Syafitri, 2019).

In the development of technology to date, there are many sites created by developers (developer). (Julius, n.d. 2024) states that the number of Instagram users as of February 2024 is 88,861,000 users which is equivalent to 31.6% of the total population of Indonesia. The majority of Instagram users in Indonesia are women with a proportion of 54.8% with the largest age demographic of Instagram users in Indonesia, namely 25 to 34 years of 35,400,000 people. In addition, the number of differences based on Gender men and women are in Range ages 18 to 24, of which women are more than 12,300,000 people. According to We are Social and Hootsuite, social media users in Indonesia spend an average of 3 hours and 14 minutes per day (Sultana, 2022).

Social media has become an option for a company or individual to promote and increase sales of its products. This social media has become a medium to reach potential customers. Instagram as one of the platform which is used for information and promotional activities, gives users their own interest so that some of them decide to join the account of a certain brand. This can be interpreted as the importance of digital to understand the use of marketing strategies through platform digital so that they can compete and determine the best strategy needed, especially for MSME actors and individuals who want to develop their brands (Maulana, et al., 2020).

One of the social media users with platform Instagram is a small, micro and medium enterprise (MSME) engaged in the clothing industry under the Erigo brand. The CEO of Erigo, Muhammad Sadad, built the business since 2011 in a studio room and then began to develop the idea in 2013 to become one of the most popular and growing fashions. This brand provides inspiration for other MSMEs. Sadad started his fancy towards traditional offerings, namely batik which was later changed to the brand identity (brand identity) becomes a casual fascian (casual fashion). This decision was made because Trend which is growing rapidly and competition is getting stronger. (Purwanti, 2020).

Price plays the most important role in decision-making with the reason that the high and low price of a product is always a consideration, especially when customers are looking for a product they need. The price offered by Erigo for the products sold is one of the opportunities for Erigo to get many buyers because the price range offered starts from the range of 134,000 – 693,000 with this price range, customers can make purchases because it is in accordance with the quality of the product. This is strengthened by the results of previous research from (Radika, et al., 2022) which conveys that Erigo customers make product purchase decisions because the price offered is in accordance with the quality of the products obtained.

Karundeng, et al., (2023) states that Online Customer Reviews has an important role in the decision-making process of making purchases Online. With the presence of Online Customer

Reviews every consumer on Erigo products can give good or bad reviews about their experience of buying Erigo products in stores Online. Reviews can influence other consumers to buy and give positive reviews on took. Based on research Latief and Ayustira, (2020), Online Customer Reviews has a significant effect on the purchase decision of Erigo products. With the presence of Reviews For Erigo products, the purchase decision will increase. However, according to (Handayani and Usman, 2021) states that Reviews customer Online negative effects on purchase decisions.

Purchase decisions are an individual activity in the decision-making process to make a purchase of Erigo products offered by the seller. Purchasing decisions are an important factor in determining the existence of a company. (Riska, 2020) revealed that purchase decisions are influenced by prices and customer reviews, in addition, (Reza et al. 2022) revealed that 93% of potential customers will see reviews or testimonials of customers who have purchased products when they want to make a purchase decision.

This online shopping culture is growing rapidly, coupled with unlimited internet connections. Shopping has also become easier, coupled with the affordable price of Erigo products, which attract more attention, especially to young people. Youth as the most internet users are a reference in this study where many young people use social media such as Instagram to carry out every transaction in this day and age. Therefore, the researcher took Instagram followers @equalizer.store as a research sample.

Through promotional strategies on Instagram with various interesting content, this is able to have a positive influence on purchase decisions because of the convenience obtained by customers through recommendations from comments, where consumers do not need to come to the Erigo store directly just through platform online Customers can already determine which products to buy. According to Agustina, et al., (2023) The increase in consumer buying interest in Erigo products, especially by young people who love fashion so much, has a positive influence on Erigo products in the future. Not a few young people make Erigo a trendsetter fashion brand in Indonesia. Erigo implements the use of high-tech manufacturing with professional employees who continue to maintain quality and ensure premium quality clothing at affordable prices to meet the diverse preferences of their target audience. This shows that MSMEs from the fashion sector can also encourage their business growth by still looking at existing market opportunities and continuing to be willing to adapt, one of which is by using digital application services or social media so that the target audience reaches wider (Supriyatna, 2023).

According to (Haidir, Zul, 2022) Style the fashion offered by Erigo does not really give much distinctiveness to the Erigo products themselves. Means Style Erigo's fashion can still be found with Style fashion on other fashion brands. Furthermore, Erigo offers its products at prices that are basically in accordance with the quality of the product. However, there are also many products with other brands that offer good quality at a lower price compared to what Erigo offers.

Based on the phenomenon of the rampant use of the internet, especially online shopping for fashion products and the high attractiveness of young people to Erigo products, it is a strong reference for Erigo customers in deciding to buy, even though many products are similar at the same price and quality, and accompanied by interesting reviews. Therefore, the researcher is interested in conducting a study with the title "The Influence of Price and Online Customer Reviews on Erigo Product Purchase Decisions on Instagram Seller Followers @equalizer.store". The research is aimed at finding out the factors that affect purchase decisions, including prices and online customer reviews on purchase decisions at Erigo sellers.

2. LITERATURE REVIEW

2.1 Marketing Mix

A marketing mix is a set of marketing tools used by companies to achieve their marketing goals in the target market (Arifuddin, et al., 2023). A marketing mix can also be defined as a set of

interconnected activities, which are structured for the purpose of knowing customer needs, product development, pricing, distribution systems, and promotions (Fernos and Ayadi, 2023).

The marketing mix is a tool that will determine the level of marketing success for the company, and all of this is aimed at providing satisfaction to the selected market segment or consumer. In essence, the marketing mix is managing the elements of the marketing mix so that it can influence consumer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and consumers.

2.2 Price

According to Melati and Dwijayanti, (2020) price is the sum of value, including goods and services offered in lieu of objects. Price is also one of the determining factors for a company's success because it determines consumers from how much profit the company will get from selling products. As for price, from a microeconomic perspective, it is a key factor that affects the level of demand for goods and services.

Based on research (Nurfauzi, et al., 2023) Price is the amount of money needed to buy a certain number of goods, services, or a combination of both. When it comes to price-related decision-making, the second controlling factor that sales or marketing management can control is price. Too high a price will make customers believe that our products are of high quality and superior luxury.

Four indicators are used to measure prices, namely, affordability of product prices, price conformity with product quality, price competitiveness or price according to ability, price conformity with benefits (Suryani, et al., 2022).

2.3 Online Customer Reviews

According to (Sudirjo, et al., 2023) Online Customer Reviews OCR is a facility that provides free access for consumers, making it easier to write comments and consumer responses Online product. Reviews Customer Online This can influence a visitor's purchasing decision.

According to Nur and Dahliana, (2023) indicator Online consumer review have an influence on the purchase decision among other uses Reviews user Online For consumers, expertise ReviewsTimeliness Reviews user OnlineVolume Reviews user OnlineValence Reviews user OnlineEquipment Reviews user Online. (usefulness of online consumer review for consumers, review expertise, timeliness of online consumer review, volume of online consumer review, valence of online consumer review, comprehensiveness of online consumer review).

Online customer reviews are reviews provided by customers related to information about a product about various aspects, with this information customers can get the quality of the products they are looking for reviews and experiences written by customers who have purchased products from online sales.

2.4 Purchase Decision

According to (Mufid Suryani, et al., 2022) A purchase decision is a stage where the buyer understands a problem, digs into clues about the brand or product and then considers several alternatives to solving the problem and then makes a purchase decision. The indicator of the purchase decision according to (Mufid Suryani, et al., 2022) namely product selection, brand selection, distribution place selection, purchase time, purchase amount, and payment method.

Purchasing decisions are the process of tracing problems that start from the background of the problem, identifying the problem to the formation of conclusions or recommendations. These recommendations are then used and used as a baseline guideline in decision-making. In general, consumer purchasing decisions are to buy the brands that are most liked. In the decision to purchase a product is definitely influenced by several factors, as well as cosmetic products. Some consumers choose cosmetic products for a specific reason according to their preferences (Marlius dan Jovanka, 2023).

The purchasing decision indicators according to Wardhani et al., (2019) is an image (Image) developer, service environment, developer, building quality.

3. METHODS

3.1 Frame of Mind

The research problem in this regard has been articulated in the form of questions and has temporary solutions in the form of hypotheses. It is stated provisional because the responses given are still supported based on the views concerned, not by concrete facts that will be found after data collection. The researcher has several theories based on this opinion on the explanation of Pricing, *Online Customer Reviews*, and Purchase Decisions:

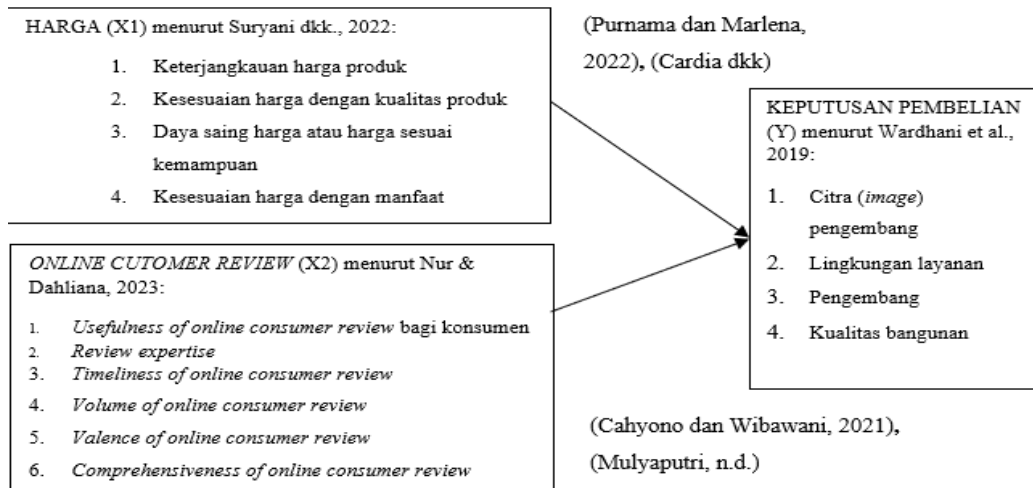


Figure 1. Research Paradigm
Source: Processed by Researcher, 2024

3.2 Research Hypothesis

According to (Creswell, 2018) A hypothesis is a formal statement that describes the implied relationship between independent variables and dependent variables.

H1: Price has a significant effect on the Purchase Decision on Erigo products online at @equalizer.store.

H2 : Online Customer Reviews have a significant effect on Purchase Decisions on Erigo products online at @equalizer.store.

H1: The Influence of Price on Purchase Decisions

The results of previous research according to (Scott, et al., 2022) show that price variables both simultaneously and partially have a significant effect on the purchase decision of Erigo products *Online* and for the most dominant price variable is sales by *Online*. This is reinforced by (Faridah, et al., 2023) which states that for customers an important part of what they consider is the price factor, because price or cost can result in an advantage in the industrial world. In contrast to previous research by (Akbar and Haryoko, 2020) which states that price sometimes has a negative and significant effect on purchase decisions, while advertising has a positive and significant effect on the decision of Alfamart Cikokol Tangerang Branch customers.

H2: The Influence of Online Customer Reviews on Purchase Decisions

In line with (Ardianti & Widiartanto, 2019) stated that the test results showed that the *Online Customer Reviews* significant, low, and positive influence on purchase decisions. This is reinforced by the results of research from (Halim dan Tyra, 2021) which states that the test results of the first hypothesis show *Online Customer Reviews* have a positive and significant effect on the decision to purchase products in *Marketplace* Shopee from the results of the answers given by the respondents through the questionnaire, it was found that the average respondent chose to agree and strongly agree that *Online Consumer Review* informative. Contrary to the results of the study from (Mokodompit, et al., 2022) which states that *Online Customer Reviews* has a insignificant effect on Purchase Decisions through TikTok Shop on Equil Choir consumers. This can be seen from the

significant value that is greater than the specified level of significance. This may explain that Equil Choir customers' decisions to purchase from TikTok Shop are not affected by *Online Customer Reviews*. For TikTok Shop Equil Choir consumers, reviews from previous customers are considered not reliable enough to determine purchasing decisions on TikTok Shop. This is because most of the customers who provide *Reviews* are dissatisfied customers, while those who are satisfied, have not given much *Reviews*.

3.3 Research Methods

This study uses a quantitative approach and uses *path analysis*. The data was collected through a Google Form questionnaire and measured on a Likert scale, from *Instagram followers @equalizer.store* in November 2023 which amounted to around 16,000 followers. The number of samples taken was 390 respondents, determined based on the theory of Slamet Riyanto (2020:12). The sampling technique used is *non-probability sampling* with *purposive sampling*, with the criteria of *followers* who know and access Erigo's content through Instagram. Sample sizes were determined using the Slovin formula for a limited population.

$$N = \frac{N}{1 + \frac{N(e)^2}{16.000}}$$

Information:

n = Minimum Sample

N = Population Sample

e = Margin of Tolerance

$$n = \frac{16.000}{1 + \frac{(0,05)^2}{16.000}}$$

e = 390 respond

Table 1. Research Variable Data

Variabel	Sub Variabel	Indicator	Statement Number
Price (X ₁)*	Product Price Affordability	1. Price affordability by consumers	1,2,3
		2. Product prices vary	
		3. The price is very <i>whort it</i>	
	Price Conformity with Product Quality	4. The price of the product is according to the quality	4,5,6
		5. Product price according to expectations	
		6. The price of the product is worth it	
	Price Competitiveness	7. More affordable price compared to other products	7,8
		8. Prices can compete with other products	
Online Customer Review (X ₂)**	The Usefulness of <i>Online Customer Reviews</i> for Consumers	1. buy the product spontaneously after reading reviews	1,2,3
		2. feel comfortable when shopping online with a large number of reviews	
		3. Benefit from a review	
	Expertise Review	4. The use of reviews on Instagram is worth copying	4,5

		5. Recommendations from friends and family	
	Timeliness of Online Consumer Reviews	6. Reviews on Instagram are real 7. reviews on Instagram are trustworthy	6,7
	Online Consumer Review Volume	8. Many reviews indicate a reliable store	8
	Valence Online Consumer Reviews	9. Reviews on Instagram accounts are trustworthy	9
	Completeness of Online Consumer Reviews	10. Reviews uploaded on Instagram accounts attract attention	10
Purchase Decision (Y)***	Image Developer	1. The product is different from other products 2. Not interested in other products	1,2
	Service Environment	3. Good and quality products 4. Satisfied consumers	3,4
	Developer	5. Consumers feel they fit the product 6. Instagram is easily accessible 7. products have discounts 8. The more purchases the more discounts	5,6,7,8
	Building Quality	9. The product is always there 10. Product design and materials according to consumer desires	9,10

4. RESULTS AND DISCUSSION

4.1 Moment Product Correlation Analysis

The following will explain the analysis of the correlation between the effect of price (X_1) and Online Customer Review.

Table 2. Correlations

Correlations			
		Price Influen ce	Online Customer Reviews
Price Influen ce	<i>Pearson Correlation</i>	1	.890**
	<i>Sig. (2-tailed)</i>		<.001
	N	389	389
Online Custom er Reviews	<i>Pearson Correlation</i>	.890**	1
	<i>Sig. (2-tailed)</i>	<.001	
	N	389	389
**. Correlation is significant at the 0.01 level (2-tailed).			

Source : Data Processing Results, 2024.

4.2 Path Analysis

The following will explain the partial influence analysis between Price Influence (X_1) and Online Customer Reviews (X_2) against the Purchase Decision (Y).

Table 3. Coefficients

<i>Coefficientsa</i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Itself.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	2.741	.853		3.213	.001
	Price Influence	.371	.045	.429	8.290	<.001
	Online Customer Reviews	.365	.039	.482	9.296	<.001
a. Dependent Variable: purchase decision						

Source : Data Processing Results, 2024.

Based on table 2 above, showing the value of the path coefficient for each variable of Price Influence (X_1) and Online Customer Review (X_2) on the purchase decision (Y), the values of the line coefficient are explained as follows:

Partial influence of Price Influence (X_1) on purchase decisions (Y). Based on the table, the path coefficient for the variable Price Influence (X_1) on the purchase decision (Y) is 0.429. This shows that the direct influence of the variable Price Influence (X_1) on the purchase decision (Y) is 0.429 so that the equation $Y = 0.429 X_1$ is obtained.

4.3 Coefficient Determination Analysis

Total influence of the variable Price Influence (X_1) and Online Customer Reviews (X_2) to the Purchase Decision (Y) is the magnitude of the determination coefficient (R_2) seen in table 4 below.

Table 4. Model Summary

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.886a	.784	.783	2.320
a. Predictors: (Constant), online customer reviews, price influence				

Source : Data Processing Results, 2024.

The coefficient of determination is $R \text{ Square} = 0.784$ meaning that the variable Purchase decision (Y) can be explained by the variables Price Influence (X_1) and Online Customer Review (X_2) of 78.4% while the remaining 21.6% is explained by other factors that are not studied (ϵ).

5. CONCLUSION

This conclusion is based on previous research and analysis of the effect of price influence and online customer reviews on the purchase decision of Erigo products on Instagram @equalizer.store:

The influence of price affects the purchase decision of Erigo products because many people know him in the midst of competition for similar products from competitors. In addition to the influence of price, online customer reviews also have an influence on purchase decisions. Consumers tend to consider a review when buying a product, especially if the brand is known to have a whort price tag.

Thus, these two variables together influence the purchase decision in a relevant way for Erigo products on Instagram @equalizer.store. Previous research (Sari et al., 2022) said that the price

of the purchase decision was equal to 69.7% while 30.3% was influenced by other factors such as online customer review. Moreover (Bakti Umar, Hairudin, 2021) disclose that the price and online customer review has a positive effect on purchasing decisions.

IMPLICATION

The content of the article suggests the need for further development as there are many other factors that influence the purchase decision when buying a product apart from the influence of price and online customer review like endorsement, brand image, and celebrities endorsement. Therefore, it is important to look for various additional factors that greatly influence consumers' purchasing decisions towards a particular product.

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