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THE INFLUENCE OF ISLAMIC RELIGIOSITY, ONLINE CUSTOMER REVIEWS, AND EASE OF SHOPPING ON CONSUMER PURCHASE DECISIONS THROUGH THE SHOPEE MARKETPLACE

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ABSTRACT

This quantitative research discusses e-commerce in relation to online customer reviews and ease of shopping and its influence on purchasing decisions through Shopee e-commerce. This study aims to analyze the influence of Islamic religiosity, online customer reviews, and ease of shopping on customer purchase decisions on the Shopee Marketplace. The analysis method used was multiple linear regression using IBM SPSS 23 software. Primary data is obtained through the distribution of questionnaires to respondents who are active users of Shopee. The research sample consisted of the number of respondents determined by the slovin method, taken from shopee online customer data La Tansa Bookstore and Stationery. The results of the study according to the partial test (t), the Islamic Religiosity variable did not affect the purchase decision through shopee e-commerce La Tansa Bookstore and Stationery on the results of the multiple regression test. Conversely, both Online Customer Reviews and Ease of Shopping have a positive impact on purchasing decisions through shopee e-commerce La Tansa Bookstore and Stationery. The test results showed that 73.7% was accounted for by the dependent variables, indicating a significant influence on the independent variables

ABSTRAK

Penelitian kuantitatif ini bertujuan untuk menganalisis pengaruh Islamic religiosity, online customer review, dan kemudahan berbelanja terhadap keputusan pembelian pelanggan pada Marketplace Shopee. Metode analisis yang digunakan adalah regresi linear berganda dengan menggunakan perangkat lunak IBM SPSS 23. Data primer diperoleh melalui penyebaran angket atau kuesioner kepada responden yang merupakan pengguna aktif Shopee. Sampel penelitian terdiri dari jumlah responden ditentukan dengan metode slovin, diambil dari data pelanggan online shopee Toko Buku dan Alat Tulis La Tansa. Hasil penelitian menurut uji parsial (t), variabel Islamic Religiosity tidak berpengaruh terhadap keputusan pembelian melalui shopee e-commerce Toko Buku dan Alat Tulis La Tansa pada hasil uji regresi berganda. Sebaliknya, baik Online Customer Review ataupun Kemudahan Berbelanja berdampak positif terhadap keputusan pembelian melalui shopee e-commerce Toko Buku dan Alat Tulis La Tansa. Hasil pengujian menunjukkan bahwa 73,7% dicatat oleh variabel-variabel Dependen, menunjukkan pengaruh signifikan terhadap variable Independen.

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1. INTRODUCTION

Normatively, religion sets the standards of values that guide good moral action in human life. Religious education needs to meet basic needs by directing individuals to achieve religious goals in order to enrich themselves with practices

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that will lead to happiness in the world and hereafter (Fauzan, 2018). In the era of electronic commerce (e-commerce), online customer reviews have a very important role. They become the foundation for purchasing decisions for potential consumers and are a reflection of real experiences experienced by previous consumers. Based on data from Katadata Databox, shows that people's enthusiasm for online shopping is very high and increases from year to year. The amount of online shopping has also increased in Indonesia by up to 250 percent. Often referred to as Online Customer Reviews (OCRs), it is a form of Word of Mouth Communication in online sales. According to the Islamic perspective, e-commerce transactions can be explained as buying and selling processes that have several principles in common with bai 'as-salam, including delays in the delivery of products and certain marketing strategies. Bai' as-salam itself refers to a type of sale and purchase agreement in which the goods will be handed over after full payment is made. Haris explained that as-salam, also known as as-salaf, is a form of buying and selling transactions with prepayment. In addition, it is important to note that the concept of as-salam involves the idea of shipping goods while the distribution of commodities is suspended (Abdul Aziz & Mariyah Ulfah, 2010).

Taking into account the above-mentioned foundations, researchers are interested in investigating La Tansa Gontor Book & Stationery Shop, a branch of Pondok Modern Darussalam Gontor which is famous for its rapid marketing growth. The use of the marketplace platform to sell products is a new development for the Pondok Modern Darussalam Gontor business unit, especially for La Tansa Gontor Bookstore, because previously there had been no use of the platform in carrying out sales activities. By utilizing sales through e-commerce platforms, especially Shopee, as a step to face the change towards digitizing the economy, it has proven to be an effective solution. This can be seen from the increase in the number of followers and the increased interaction between customers and the online admin of La Tansa Bookstore.

2. LITERATURE REVIEW

Electronic commerce is concerned with doing business electronically. E-commerce is based on electronic processing and transmission of data, including text, sound and video. E-commerce includes all kinds of activities including electronic commerce of goods or services, online delivery of digital content, electronic fund transfers, electronic share trading, electronic bill of lading, commercial auctions, design and engineering collaboration, online sourcing, public procurement, direct consumer marketing, and after-sales service (Helmalia Afrinawati, 2018). According to Kalakota and Whinston define e-commerce from the following perspectives: Communication perspective, Business process perspective, Service perspective, Online perspective. Religiosity (Islamic Religiosity). Mangunwijaya makes a distinction between the terms "religion" or "religion" and "religiosity." The term "religion" refers more to formal aspects related to rules and obligations, while "religiosity" refers to a deeper dimension of human experience, namely the level of appreciation for religious aspects that a person understands in his heart (Jumal Ahmad, 2020).

According to Filieri, Online customer reviews (OCRs) are a form of Word of Mouth Communication in online sales where potential buyers get information about products from consumers who have benefited from the product (Fitra Ramadan, 2023). Online customer reviews play a significant role in influencing a person's purchasing decisions. This is because these reviews provide a perspective from an actual user's point of view, which is often considered more trustworthy than promotional messages put together by the company. Consumers tend to trust the real experiences of other individuals in using a product or service, and online customer reviews provide direct access to this information. Therefore, in the purchasing decision-making process, online customer reviews are often one of the main factors considered by consumers. According to Hidayati, several factors influence Online customer reviews (OCRs), namely as follows (Hidayati, 2018):

- 1) Decisions in choosing products when shopping online.
- 2) Review content from other consumers is influential in the product selection process.
- 3) Conformity of product information with consumer knowledge.
- 4) The relevance of reviews provided by other consumers.
- 5) Product evaluation given by consumers after purchase.
- 6) Consideration of the latest reviews provided by consumers regarding a product

Kotler and Koller stated that Word of Mouth (WOM) communication is a form of communication in the form of providing recommendations both individually and in groups regarding a product to provide personal information (Zainal, 2017). In a marketing context, Word of Mouth is praise, recommendations, or comments from customers who share their experiences regarding certain products or services. Reviews and testimonials from satisfied customers can strengthen a brand image and build trust with potential consumers. Conversely, negative comments or complaints from dissatisfied customers can influence consumer perceptions of the brand.

As for the indicators of the convenience variable. According to Davis (Davis, 1989). provides several indicators of ease of use, namely (Farki & Baihaqi, 2016):

- 1) The site is easy and fast to access.
- 2) The site is easy to understand.
- 3) The site's transaction process is easy to use.
- 4) Features make communication easier.

UTAUT (Unified Theory of Acceptance and Use of Technology)

UTAUT is a theoretical framework developed to understand and explain the factors that influence the acceptance and use of technology by individuals or end users. UTAUT theory was first developed by Venkatesh, Morris, Davis, and Davis in 2003 and has undergone various developments and adaptations since then (Indah & Henri Agustin, 2019).

Technology Acceptance Model (TAM)

This model was first developed by Fred Davis in 1986 and has become one of the best known and widely used theories of technology acceptance. TAM is based on two main concepts:

- 1) Perceived Ease of Use (Perceived Ease of Use)
- 2) Perceived Expected Benefits (Perceived Usefulness)

Kotler and Keller proposed a concept that can be used to measure purchasing decisions, known as the AIDA theory (Attention, Interest, Desire, Action). This theory highlights the importance of gaining attention, attracting interest, arousing desire, and generating action. Using this theory, they underscore the importance of quality information in the purchasing process.

Consumer Decision to Purchase & Islamic Perspective

According to Abdul Mannan, Islamic commandments regarding consumption are controlled by five principles, namely: justice, cleanliness, simplicity, generosity, and morality (Yusnita dan Mukhtar Lutfi, 2022). One of the five basic principles of consumer behavior in Islamic consumption is Sharia principles, which include the basic aspects of sharia that must be fulfilled when consuming. This principle consists of: The principle of Aqidah, The principle of quantity in consumption, The principle of priority in consumption, The social principle in consumption, The environmental principle

3. METHODOLOGY

This research was carried out using a quantitative approach by collecting a series of data in the form of numbers and then carrying out statistical processing using the SPSS (Statistical Package for the Social Sciences) application. The data analysis tool uses multiple linear to obtain scientific information regarding the partial and simultaneous influence between the independent variables (Islamic Religiosity, Online customer reviews, Ease of Shopping) and the dependent variable (Purchasing Decisions).

The sample used in this research is part of the population of consumers at the La Tansa Gontor Bookstore. Information obtained from one of the shop staff where the research was conducted was that the number of customers every day was approximately 10 customers. So, the number of customers in one month is approximately 300 customers.

$$n = \frac{N}{1+N(e)^2} \quad n = \frac{300}{1+300(0,05)^2} : 171 \quad \frac{300}{1+300(0,0025)} \quad \frac{300}{1+0,75}$$

n: Samples

N: Population
 1 : Constant
 e : Error Error (5%)

By using the Slovin technique, researchers obtained a total of 171 customers who would be used as samples to determine the level of consumer satisfaction.

The population or sample in a quantitative approach does not only include people but also objects, things and other things. Apart from that, this approach not only pays attention to how everything is in the subject or object being studied and studied, but also includes all the properties or characteristics of the subject or object. This sampling technique uses a simple random sampling technique, which is a data collection method that involves variations in the scope and area of the response selection process. The sample unit designed for this method is easy to measure, cooperative, easy to touch, and not

4. RESULT AND DISCUSSION

The Research Overview of LaTansa Bookstore and Stationery

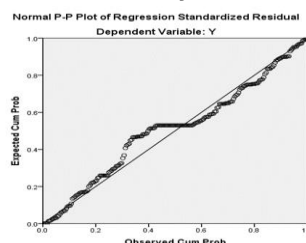
La Tansa Gontor Bookstore is a branch location of La Tansa Gontor Department Store, which is a combination of seven business units owned by Pondok Modern Darussalam Gontor and operated under the direction of the Pondok Modern Waqf Foundation for Maintenance and Expansion (YPPWPM) (Dokumentasi Toko Buku La Tansa, 2024). Taking into account the above-mentioned foundations, researchers are interested in investigating La Tansa Gontor Book & Stationery Shop, a branch of Pondok Modern Darussalam Gontor which is famous for its rapid marketing growth. The use of the marketplace platform to sell products is a new development for the Pondok Modern Darussalam Gontor business unit, especially for La Tansa Gontor Bookstore, because previously there had been no use of the platform in carrying out sales activities. By utilizing sales through e-commerce platforms, especially Shopee, as a step to face the change towards digitizing the economy, it has proven to be an effective solution. This can be seen from the increase in the number of followers and the increased interaction between customers and the online admin of La Tansa Bookstore

Classic Assumption Test

Normality Test

The main purpose of the normality test is to evaluate whether there is a normal distribution in the independent variable, dependent variable, or both in the regression model. Normality distribution assessment using P-Plot graphic analysis. In cases where a normal distribution is present, the graph should show a single diagonal line

Table 1. Stationary Test Results



Source: Output SPSS 23, processed secondary data, (2024)

The decision-making criteria are described as follows:

If the data is tightly clustered around the diagonal line and follows its direction, or if a clear normal distribution pattern is visible in the histogram graph, this indicates that the normality assumption for the regression model is met. If the data significantly deviates from the diagonal line, fails to adhere to the direction of the line, or if the histogram graph does not show a distinct normal distribution pattern, it implies that the normality assumption for the regression model is not met.

Autocorrelation Test

The purpose of the autocorrelation test is to investigate whether there is a correlation between the error disturbance

in period "t" and the residual error in the previous period in the linear regression model. In this study, the autocorrelation test was carried out using the Durbin-Watson test (DW test). Referring to the Durbin-Watson statistical table, for a model with three independent variables ($k = 3$), a significance level of 0.05 (5%), and a sample size of 30 ($n = 30$), the lower limit value (dL) is 1.2138 , and the upper limit value (dU) is 1.6498. The results of the autocorrelation test in this study can be summarized briefly as follows:

Table 2. Autocorrelation Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.860a	.740	.737	1.76337	1.974

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Output SPSS 23, processed secondary data, (2024)

These limits can be obtained from the Durbin-Watson statistical tables and should ideally be in the range of 1.650 to 2.350. Ideally, the desired Durbin-Watson value should be greater than 1.650 and less than 2.350.

Table 3. Multiple Linear Regression Analysis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.219	1,131		,194	,847		
X1	-,088	,065	-,068	-1,358	,176	,498	2,008
X2	,545	,082	,439	6,633	,000	,287	3,483
X3	,528	,055	,523	9,619	,000	,426	2,347

a. Dependent Variable: Y

Source: Output Eviews 10, processed secondary data, (2023)

The multiple linear regression equation includes variables with different units, including Islamic Religiosity (X1), Online customer reviews (X2), and Ease of Shopping (X3) on Purchasing Decisions at Shopee e-commerce La Tansa Book and Stationery Store (Y). As a result, the equations presented in the Coefficient table come from the Standard Beta Coefficient column. By consulting the information in the table, we can formulate the multiple linear regression model equation as follows:

$$Y = (-0.0680 X1) + (0.439 X2) + (0.523 X3)$$

Islamic Religiosity Coefficient (X1)

The coefficient for the inflation variable (X1) is -0.068. This indicates the negative impact of Islamic Religiosity (X1) on Purchasing Decisions at Shopee e-commerce La Tansa Book and Stationery Store (Y).

Online customer reviews Coefficient (X2)

The coefficient for the Online customer reviews variable (X2) is recorded as 0.439. This value shows the positive impact of Online customer reviews (X2) on Purchasing Decisions at Shopee e-commerce La Tansa Book and Stationery Store.

Ease of Shopping Coefficient (X3)

The coefficient determined for the Ease of Shopping variable (X3) is 0.523. This value indicates the impact on Purchase Decisions at Shopee e-commerce La Tansa Book and Stationery Store.

Table 4. Partial Test (t)

Model	Standardized Coefficients		Sig.
	Beta	t	
(Constant)		,194	,847
X1	-,068	-1,358	,176
X2	,439	6,633	,000
X3	,523	9,619	,000

Source: Output SPSS 23, processed secondary data, (2024)

The table provided provides partial (t) test results from the study, offering the following details:

Accepting the null hypothesis (H0) and rejecting the alternative hypothesis (H1) indicates that in a partial context, the variable Islamic Religiosity(X1) does not have a significant influence on purchasing decisions at Shopee e-commerce La Tansa Book and Stationery Store (Y). This conclusion is drawn from the results of the t-test, which shows that the significance value for Islamic Religiosity is 0.176. Above or greater than below the predetermined significance level of 0.05. The null hypothesis (H0) is refuted, and the alternative hypothesis (H1) is accepted, indicating that in the partial context, the variable online customer reviews(X2) has a significant influence on purchasing decisions at Shopee e-commerce La Tansa Book and Stationery Store (Y). This decomposition is based on the results of the t-test, where the significance value is for online customer reviews is 0.000 which is lower than the predetermined significance level of 0.05. Rejecting the null hypothesis (H0) and adopting the alternative hypothesis (H1) implies that, in a partial context, the Ease of Shopping variable (X3) has a significant influence on Purchase Decisions at Shopee e-commerce La Tansa Book and Stationery Store (Y). This conclusion was obtained from the results of the t-test, where the significance value for Ease of Shopping was 0,000 which was lower than the predetermined significance level, namely 0.05.

Table 5. Test Results (f)

Model	df	Mean Square	F	Sig.
Regression	3	609,125	195,894	,000b
Residual	206	3,109		
Total	209			

a. Dependent Variable: Y

a. Predictors: (Constant), X3, X1, X2

Source: Output SPSS 23, processed secondary data, (2024)

Based on the data presented in the table, it can be concluded that Islamic Religiosity, Online customer reviews, and Ease of Shopping collectively have a noteworthy impact on Purchasing Decisions at Shopee e-commerce La Tansa Book and Stationery Store. This conclusion is drawn from the observation that the significance level of the calculated results is below the predetermined threshold of 0.05. Specifically, the specified significance level is 0.000, which is less than the specified threshold of 0.05. As a result, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Thus, it can be concluded that there is a significant joint influence between the variables Islamic Religiosity, Online customer reviews, and Ease of Shopping on the Purchasing Decision variable at Shopee e-commerce La Tansa Book and Stationery Store Top of Form.

Discussion of Hypothesis Variable Result

The results of a separate partial (t) test carried out previously revealed that the Islamic Religiosity variable did not have a significant effect on purchasing decisions at Shopee e-commerce La Tansa Book and Tool Store. The significance of the inflation variable is emphasized by the significance value 0.176, which is greater than the predetermined significance level of .05. As a result, the logical conclusion is that the null hypothesis (H0) is accepted, while the alternative hypothesis (H1) is rejected

Test results of f-test are simultaneous (multiple linear regression) based on calculated and table values according to V. Wiratna Sujarweni, if the calculated f value > table f then it means that the independent variable (X) simultaneously influences the dependent variable (Sujarweni dan Wiratna V, 2015). The results of this research are consistent with previous research conducted by Mo, namely that reviews given by consumers related to product evaluation cover various aspects that allow consumers to obtain information about the quality of the product they are looking for. In these reviews, consumers share their experiences and ratings after purchasing products from online sellers which of course makes it easier for other customers to find trusted stores (Zan Mo, Yan-Fei Li dan Peng Fan, 2015).

The ease of shopping via the internet has an important impact on purchasing decisions taken by consumers. Factors such as ease of navigation, satisfactory user experience, detailed information, smooth and safe transaction processes, and satisfaction after purchase all play a role in creating a fun and attractive online shopping atmosphere for consumers. This can ultimately increase the likelihood of purchase by consumers as well as retain existing customers

5. CONCLUSIONS

From the results of the partial t test, the value of 0.176 for the Islamic religiosity variable shows that in a partial context, the Islamic religiosity variable (X1) does not have a significant influence on purchasing decisions at shopee e-commerce, La Tansa Book and Stationery Store (Y). This conclusion was drawn from the results of the t-test, which showed that the significance value for Islamic religiosity was above or greater than below the predetermined significance level of 0.05. Online customer review variable (X2) has a significant influence on purchasing decisions at shopee e-commerce La Tansa Book and Stationery Store (Y). This description is based on the results of the partial t test, where the significance value for online customer review is 0.000 which is lower than the predetermined significance level of 0.05. The Ease of Shopping variable (X3) has a significance value of 0.000. Which means it has a significant influence on purchasing decisions at shopee e-commerce La Tansa Book and Stationery Store (Y). This conclusion was obtained from the results of the t-test, where the significance value for ease of shopping was 0,000 which was lower than the predetermined significance level, namely 0.05.

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