The Influence of Online Customer Reviews on Shopee on the Brand Image of Jaya Sari Houseware Online Shop

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Abstract: Online Customer Reviews are assessments given by consumers to products that have been purchased in online stores. These reviews can be positive or negative reviews about product quality, and can serve as an evaluation of information about goods and services available on third party sites and retailers. This review was created by consumers who have purchased the product. Brand image is the impression or perception that customers or the general public have of a brand. Brand image is formed through customer experiences and interactions with the brand, both directly and indirectly. This research aims to test the influence of online customer reviews on the Brand Image of the Jaya Sari Houseware Online Store on the Shopee platform. The method used in this research is a quantitative method with data collection techniques using online questionnaires with a population of Indonesian people who have the Shopee application, like to shop at Shopee and like to shop for household products at Shopee and have a total sample of 60 respondents. The data analysis technique in this research uses the Smart Pls 3.0 system with validity, reliability and hypothesis testing as measuring tools. The results of this research show that the P-Value value is <0.05, which means that Online Customer Reviews at Shopee (X) have a significant influence on the Brand Image of the Jaya Sari Houseware Online Store, while the Adjusted R Square value shows a value of 0.508, which means Online Customer Reviews (X) has an influence of 50.8% on the Brand Image of the Jaya Sari Houseware Online Store, while the other 49.2% is influenced by other factors outside of Online Customer Reviews such as product quality or affordable product prices. Positive reviews from customers on Shopee can help build a good Brand Image for the Jaya Sari Houseware Online Store. Positive reviews create social proof that increases brand trust and reputation.

1 INTRODUCTION

In today's digital era, internet technology has brought major changes in the way consumers shop. Technological developments have changed people's way of life, including marketing. In the past, marketing activities were carried out conventionally, but now they have shifted to digital marketing. Digital marketing is a marketing strategy that uses the internet to reach a wider market (Dinar et al., 2023). Today's consumers find it easier to get information about the products and brands they are interested in through online customer reviews. Online Customer Review is an assessment left by consumers about a product or service that has been purchased at an online shop, whether it is a positive or negative review. Online Customer Reviews can also appear on third party sites and retail stores, and are usually made by consumers who have used and

used the product or service. This Online Customer Review can provide very valuable information for potential buyers, because it can help them make smarter purchasing decisions (Asri Nugrahani Ardianti, 2019). Ratings and Online Customer Reviews often contain comments that are disproportionate or even irrelevant to the quality or quantity of the product that has been purchased. However, there are also reviews that provide accurate descriptions of the products that have been purchased. Apart from that, there are also reviews that cover delivery aspects and other matters related to purchase transactions (Kamisa et al., 2022)

In an increasingly sophisticated era, consumers have become smarter in choosing the products they will buy. They not only consider quality or price, but also pay attention to the brand image or advantages that have long been attached to the product. Brand image is very important in product success, because

when consumers buy a product, they tend to choose a certain brand (Damayanti et al., 2021). Brand is a term that refers to a sign, name, symbol, or a combination of the three, which is used to differentiate products or services from one seller from other sellers (Simamora, 2000). On the other hand, brand image is the assessment given by consumers to the product brand. In this case, brand image reflects consumers' perceptions or views about the brand, including quality, reliability, and the image formed in their minds (Keller, 2013).

Online customer reviews can influence consumer decision-making processes (Angelique et al., 2021). Consumers tend to look for online discussions that assess products or services before they buy the product or use a service. If positive reviews dominate, they will be more likely to choose that brand. However, negative reviews may make them hesitate and switch to another brand. Additionally as Digital Word-of-Mouth Consumers tend to share their experiences with products or services through online reviews with their friends or family. This can influence other people's perceptions of the brand and expand its impact. Lastly, if there are many positive reviews, satisfied consumers can become strong brand advocates. They will voluntarily recommend the brand to others, both online and in person, thereby enhancing the brand image and helping expand the brand's reach.

According to research results (Valentino Pentury et al., 2019) regarding the influence of E-WOM on Brand Image and Purchase Intention at Three Star Hotels in Bali, OTA reviews of three star hotels in Bali that are easy to understand are an indicator of E-WOM. with the highest loading factor value. Apart from that, the brand image indicator states that after reading reviews on OTA, respondents think that the three-star hotel located in Bali has a very attractive design and facilities, and also has the highest loading factor value. Other research containing the influence of online reviews & customer experience on brand image & purchase intention on Pinterest states that online reviews and consumer ratings have a very influential impact on a brand's image and purchasing decisions on Pinterest. The variables studied will be related to each other. With online reviews and good customer assessments, a good brand image will be created in the eyes of potential consumers, which in turn will influence purchasing decisions (Angelique et al., 2021).

This shows that online customer reviews can help build positive relationships with consumers and improve perceptions of the brand if there are negative reviews. Additionally, companies can also use these reviews as feedback to improve their products or services.

Shopee, as one of the largest e-commerce platforms in Indonesia, already has millions of users who shop on their platform every day. The increase and decrease in visitors to e-commerce applications will determine the popularity of the available applications, in this position Shopee is in the main ranking with 158 million visitors in the first quarter of 2023 (Ahdiat, 2023)

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The presence of online customer reviews has an important role in influencing consumer perceptions about the brand and products of an online shop. Shopee is one of the most popular e-commerce platforms in Indonesia, which is widely used by various people to shop online. Therefore, this will provide an idea of how much influence customer

reviews have on the brand image of Toko Jaya Sari Houseware on the Shopee platform. Not only that, it is also hoped that this research can help Toko Jaya Sari Houseware in improving the quality of their services and products in accordance with consumer expectations, in order to increase consumer trust and strengthen their brand image on the Shopee platform. Thus, this research entitled The Influence of Online Customer Reviews on Shopee on the Brand Image of the Jaya Sari Houseware Online Store was chosen so that it could be studied further.

2 LITERATUR REVIEW

2.1 Electronic Word of Mouth (E-WOM)

Electronic word of mouth refers to good or bad opinions or reviews given by previous consumers regarding a product or company in general via the internet (Thurau et al., 2004). Positive information shared through word of mouth tends to be more easily remembered by consumers and can form a positive brand image, while negative information tends to be more difficult to remember and can cause a negative brand image (Herr et al., 1991).

In addition, product information conveyed via social media has a greater scope and is easier to reach by many people than traditional word of mouth communication, so that electronic word of mouth can be an effective strategy for marketers in building consumer loyalty to the brands being marketed (Chan & Ngai, 2011).

In other words, E-WOM (Electronic Word of Mouth) refers to good or bad opinions or reviews given. Through the internet media consumers previously shared their opinions and experiences about the product or company as a whole. E-WOM is an effective strategy in building consumer loyalty towards the brand being marketed, marketers must focus on efforts and strategies that aim to create strong bonds between customers and the brand, because it has a wider reach and is more easily accessible than word of mouth communication. Positive information shared through E-WOM tends to be more easily remembered by consumers and can form a positive brand image, while negative information tends to be more difficult to remember and can cause a negative brand image.

2.2 Online Customer Review

Online customer reviews (OCRs) are a form of word of mouth communication in online sales. Information about products is obtained from other consumers who have used them (Filieri & Mcleay, 2013). The existence of OCRs provides consumers with the advantage of looking for comparisons with similar products sold by different online sellers without having to visit a physical store (Haque et al., 2015). According to (Almana & Mirza, 2013), OCRs are used as a source of information for consumers to influence purchasing decisions and function as decision aids, consumer feedback mechanisms, and recommendation systems on online shopping platforms. OCRs are also considered a form of electronic word of mouth that can influence and play a role in the purchasing decision process (Sutanto & Aprianingsih, 2016).

In other words, online customer reviews are assessments or opinions written by customers about the products or services they use and published online. These reviews can be in the form of comments, testimonials, or ratings. Online customer reviews are evaluations or opinions regarding products or services that have been used by previous consumers. These reviews are a crucial source of information for potential consumers in making decisions to buy or use the product or service. And can affect the image and reputation of the company concerned. Therefore, it is very important for companies to actively monitor and provide good responses to these reviews. Online customer reviews to improve product and service quality and maintain consumer trust.

According to (Elwada et al., 2016) in (Rohmatulloh, 2021) put forward three indicators of online customer reviews:
1. Perceived usefulness, describes a person's level of belief that a technology or product will provide benefits or help achieve certain goals. Consumers who perceive high benefits from a product are more likely to use it regularly and recommend it to others.
2. Perceived enjoyment, namely the pleasure felt by consumers which refers to a person's level of satisfaction or joy when using a particular product or technology through online customer reviews.
3. Perceived Control, the control felt by consumers which refers to a person's level of confidence in their ability to control the results of actions or decisions taken

2.3 Brand Image

Brand refers to a way to differentiate a name or symbol, such as a logo, trademark, or packaging design. The main function of a brand is to identify

products or services originating from a particular producer or group of producers, as well as to differentiate these products or services from those offered by competing producers (Gitosudarmo, 2015).

Brand image is a picture formed in consumers' minds about a brand based on the information, experiences and relationships they have with the brand. Brand image reflects consumer perceptions regarding the characteristics, attributes, values and images associated with the brand. Brand associations are anything that establishes a connection in the consumer's mind between a brand and an attribute, characteristic, value, image, or other entity that is mentally connected to that brand. Brand associations reflect how consumers connect a brand to various concepts or entities that they remember or identify with. The level of strength of brand association will become stronger along with consumption experience or information obtained, and will be further strengthened with other network support (P. Kotler & Keller, 2016).

(Keller, 2003) explains that brand image or brand perception can be assessed through several indicators or aspects, including the following:

1. Strength reflects the extent to which a brand has a strong presence and influence in consumers' minds. Brands that have high power can be recognized easily, have top-of-mind awareness, and are remembered by consumers. Brand strength also includes aspects of brand stability and ability to survive over a long period of time. Brands that have strong strength usually have resistance to market changes and intensive competition.

2. Uniqueness reflects the extent to which a brand has attributes, characteristics, or value propositions that differentiate it from competing brands in the market. Brand uniqueness can be realized through physical attributes, product advantages, technology, design, market position, or the way the brand interacts with consumers. Brands that have strong uniqueness can provide competitive advantages and differentiate themselves in the eyes of consumers.

3. Favorable refers to a brand's ability to be easily remembered by customers. This favorable category includes the ease of pronouncing the brand name, the brand's ability to remain in the customer's memory, and the harmony between the customer's perception of the brand and the desired image that the company wants to convey for the brand in question.

2.4 E-Commerce

According to Kotler & Armstrong in (Potu, 2022), E-commerce refers to an online platform that can be accessed via computer, used by businesses to carry out business transactions and also used by consumers to obtain information through the use of computers. In the process, e-commerce provides information services to consumers that help them make purchasing decisions. In its general definition, e-commerce is a process of buying and selling and marketing goods and services carried out through electronic systems, including through media such as radio, television and the internet (P. D. Kotler, 2012).

E-commerce involves online transactions, including retail, online banking, and shopping where buyers can buy and shop online (Chaffey & Smith, 2013). Many people are starting to switch from offline to online shopping because of the convenience provided by e-commerce. As the use of e-commerce increases, the online shop concept continues to develop, including online marketplaces where many sellers can sell on the platform. The concept of online marketplace itself has actually been known and defined for a long time (Farki et al., 2016).

Based on the explanation above, it can be concluded that E-commerce or Electronic Commerce is a business activity carried out electronically or online via the internet network. E-commerce involves various activities such as buying, selling, and exchanging products or services, as well as transferring funds over electronic networks. E-commerce also includes the process of marketing, promotion and distribution of products or services online. E-commerce makes it easier for consumers to carry out transactions, as well as providing wider opportunities for businesses to reach a larger market and expand their business. With technological developments continuing to increase, e-commerce is becoming increasingly important in business activities in this digital era.

3 METHODS

3.1 Types of Research

This research method uses a quantitative method where the data collected is in numerical form. Quantitative methods involve collecting numerical data which is then analyzed using statistical techniques. In this research, researchers were able to

obtain accurate data about the Brand Image of the Jaya Sari Warehouse Online Store on Shopee from Online Customer Reviews.

The research design used in this research is a non-experimental design with explanatory research and using a survey method. Non-Experimental Research Design is a research design where the respondent/sample/subject does not receive intervention and no independent variables are manipulated (Brink, 2009). Explanatory research is research that aims to test hypotheses and theories that explain the mechanisms and reasons behind the occurrence of a phenomenon (Johnson & Christensen, 2014).

3.2 Population & Sample

According to (Sugiyono, 2010), the definition is that population is a generalized area consisting of objects or subjects that have certain characteristics and qualities, which will then be sampled by researchers to draw conclusions. The population of this research is Indonesian people who use the application Shopee and usually shop for household products through the Shopee application.

According to (Sekaran & Bougie, 2016) in (Wibowo & Heryjanto, 2020), the sample is part of the population selected as a representation of the entire population. Sampling techniques are methods or procedures used to determine how samples will be drawn from a larger population. The aim of the sampling technique is to select samples that represent the characteristics and variations of the population in general (Arikunto, 2013).

The sampling technique used in this research is non-probability sampling, where not all elements in the population are selected as samples. In this research, a purposive sampling method was used where researchers selected samples that met certain criteria (Hair et al., 2010). Based on the requirements of the purposive sampling technique above, samples are given to subjects or respondents who have the following characteristics:
1. Indonesian people who have the Shopee application.
2. Indonesian people who like shopping at Shopee.
3. Indonesian people who like to shop for household products at Shopee.

Determining the sample size in this study refers to the guidelines provided by (Hair et al., 2010), where the number of respondents is adjusted to the number of statement indicators in the questionnaire, with an estimated range between n*5 to n*10 indicators. It is recommended that samples have a size that reaches or exceeds 100. As a general guideline, the minimum sample size should be at least five times larger than the number of question items to be analyzed, and ideally the sample size will be more acceptable if it follows a ratio of 10:1 (Hair et al., 2010).

The sample was selected according to the natural statement indicators of the questionnaire which consisted of 6 items, so the sample taken was 6*10 (n*10) = 60 respondents. According to (Arikunto, 2006), respondents refer to individuals or groups who are research subjects and are asked to provide responses or answers regarding perceptions and facts related to the topic being researched.

The data analysis technique used in this research uses the Smart Pls 3.0 application with analysis of validity, reliability and hypothesis testing

4 RESULTS AND DISCUSSION

4.1 Validity Test

Validity testing is a measurement process to determine the extent to which the measurement instrument or method used actually measures what is intended. In the context of research, validity is the extent to which a measurement instrument can accurately measure the variables studied. Validity is important because if the instrument is not valid, the research results obtained may be inaccurate or unreliable (Ghozali, 2012). In this research, validity was tested in two ways, namely convergent validity and discriminant validity.

4.2 Convergent Validity

In the context of SmartPLS, convergent validity is measured using two main components, namely the loading factor where the indicator is said to be valid if it exceeds the limit value of 0.7 and the AVE (Average Variance Extracted) value where the variable is said to be valid if it exceeds the limit value of 0.5.

Table 1: Loading Factor.

Pernyataan	Brand Image	Online Customer Review
OCR1		0,910
OCR2		0,893
OCR3		0,886
OCR4		0,864
OCR5		0,886
OCR6		0,927
OCR7		0,883
OCR8		0,839
OCR9		0,821
BI1	0,915	
BI2	0,920	
BI3	0,864	
BI4	0,926	

Source: Data di olah oleh Vincent, 2023

Table 2: Output Result AVE.

Variabel	Average Variance Extracted (AVE)
Brand Awareness	0,822
Online Customer Review	0,773

Source: Data di olah oleh Vincent, 2023

Based on table 4.7 above, it is known that the Loading Factor value is >0.7, where this result is declared valid. These results were obtained by researchers without removing a single statement indicator for the two variables, namely Online Customer Review on the Shopee platform and Online Brand Image of Toko Jaya Sari Houseware. Meanwhile, the AVE value of the two variables, namely Brand Image and Online Customer Review, based on table 4.8 data, has a value of >0.5, therefore it can be stated that convergent validity is declared valid or meets the requirements.

4.3 Discriminant Validity

To measure discriminant validity, this research uses a commonly used approach, namely cross loading factors. To analyze the cross-loading factor, it is done by looking at the loading factor value of each variable. In a good discriminant validity analysis, variables should have high factor loadings on the factors considered and low factor loadings on other factors.

Table 3: Cross Loading Factor.

Pernyataan	Brand Image	Online Customer Review
OCR1	0,619	0,910
OCR2	0,628	0,893
OCR3	0,614	0,886
OCR4	0,557	0,864
OCR5	0,690	0,886
OCR6	0,675	0,927
OCR7	0,679	0,883
OCR8	0,627	0,839
OCR9	0,578	0,821
BI1	0,915	0,643
BI2	0,920	0,668
BI3	0,864	0,565
BI4	0,926	0,717

Source: Data processed by Vincent, 2023

The results of table 4.9, the cross loading factor variable value is greater than other construct variables and also the value is >0.7, so it can be said that discriminant validity has met the requirements.

4.4 Reliability Test

One popular method is to use Cronbach's alpha. A high Cronbach's alpha value (>0.7) indicates good internal consistency in the measurement instrument. Cronbach's Alpha measures the consistency between items in a measuring instrument or scale. The Cronbach's Alpha value ranges from 0 to 1, with the higher the Cronbach's Alpha value, the higher the internal reliability of the measuring instrument or scale.

Table 4: Cronbach's alpha & Composite Reliability.

Variabel	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,928	0,949
Online Customer Review	0,963	0,968

Source: Data processed by Vincent, 2023

Based on table 4.10, it can be seen that the Cronbach's alpha & Composite Reliability value is >0.7, this shows that the measurement instrument has a good level of reliability. Good reliability shows that the instrument produces consistent and reliable measurement results.

4.5 Hypothesis Testing

Hypothesis testing using Smart Pls 3.0 is carried out through Bootstrapping analysis, where this analysis measures the magnitude of the influence between variables with the output P-Values <0.05 if variable X has an influence on variable Y.

Table 5: Uji Hipotesis Variabel X terhadap Y.

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Online Customer Review -> Brand Awareness	0,719	0,720	0,108	6,626	0,000

Source: Data processed by Vincent, 2023

Based on table 4.11, it can be seen that the P-Value value is <0.05, which means that Online Customer Reviews on Shopee (X) have a significant influence on the Brand Image of the Jaya Sari Houseware Online Store, so H1 is ACCEPTED and H0 is REJECTED.

Online customer reviews (OCRs) are a form of word of mouth communication in online sales. Information about products is obtained from other consumers who have used them (Filieri & Mcleay, 2013). OCRs are used as a source of information for consumers to influence purchasing decisions and function as decision aids, consumer feedback mechanisms, and recommendation systems on online shopping platforms. OCRs are also considered a form of electronic word of mouth that can influence and play a role in the purchasing decision process (Sutanto & Aprianingsih, 2016).

Brand image is a picture formed in consumers' minds about a brand based on the information, experience and relationship they have with that brand (P. Kotler & Keller, 2016). Brand image is formed through customer experiences and interactions with the brand, both explicitly and implicitly. Product or service quality, brand reputation, price, promotion and brand behavior are several factors that influence brand image.

E-commerce is a process of buying and selling and marketing goods and services carried out through electronic systems, including through media such as radio, television and the internet (P. D. Kotler, 2012). As the use of e-commerce increases, the online shop concept continues to develop, including online marketplaces where many sellers can sell on the platform. The concept of online marketplace itself has actually been known and defined for a long time (Farki et al., 2016).

According to existing theory, Online Customer Reviews in an E-commerce environment, such as Shopee, can have a strong impact on consumer perceptions of the brand. Positive reviews can improve brand image by building trust, influencing perceptions of quality, and attracting consumer interest. Therefore, in e-commerce marketing strategies, it is important to carefully monitor and manage consumer reviews in order to build and maintain a positive brand image.

Positive reviews from previous consumers can help build potential consumers' trust in a brand. These reviews act as concrete proof that the product or service offered is of good quality. This trust allows brands to become more credible in the eyes of consumers and gain authority in the market. Positive reviews, which often include consumers' positive experiences with a product or service, can influence the perception of brand quality. Consumers will tend to associate brands with positive experiences expressed in reviews. This can help build a high-quality brand image. Positive reviews can shape consumers' attitudes towards a brand. Consumers tend to feel more positive and are more likely to choose brands that have positive reviews. A positive consumer attitude towards a brand helps build loyalty and retention.

This supports the theory that Online Customer Reviews in an E-commerce environment, such as Shopee, can have a strong impact on consumer perceptions of the brand. Positive reviews can improve brand image by building trust, influencing perceptions of quality, and attracting consumer interest. Therefore, in e-commerce marketing strategies, it is important to carefully monitor and manage consumer reviews to build and maintain a positive brand image.

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R-squared determination analysis (R^2) is a measure used in regression analysis to measure how well the variability of the dependent variable (Y) can

be explained by the independent variable (X) in the regression model. R-squared can provide information about the proportion of variation in the data that can be explained by the regression model (Priyatno, 2010).

A high R^2 value indicates that the regression model effectively explains the variation in the data. However, R-squared does not provide information about the overall validity or suitability of the regression model. R-squared only provides information about the extent to which the model can explain variations in the dependent variable (Priyatno, 2010)

Table 6: Koefisien Determinasi (R-Square).

Variabel	R Square	R Square Adjusted
Online Customer Review -> Brand Awareness	0,517	0,508

Source: Data processed by Vincent, 2023

Table 4.12 produces an R Square Adjusted value showing a value of 0.508, which means that Online Customer Review (X) has an influence of 50.8% on the Brand Image of Jaya Sari Houseware Online Store, while the other 49.2% is influenced by other factors outside of Online Customer Review such as product quality, customer service , visual branding, promotions, price, and other factors that contribute to consumer perception of a brand. This is in line with previous research, namely the Influence of Celebrity Endorser and Electronic Word of Mouth on Purchase Interest with Brand Image as a Mediating Variable in Tokopedia E-commerce. The findings show that E-WOM has a positive and significant influence on Tokopedia's brand image. These findings show that the more positive reviews and recommendations submitted via E-WOM, the more positive Tokopedia's brand image will be. These E-WOM messages tend to be spread through internet-based media as an intermediary medium for communication (Rusiana et al., 2023).

The influence of Online Customer Reviews which reached 50.8% highlights the importance of the role of consumer reviews in shaping the Brand Image of the Jaya Sari Houseware Online Store. Reviews left by consumers on online platforms such as Shopee have a significant impact in guiding consumer perceptions of these brands. This large percentage shows that reviews from previous users are not only a determining factor but also a major contributor in forming a positive image of the brand.

Positive consumer reviews have more of an effect than just providing information about a product or service. They help build trust, strengthen perceptions of quality, and create a positive impression on potential consumers. It also drives the word of mouth (e-WOM) effect, where satisfied consumers are more likely to recommend the brand to others.

The influence of 49.2% which comes from other factors shows that there are other variables or elements that contribute to forming the Brand Image of the Jaya Sari Houseware Online Store. These factors can include aspects such as product quality, customer service quality, visual branding, unique added value offered by the brand, competitive prices, promotions carried out, and also the impact of rivals in the market. Although Online Customer Reviews have a significant influence, these other factors also play an important role in shaping consumer perceptions of brands. The quality of the products and services provided, a good shopping experience, and other factors will also shape consumers' views of the brand as a whole.

These results indicate the importance of maintaining a balance between consumer review management and other factors that influence brand image. While consumer reviews have a strong influence, it should not be overlooked that other factors also play an important role in shaping consumer perceptions. They can contribute positively or negatively to a brand's image, depending on how these factors are managed.

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