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**ONLINE CUSTOMER REVIEW ANALYSIS OF FASHION PRODUCT CATEGORY ON
THE E-MARKETPLACE PLATFORM**

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Abstract:

This research aims to determine the effect of Online Customer Review Analysis of Fashion Product Categories on E-Marketplace. This research was carried out on the internet network, carried out in the form of an online survey given to the people of Jabodetabek. In this research, this type of research uses descriptive research methods with a quantitative approach. Quantitative research is known as a research method carried out using numbers, starting from collecting research data, how to interpret the data, to how the results appear. The data collection method in this research used a questionnaire via e-form which was distributed widely online to 133 respondents. Data collection using e-forms is carried out online so that research results can be collected and processed more quickly and easily. Based on the results of research regarding "Online Customer Review Analysis of Fashion Product Categories on E-Marketplace". So it can be concluded that: The Intensity dimension in measuring the weight of the criteria score is included in the "Very Good" category with an average percentage of 93.66% and based on the interval level average score measurement it is in the "Useful" category with an interval score of 4.17. The Valence of Opinion dimension in measuring the weight of the criteria score is included in the "Very Good" category with an average percentage of 97.01% and in measuring the average score at the interval level it is in the "Useful" category with an interval score of 4.17. The Content dimension in measuring the criteria score weight is included in the "Very Good" category with an average percentage of 96.83% and in measuring the average interval score it is in the "Very Useful" category with an interval score of 4.22.

Keywords: online customer review, fashion product category, e-marketplace platform

Background

One of the daily activities or activities of Indonesian people that is often carried out via the Internet is shopping online via e-marketplace. Currently, there are several e-marketplaces that are developing quite rapidly in Indonesia, such as Bukalapak, Shopee, and Tokopedia, all three of which implement the customer to customer (C2C) type in the form of a marketplace (Hariyanto & Trisunarno, 2020). E-Marketplace or shopping site has the same meaning as a market, but sellers and buyers do not meet directly, but only through internet media (Sutjahyo & Napitupulu, 2019). Online shopping



sites or what is commonly known as e-marketplace or e-commerce can be defined as a place or market, where sellers and buyers can carry out transactions online. Apart from that, e-marketplaces have three main functions, namely bringing together sellers and buyers, facilitating the exchange of transactions between products, services and/or information, payment transactions and also shipping arrangements (Prihastomo et al., 2018).

According to (We Are Social & Meltwater, 2023), it was recorded that from 2022 to early 2023 as many as 178.9 million Indonesians have shopped for goods they need or want online, which means there has been an increase in Indonesian people's online shopping habits by 12.8% year-on-year (YoY). Based on the same data, the annual consumer spending figure online in Indonesia has reached 55.97 trillion dollars, with 313 dollars or the equivalent of 4.6 million rupiah in average income per e-marketplace user. This growth is due to the convenience and certainty offered in online shopping, so that it can become an attraction for people to shop through online markets or online shopping sites (Shofianti, 2021). Currently, fashion category products are experiencing a fairly rapid increase in Indonesia. This is because fashion trends that occur in society are dynamic and will continuously experience changes following the times (Lestari, 2020). The rapid increase in fashion trends is caused by the rapid dissemination of information through mass media, because mass media is one of the places that can give rise to the latest fashion trends (Rahayu, 2022).

Based on data from We Are Social (2023), several reasons why Indonesian people decide to shop online are quite diverse. 54.9% said they were interested because of the free shipping promotion (postage), 52.3% said they were interested because of coupons and discount campaigns on twin dates, such as 11.11 and 12.12, 52.0% said they were interested because of reviews made by customers of the others who had purchased the product they wanted to buy, 45.0% said they were interested because of the fast and easy payment, and 40.1% were interested because of "likes" and positive comments on social media. So it can be concluded that attractive promos, coupons and campaign discounts, and online customer reviews are the biggest factors in Indonesian people's purchasing decisions when shopping online via e-marketplace.

A purchasing decision is a decision that needs to be taken by a buyer which can be influenced by various things, financial conditions, politics, price, location and also promotions given, so that this shapes the buyer's behavior to process all existing information and is finally able to form a response. what products you want to buy (Haitao, 2022). According to (Meutia & Aulia, 2019), high purchasing decisions can have a positive effect on the sustainability of a business or business. In making a purchasing decision, there are several stages that can influence customer habits and an understanding of how buyers ultimately decide to make a purchase.

Online customer reviews can be categorized as a type of electronic word-of-mouth (e-WOM) which provides information about a product, recommendations and perspectives from consumers who have purchased the product before (Lee & Youn, 2009). Electronic word of mouth (e-WOM) is a communication method that occurs in one or two directions and is carried out online without face-to-face contact. E-WOM is a form of marketing communication that contains positive or negative expressions of information to potential customers, with the hope that E-WOM can shorten and simplify the marketing process because it can eliminate distance constraints and shorten time (Kuo & Nakhata, 2019). Based on these phenomena, it can be concluded that online customer reviews have an important role for potential buyers of fashion products before they make a purchase on the marketplace. However, unfortunately, many naughty fashion product sellers use online customer reviews to deceive potential buyers. Therefore, For further research regarding online customer reviews of fashion products on e-marketplaces, researchers will conduct research with the title "Analysis of Online Customer Reviews of Fashion Product Categories on E-Marketplaces".



THEORETICAL FRAMEWORK

Online Customer Review

Online customer reviews are one of the most important things for buyers when considering the decision to purchase a product through an e-marketplace, this is to minimize disappointment and risks that buyers can feel. For a buyer, online customer reviews have an important role in determining purchasing decisions. So, it is necessary for e-marketplace platforms to improve product review systems. This is also because online customer reviews are able to make it easier for future customers who want to buy a product to make product purchasing decisions when they already understand the final impression of previous customers regarding the product (Sulaiman et al., 2021). Online customer reviews can also be considered as a medium so that buyers can see reviews that have been given by previous buyers regarding the product, service, and company of the product. Without realizing it, providing online customer reviews is one of the big factors that can influence customer purchasing decisions (Rachmat, 2021).

Customer reviews or online customer reviews provided online by buyers are their assessments of a product they have purchased from various aspects to convey more information about product quality which can help other buyers obtain information about the product. Apart from that, online customer reviews are considered to be one part of Electronic Word of Mouth (E-WOM), which means a direct assessment of a person and not an advertisement which is one of the various factors determining purchasing decisions (Widuri et al., 2022). Reviews are provided by online shopping sites where buyers can give their opinions online regarding products and services from the online shopping site, reviews are a suggestive assessment and a person's genuine opinion about a product, not an advertisement. Information about products that can be more reliable is information about products available through internet discussions whose level of influence is greater than product information from sellers, so that for potential customers, reviews can be very useful in determining purchasing decisions (Putri et al., 2022)

In some cases, buyers want to purchase a product, however, due to the lack of first-hand sensory information, the first thing the buyer will do is check and read product reviews to get a more realistic understanding of the features and functionality of the new product and to make a decision. purchase. This shows that buyers more trust the opinions of buyers who have already purchased the product, so buyers can make purchasing decisions or cancel purchases based on existing reviews. From this scenario, it can be seen that in fact with the growth of the Internet and e-marketplaces, an online customer review has become an important source of information for buyers in deciding whether or not to buy the product or which product to buy (Min et al., 2022). According to Goyette in (Marie & Widodo, 2019), online customer reviews as a part of E-WOM have three dimensions, namely: 1. Intensity, which is the number of opinions written by buyers who have previously made a purchase on e-marketplaces. 2. Valence of Opinion, defined as a positive and negative consumer opinion regarding a product, service or brand. 3. Content, can be defined as the content of information related to a product or service.

E-Marketplace

Since the last decade, many business people and large companies have started to make maximum use of the internet, one of which is selling through e-marketplaces. The growth of e-marketplaces in Indonesia has had quite satisfactory results, so many business people are interested in selling through e-marketplaces. Talking about e-marketplaces, this online market can be defined as a virtual market where sellers and buyers meet and carry out transactions with the same function as



traditional markets, e-marketplaces are only differentiated by computerization using a network in order to support the market more efficiently in providing information, the latest services, and various other uses to different buyers and sellers (Kurniawan et al., 2020). E-marketplace is a place where sellers and buyers are present to carry out transactions. Therefore, the e-marketplace is here to facilitate all transactions via the internet network online, where the reason for its use is to expand a more flexible work environment and business globalization (Hatammimi & Purnama, 2022).

Marketplace or e-marketplace is an information system between organizations where p Sellers and buyers in the market can communicate complete price, product and transaction information via electronic information and communication technology, namely the Internet. So, with this internet network, it can be easier for sellers to carry out promotions and also market their products more widely from national to global (Susanti, 2022). Currently, e-marketplace has become a new breakthrough that is quite interesting for everyone. All the conveniences provide a new experience for customers to shop online via the internet network. e-marketplaces are slowly playing an important role in the internet economy industry, because they promise to always improve supply chain performance by improving the flow of communication, coordination, and trade collaboration at the operational, tactical and strategic levels, as well as significantly increasing market efficiency by reducing costs, increasing speed to market and making procurement more efficient (Mangiaracina & Riccardo, 2021). E-marketplaces are currently present as a new digital economic foundation that is able to provide a global platform for businesses. This certainly has an impact on businesses to be able to reach wider and engage more actively with audiences than before (Tao, 2023).

METHOD

This research was conducted in January 2024 with the object of e-marketplace and the subjects were the people of Jabodetabek who use e-marketplace. This research was carried out on the internet network, carried out in the form of an online survey given to the people of Jabodetabek. In this research, this type of research uses descriptive research methods with a quantitative approach. Quantitative research is known as a research method carried out using numbers, starting from collecting research data, how to interpret the data, to how the results appear. The data collection method in this research used a questionnaire via e-form which was distributed widely online to 133 respondents. Data collection using e-forms is carried out online so that research results can be collected and processed more quickly and easily.

RESULT

To support the description of the data from this research, information on the answers from the respondents is needed. This is done to get valid results. To make it easier to interpret the variables studied, the researcher carried out a categorization analysis of the response values from the respondents obtained through the questionnaire. The scale used in this research is a Likert scale with a measuring scale of 5 answer scales.

Intensity

In this Intensity dimension, researchers want to know the intensity of respondents regarding online customer reviews of fashion product categories on e-marketplaces. The Intensity dimension has four questions and can be seen in the following table:

Table 4. 7 Frequencies of Answers to the Intensity Dimension

No	Statements	Alternative Answer				
		STS	TS	N	S	SS



1	In my opinion, fashion product reviews with the highest number of votes are more interesting.	Wi	1	2	3	4	5
		Fi	1	0	13	86	33
		\sum Wifi	549				
		%	0.75%	0.00%	9.70%	64.18%	24.63%
		Total	1		13	119	
			0.75%		9.70%	88.81%	
		Rata-rata	4.10				
2	In my opinion, fashion product reviews with more review numbers are more interesting.	Wi	1	2	3	4	5
		Fi	0	0	8	93	33
		\sum Wifi	561				
		%	0.00%	0.00%	5.97%	69.40%	24.63%
		Total	0		8	126	
			0.00%		5.97%	94.03%	
		Rata-rata	4.19				
3	I will compare several reviews so I can choose the best product.	Wi	1	2	3	4	5
		Fi	1	4	1	98	30
		\sum Wifi	554				
		%	0.75%	2.99%	0.75%	73.13%	22.39%
		Total	5		1	128	
			3.73%		0.75%	95.52%	
		Rata-rata	4.13				
4	I will read reviews of fashion products on other review platforms.	Wi	1	2	3	4	5
		Fi	0	4	1	86	43
		\sum Wifi	570				
		%	0.00%	2.99%	0.75%	64.18%	32.09%
		Total	4		1	129	
			2.99%		0.75%	96.27%	
		Rata-rata	4.25				
Average Percentage		1.87%		4.29%	93.66%		
Dimensional Average		4.17					

Source: Data Processed by Researchers (2023)

The results of research on the Intensity dimension show that the average percentage of answers agreeing and strongly agreeing is 93.66%. When compared to the weight of the criteria scores, this percentage falls into the very good category (81-100%). In this Intensity dimension, the contribution of the item with the highest percentage of average percentage of agree and strongly



agree is in statement item number four with a percentage of 96.27% with the statement "I will read reviews of fashion products on other review platforms".

Apart from item four, item three also has a fairly high percentage contribution with an average percentage of agree and strongly agree of 95.52% with the statement "I will compare several reviews in order to choose the best product" and item two with a percentage of 94.03% and with the statement "In my opinion, fashion product reviews with more review numbers are more interesting". With these results, it can be concluded that e-commerce users will read various kinds of reviews on other review platforms (one of which is online customer reviews on e-marketplaces), compare several online customer reviews of these fashion products on e-marketplaces intensively, and more interested in reading online customer reviews of fashion products with a higher frequency of review numbers, so they can find suitable products.

Based on the approach, the results of calculating the average Intensity dimension are 4.17, which when compared with the effectiveness interval scale range score, the number 4.17 is in the "Useful" scale category with an interval scale range of 3.40 - 4.19 supported by items statement number one with the statement "In my opinion, fashion product reviews with the highest number of votes are more interesting" with an average of 4.10. Then, it is also supported by statement item number two with the statement "In my opinion, fashion product reviews with more review numbers are more interesting" with an average of 4.19 and statement item number three with the statement "I will compare several reviews so I can choose best product" with an average of 4.13.

Valence of Opinion

The next dimension is the Valence of Opinion of online customer reviews which aims to find out respondents' opinions regarding online customer reviews that have positive or negative comments and recommendations from previous buyers. The following are the results of the response frequency data from the Valence of Opinion dimension.

Table 4. 8 Frequencies of Answers to the Valence of Opinion Dimension

No	Statements		Alternative Answer				
			STS	TS	N	S	SS
1	Saya akan membaca review produk fashion dari sisi positif maupun negatif	Wi	1	2	3	4	5
		Fi	1	1	3	90	39
		\sum Wifi	577				
		%	0.75%	0.75%	2.24%	67.16%	29.10%
		Total	2		3	129	
			1.49%		2.24%	96.27%	
		Rata-rata	4.23				
2	Menurut saya, review produk fashion yang saya baca dapat mempengaruhi keputusan pembelian produk fashion saya.	Wi	1	2	3	4	5
		Fi	2	1	3	94	34
		\sum Wifi	574				
		%	1.49%	0.75%	2.24%	70.15%	25.37%
		Total	3		3	128	
			2.24%		2.24%	95.52%	
		Rata-rata	4.17				



No	Statements		Alternative Answer				
			STS	TS	N	S	SS
3	In my opinion, a positive reply from a store to a negative review on a fashion product can help in purchasing decisions	Wi	1	2	3	4	5
		Fi	1	0	1	105	27
		\sum Wifi	559				
		%	0.75%	0.00%	0.75%	78.36%	20.15%
		Total	1		1	132	
			0.75%		0.75%	98.51%	
		Rata-rata	4.17				
4	In my opinion, fashion product reviews that are not helpful can only waste time to read.	Wi	1	2	3	4	5
		Fi	0	1	2	73	58
		\sum Wifi	590				
		%	0.00%	0.75%	1.49%	54.48%	43.28%
		Total	1		2	131	
			0.75%		1.49%	97.76%	
		Rata-rata	4.40				
5	In my opinion, fashion product reviews on social media are more interesting	Wi	1	2	3	4	5
		Fi	1	1	2	107	22
		\sum Wifi	547				
		%	0.75%	0.75%	1.49%	79.85%	16.42%
		Total	2		2	129	
			1.49%		1.49%	96.27%	
		Rata-rata	4.08				
6	I rely more on online customer reviews than personal opinions.	Wi	1	2	3	4	5
		Fi	2	0	4	110	18
		\sum Wifi	537				
		%	1.49%	0.00%	2.99%	81.34%	13.43%
		Total	2		4	128	
			1.49%		2.99%	95.52%	
		Rata-rata	4.06				
Average Percentage			1.12%		1.68%	97.01%	
Dimensional Average			4.17				



The Valence of Opinion dimension has a total of six items. The average number of agree and strongly agree answers from respondents was 97.01%. When compared with the criteria score weight, 97.01% is included in the very good category (81 – 100%). In the questionnaire results, the Valence of Opinion dimension, the highest percentage is in statement item number three with an average percentage of agree and disagree answers of 98.51% with the statement "In my opinion, a positive reply from the shop to a negative review of a fashion product can assist in purchasing decisions." Then, the next highest percentage is statement item number four with an average percentage of agree and disagree answers of 97.76%, the statement "In my opinion, fashion product reviews that are less helpful can only waste time to read", and statement item number one with The average percentage of agree and disagree answers was 96.27% with the statement "I will read reviews of fashion products from both positive and negative sides".

With these results, it can be concluded that opinions on online customer reviews on e-marketplace platforms have characteristics, such as positive or negative comments, positive replies from shops on e-marketplaces to negative online customer reviews, and online customer reviews that can help to read so that you don't waste time is very important and beneficial for e-commerce users. So, this is useful for e-marketplace users to determine the products they want to buy according to their wishes and minimize the risk of fraud by e-commerce sellers who make fake reviews. Based on the average calculation results, the Valence of Opinion dimension has an interval number of 4.17, which means that in the interval scale score the number is in the scale range (3.40 – 4.19) in the "Useful" category. This score is supported by item number two with an average of 4.17 and with the statement "In my opinion, the fashion product reviews that I read can influence my decision to purchase fashion products", item number three with an average of 4.17 and with the statement "In my opinion, a positive response from a shop to a negative review of a fashion product can help in purchasing decisions", item number five with an average of 4.08 and with the statement "In my opinion, reviews of fashion products on social media are more interesting", and item number six with an average of 4.06 and with the statement "I rely more on online customer reviews than personal opinions".

Content

The final dimension in this research is the content of online customer reviews. The aim is to find out whether the content of online customer reviews on e-marketplaces is paid attention to by respondents. In this Content dimension there are nine items whose results can be seen as follows:

Table 4. 9 Frequency of Answers in the Content Dimension

No	Statements		Alternative Answer				
			STS	TS	N	S	SS
1	In my opinion, comments/replies from shops on a fashion product review are very important.	Wi	1	2	3	4	5
		Fi	0	2	9	81	42
		\sum Wifi	565				
		%	0.00%	1.49%	6.72%	60.45%	31.34%
		Total	2		9	123	
			1.49%		6.72%	91.79%	
	Rata-rata	4.22					
2	In my opinion, star ratings and	Wi	1	2	3	4	5
		Fi	0	1	7	85	41



No	Statements		Alternative Answer					
			STS	TS	N	S	SS	
	online reviews of fashion products are very important.	\sum Wifi	568					
		%	0.00%	0.75%	5.22%	63.43%	30.60%	
		Total		1		7	126	
				0.75%		5.22%	94.03%	
		Rata-rata	4.24					
		3	In my opinion, the latest fashion product reviews are better than the old ones.	Wi	1	2	3	4
Fi	1			1	5	97	30	
\sum Wifi	556							
%	0.75%			0.75%	3.73%	72.39%	22.39%	
Total				2		5	127	
				1.49%		3.73%	94.78%	
Rata-rata	4.15							
4	In my opinion, reviews of fashion products that can solve problems are preferred	Wi	1	2	3	4	5	
		Fi	0	2	4	101	27	
		\sum Wifi	555					
		%	0.00%	1.49%	2.99%	75.37%	20.15%	
		Total		2		4	128	
				1.49%		2.99%	95.52%	
		Rata-rata	4.14					
5	In my opinion, it is better for fashion product reviews to have no errors in the writing	Wi	1	2	3	4	5	
		Fi	0	1	3	96	33	
		\sum Wifi	560					
		%	0.00%	0.75%	2.24%	71.64%	24.63%	
		Total		1		3	129	
				0.75%		2.24%	96.27%	
		Rata-rata	4.18					
6	Fashion product reviews with pictures can be much more trustworthy.	Wi	1	2	3	4	5	
		Fi	1	2	1	100	30	
		\sum Wifi	558					
		%	0.75%	1.49%	0.75%	74.63%	22.39%	
		Total		3		1	130	
				2.24%		0.75%	97.01%	



No	Statements		Alternative Answer					
			STS	TS	N	S	SS	
		Rata-rata	4.16					
7	In my opinion, fashion product reviews with videos are much better than in text form.	Wi	1	2	3	4	5	
		Fi	0	0	2	108	24	
		\sum Wifi	558					
		%	0.00%	0.00%	1.49%	80.60%	17.91%	
		Total	0		2		132	
			0.00%		1.49%		98.51%	
		Rata-rata	4.16					
8	In my opinion, a good fashion product review title would be much more interesting.	Wi	1	2	3	4	5	
		Fi	2	1	2	65	63	
		\sum Wifi	585					
		%	1.49%	0.75%	1.49%	48.51%	47.01%	
		Total	3		2		128	
			2.24%		1.49%		95.52%	
		Rata-rata	4.37					
9	In my opinion, fashion product reviews should be easy to understand	Wi	1	2	3	4	5	
		Fi	1	2	2	96	33	
		\sum Wifi	560					
		%	0.75%	1.49%	1.49%	71.64%	24.63%	
		Total	3		2		129	
			2.24%		1.49%		96.27%	
		Rata-rata	4.18					
Average Percentage			1.68%		1.31%		96.83%	
Dimengional Average			4.22					

Source: Data Processed by Researchers (2023)

Based on the data results above, the Content dimension has an average percentage of agree and strongly agree questionnaire answers of 96.83%. This figure is included in the very good category with a range of criteria score weights (81% – 100%). The results of the questionnaire from the Content dimension, the item contribution with the highest percentage is item number seven with an average percentage of agree and strongly agree of 98.51% with the statement "In my opinion, fashion product reviews with videos are much better than in text form"

Apart from item number seven, there are several items with quite high percentages, such as number six which also has a fairly high average percentage of agree and strongly agree with a figure of 97.01% with the statement "In my opinion, reviews of fashion products with pictures can much more trustworthy", item number five with an average percentage of agree and strongly agree 96.27% with the statement "In my opinion, fashion product reviews are better without errors in the writing",



and item number nine with an average percentage of agree and strongly agree 96.27% and with the statement "In my opinion, fashion product reviews should be easy to understand". These results show that the content in online customer reviews is very important, such as having pictures, no errors in writing, and being easy to understand, so that it can be useful and help e-marketplace users in providing a good description of the product they want to buy.

Based on the average calculation results, the Content dimension has an interval number of 4.22, which means that in the interval scale score range the number is in the scale range (4.20 – 5.00) in the "Very Useful" category. This is supported by item number eight with an average of 4.37 and the statement "In my opinion, the title of a good fashion product review will be much more interesting", item number two with an average of 4.24 with the statement "In my opinion, star ratings and online reviews of fashion products are very important", and item number one with an average of 4.22 with the statement "In my opinion, comments/replies from shops on a review of fashion products are very important".

Average Score

After conducting research on the dimensions of Intensity, Valence of Opinion, and Content. The average number of each dimension has been found. Next, based on the average results of all these dimensions, it is necessary to calculate the final average number which is processed using the following average score formula:

Table Dimensional Average Scores

DIMENSI		
<i>Intensity</i>	<i>Valence of Opinion</i>	<i>Content</i>
4,17	4,17	4,22
(Bermanfaat)	(Bermanfaat)	(Sangat Bermanfaat)
Rata – rata = $\frac{4,17+ 4,17+ 4,22}{3} = 4,18$		

Source: Data Processed by Researchers (2023)

Based on the values that have been calculated based on these four dimensions, an average value of 4.18 has been obtained. The average dimension score of 4.18 is included in the interval scale in the scale range (3.40 – 4.19) in the useful category, so it can be concluded that the dimensions of Intensity, Valence of Opinion, and Content in online customer reviews are useful for e-users. - marketplace.

CONCLUSION

Based on the results of research regarding "Online Customer Review Analysis of Fashion Product Categories on E-Marketplace". So it can be concluded that: The Intensity dimension in measuring the weight of the criteria score is included in the "Very Good" category with an average percentage of 93.66% and based on the interval level average score measurement it is in the "Useful" category with an interval score of 4.17. The Valence of Opinion dimension in measuring the weight of the criteria score is included in the "Very Good" category with an average percentage of 97.01% and in measuring the average score at the interval level it is in the "Useful" category with an interval score of 4.17. The Content dimension in measuring the criteria score weight is included in the "Very Good" category with an average percentage of 96.83% and in measuring the average interval score it is in the "Very Useful" category with an interval score of 4.22.



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