THE IMPACT OF VIRAL MARKETING, ONLINE CUSTOMER REVIEW, AND ONLINE CUSTOMER RATING ON ONLINE SHOPPING DECISIONS IN THE TOKOPEDIA MARKETPLACE OF UNIVERSITAS DIPONEGORO STUDENTS

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MOTTO AND OFFICIAL

"Work Hard Until You No Longer Need to Introduce Yourself and Always Remember That Success Needs a Process"

Praise to the presence of Allah SWT, I dedicate this thesis to:

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THE IMPACT OF VIRAL MARKETING, ONLINE CUSTOMER REVIEW, AND ONLINE CUSTOMER RATING ON ONLINE SHOPPING DECISIONS IN THE TOKOPEDIA MARKETPLACE OF UNIVERSITAS DIPONEGORO STUDENTS

ABSTRACT

The entire globe, including Indonesia, is presently dealing with globalization. Aligned with this modern 21st century, people's lifestyles are changing in this technological day, and we can experience it. One of those lifestyle modifications is the increase in shopping activity, people prefer to shop online, which can be done flexibly anywhere and at any time, and this situation makes the competition in the world of buying and selling online is becoming more challenging and difficult. Tokopedia is an e-commerce site that reached the first ranks of monthly visitors in Indonesia and using BTS as their brand ambassador, however, Tokopedia in the past year has not become a trend and could not achieve enough of their popularity in the community, negative reviews, and low ratings for a certain of products also makes people reluctant to choose to buy online through Tokopedia. So, by looking at the existing problems, this research was conducted with the aim of knowing the impact of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia Marketplace of Universitas Diponegoro Students. The number of samples is 118 respondents with a non-probability sampling technique, namely purposive sampling. This type of research is explanatory research which is processed using SPSS V25 software. Data processing was carried out using validity and reliability tests, correlation coefficients, determination coefficients, simple linear regression, multiple linear regression, t-test, and F-test. The conclusion from this study is that the Viral Marketing variable has no significant effect on the Online Shopping Decisions variable, the Online Customer Review variable has a significant effect on the Online Shopping Decisions variable, and the Online Customer Rating variable has a significant effect on the Online Shopping Decisions variable.

Key Words: Viral marketing, Customer Review, Customer Rating, Shopping Decision

FOREWORD

Praise, thank you for the presence of Allah SWT. Because of Allah SWT grace, Anissa Rizqi Adha as the author has successfully been able to complete this this thesis well as one of the requirements to fulfill the Bachelor of Business Administration education at Universitas Diponegoro.

I am aware that writing a thesis with the title of **"The Impact of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions in the Tokopedia Marketplace of Universitas Diponegoro Students"** would not have been possible without the help and guidance from various parties. Therefore, with all humility, on this occasion I would like to thank the participating parties for helping me in the process of completing this research, in particular to:

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Semarang, 30 December 2022

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TABLE OF CONTENTS

COVER ..... **i**
CONFIRMATION PAGE ..... **ii**
STATEMENT LETTER ..... **iii**
MOTTO AND OFFICIAL ..... **iv**
ABSTRACT ..... **v**
FOREWORD ..... **vi**
TABLE OF CONTENTS ..... **viii**
LIST OF FIGURES ..... **xii**
LIST OF TABLES ..... **xiii**
LIST OF GRAPH ..... **xv**
CHAPTER I PREFACE **1**
1.1. Background 1
1.2. Formulation of the Problems 18
1.3. Research Objectives 18
1.3.1. General Objectives 19
1.3.2. Special Objectives 19
1.4. Research Benefits 19
1.4.1. Theoretical Benefits 20
1.4.2. Practical Benefits 20
1.5. Theoretical Study 20
1.5.1. Marketing 21
1.5.2. Consumer Behavior 25
1.5.3. Viral Marketing 29
1.5.4. Online Customer Review 31
1.5.5. Online Customer Rating 32
1.5.6. Online Shopping Decisions 33
1.6. Previous Research 35
1.7. Influence between Research Variables 40

1.7.1. Relationship of of Viral Marketing on Online Shopping Decisions 40
1.7.2. Relationship of Online Customer Review on Online Shopping Decisions 41
1.7.3. Relationship of Online Customer Rating on Online Shopping Decisions 41
1.7.4. Relationship of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions 42
1.8. Hypothesis 43
1.9. Conceptual Definition.....44
1.10. Operational Definition 47
1.11. Research Methodology 52
1.11.1. Type of Research 53
1.11.2. Population and Sample 53
1.11.3. Sampling Techniques..... 54
1.11.4. Types of Data and Data Sources..... 55
1.11.5. Measurement Scale 56
1.11.6. Data Collection Techniques..... 57
1.11.7. Data Processing Techniques 58
1.11.8. Research Instruments..... 59
1.11.9. Data Analysis Techniques 59
CHAPTER II GENERAL DESCRIPTION OF TOKOPEDIA AND IDENTITY OF RESPONDENTS.....69
2.1. Company History of Tokopedia 69
2.2. Vision and Mission of Tokopedia.....72
2.3. Organizational Structure Chart 73
2.4. Company Logo 74
2.5. Types of Products and Services.....75
2.6. Characteristics of Respondents.....75
2.6.1. Characteristics of Respondents Based on Gender 76
2.6.2. Characteristics of Respondents Based on Age 76
2.6.3. Characteristics of Respondents Based on Faculty 77

2.6.4. Characteristics of Respondents Based on Monthly Income 78
2.6.5. Characteristics of Respondents Based on Purchase Frequency..... 78
CHAPTER III RESULTS AND DISCUSSION 80
3.1. Research Instrument Test 80
3.1.1. Validity Test 81
3.1.2. Reliability Test..... 83
3.2. Analysis and Interpretation of Research Results 84
3.1.3. Respondents Perceptions of Viral Marketing (X1)..... 85
3.1.4. Respondents Perceptions of Online Customer Reviews (X2) 91
3.1.5. Respondents Perceptions of Online Customer Ratings (X3)..... 96
3.1.6. Respondents Perceptions of Online Shopping Decision (Y) 102
3.2. Analysis of the Influence of Viral Marketing on Online Shopping Decisions 108
3.2.1. Correlation Coefficient Analysis 108
3.2.2. Analysis of the Coefficient of Determination (R^2) 109
3.2.3. Simple Linear Regression Analysis..... 110
3.3. Analysis of the Influence of Online Customer Reviews on Online Shopping Decisions.....112
3.3.1. Correlation Coefficient Analysis 112
3.3.2. Analysis of the Coefficient of Determination (R^2) 113
3.3.3. Simple Linear Regression Analysis..... 114
3.4. Analysis of the Effect of Online Customer Rating on Online Shopping Decisions.....116
3.4.1. Correlation Coefficient Analysis 116
3.4.2. Analysis of the Coefficient of Determination (R^2) 117
3.4.3. Simple Linear Regression Analysis..... 118
3.5. Analysis of the Effect of Viral Marketing, Online Customer Review, and Online Customer Rating on Online Shopping Decisions 120
3.5.1. Correlation Coefficient Analysis 120
3.5.2. Analysis of the Coefficient of Determination (R^2) 121
3.6. Multiple Linear Regression Analysis 122

3.7. Hypothesis Testing 125
3.7.1. Partial Test (t test) 125
3.7.2. Simultaneous Test (F Test) 129
3.8. Discussion 131
3.8.1. The Influence of Viral Marketing on Online Shopping Decisions 132
3.8.2. The Influence of Online Customer Reviews on Online Shopping Decisions 133
3.8.3. The Influence of Online Customer Rating on Online Shopping Decision 134
3.8.4. The Influence of Viral Marketing, Online Customer Reviews, Online Customer Ratings on Online Shopping Decisions 135
CHAPTER IV CLOSING 137
4.1. Conclusion 137
4.2. Suggestions 138
BIBLIOGRAPHY 141
APPENDIX 146

LIST OF FIGURES

Figure 1. 1 Social Media Users in Indonesia, 2020 1
Figure 1. 2 Social Media Users in Indonesia, 2021 2
Figure 1. 3 BTS Advertisement on Tokopedia's Social Media 9
Figure 1. 4 Tokopedia Low Ratings, 2020..... 15
Figure 1. 5 Age Proportion of Shopping, 2021 16
Figure 1. 6 Hypothesis Model..... 44
Figure 2. 1 Tokopedia Logo..... 74
Figure 3. 1 t-Test of Viral Marketing on Online Shopping Decision 127
Figure 3. 2 t-Test of Online Customer Review on Online Shopping Decision... 128
Figure 3. 3 t-Test of Online Customer Rating on Online Shopping Decision 128
Figure 3. 4 t-Test of Online Customer Rating on Online Shopping Decision 130

LIST OF TABLES

Table 1. 1 Top 10 E-Commerce Sites in Indonesia, 2022 5
Table 1. 2 Top Brand Index Online Shopping Category, 2018-2021 13
Table 1. 3 Previous Research 35
Table 1. 4 Concept Matrix 50
Table 1. 5 Likert Scale 56
Table 1. 6 Guidelines for Determining the Closeness Between Variables 62
Table 2. 1 Characteristics of Respondents Based on Gender 76
Table 2. 3 Characteristics of Respondents Based on Faculty 77
Table 2. 6 Characteristics of Respondents Based on Monthly Income 78
Table 2. 7 Characteristics of Respondents Based on Purchase Frequency 79
Table 3. 1 Validity Test Results 81
Table 3. 2 Reliability Test Results 84
Table 3. 3 Recapitulation of Respondents Answers Regarding Viral Marketing Variable (X1) 85
Table 3. 4 Categorization of Viral Marketing (X1) 90
Table 3. 5 Recapitulation of Respondents Answers Regarding Online Customer Reviews Variable (X2) 91
Table 3. 6 Categorization of Online Customer Reviews (X2) 95
Table 3. 7 Recapitulation of Respondents Answers Regarding Online Customer Rating Variable (X3) 97
Table 3. 8 Categorization of Online Customer Ratings (X3) 101
Table 3. 9 Recapitulation of Respondents Answers Regarding Online Shopping Decision Variable (Y) 102
Table 3. 10 Categorization of Online Shopping Decision (Y) 107
Table 3. 11 Guidelines for Determining Relationships Between Variables 108
Table 3. 12 Results of Viral Marketing Correlation Coefficient Analysis on Online Shopping Decisions 109

Table 3. 13 Results of Analysis of the Coefficient of Determination of ViralMarketing on Online Shopping Decisions..... 110
Table 3. 14 Results of Simple Linear Regression Analysis Viral Marketing on Online Shopping Decisions 111
Table 3. 15 Results of Online Customer Review Correlation Coefficient Analysis on Online Shopping Decisions 113
Table 3. 16 Results of Online Customer Review Determination Coefficient Analysis on Online Shopping Decisions 114
Table 3. 17 Results of Simple Linear Regression Analysis Online Customer Review on Online Shopping Decisions 115
Table 3. 18 Results of Online Customer Rating Correlation Coefficient Analysis on Online Shopping Decisions 117
Table 3. 19 Results of the Analysis of the Coefficient of Determination of Online Customer Rating on Online Shopping Decisions 118
Table 3. 20 Results of Simple Linear Regression Analysis Online Customer Rating Against Online Shopping Decision..... 119
Table 3. 21 Results of Viral Marketing, Online Customer Review, and Online Customer Rating Correlation Coefficient Analysis on Online Shopping Decisions 121
Table 3. 22 Results of Multiple Linear Regression Analysis 123
Table 3. 23 The Results of t Test..... 127
Table 3. 24 The Results of F Test..... 130

LIST OF GRAPH

Graph 1. 1 E-Commerce Growth in Indonesia, 2018-2022 3
Graph 1. 2 Average of Tokopedia Visitors, 20218-2022 7
Graph 1. 3 E-Commerce Transaction, 2014-2023 11
Graph 1. 4 Google Trends, 2020-2021 12
Graph 2. 1 Tokopedia Organizational Structure Chart 73