THE INFLUENCE OF POPULARITY LEVELS, REVIEWS, AND PROMOTION ON CUSTOMER BUYING INTEREST E-COMMERCE INDONESIA IN JAKARTA

Irma Selliamanik
Perbanas Institute
Email : irma.selliamanik@gmail.com

Abstract

Companies are striving to create a highly appealing and unique appearance and offer in order to become a consumer's first choice or reference for shopping. Because the competition is fierce and consumers' shopping habits are shifting from physical transactions to digital transactions, the company's approach must be suitable, inventive, and effective. The purpose of this study is to analyze the effect of popularity, review and promotion towards consumer purchase interest on Indonesian e-commerce in Jakarta. The method used in this study is by distributing questionnaires randomly to people who have done transactions on Indonesian e-commerce who reside in Jakarta. The questionnaire was given to 75 people who have done transactions on Indonesian e-commerce who reside in Jakarta, the analytical tolls used in multiple linear regression, the results of this study indicate that: (1) there is an effect of reviews on popularity, (2) there is an effect of reviews on purchase interest, (3) there is an effect of product promotions purchase interest. From the results of hypothesis testing using the F test it can be concluded that there is a significant influence between Popularity (X1), reviews (X2), and promotions (X3) on purchase interest, together on purchase interest (Y) e-commerce
Keywords: Popularity, Review, Promotion, Consumer Purchase Interest and E- commerce

Indonesia is a very strong potential and is a very wetland for Market Place players and operators in developing the market in Indonesia. This study aims to analyze the effect of the level of popularity, reviews, and product promotion on consumer buying interest in the Indonesian e-commerce business.

Changes in consumer shopping behavior have finally turned into online purely so that e-commerce in Indonesia has experienced a skyrocketing business significance with this pandemic, many business ventures have sprung up starting to look at the e-commerce business because they do not want their business ventures to linger, which can result in losses. Popularity in e-commerce is commonly referred to as a rating obtained from consumers after making transactions on an online store, reviews or commonly referred to as reviews are given by consumers after reviewing or discussing products or services that have been obtained after making transactions and seeing the product's physical appearance.

The next impact is that the online store will gain popularity and be in the top ranking (Feed) of e-commerce, almost all e-commerce provides a facility that can sort online stores based on the level of popularity.

Research objectives

The objectives of this research are:

1. Is there an effect of Popularity Level on consumer buying interest in Indonesian E-commerce in Jakarta?
2. Is there any influence from the reviews on consumer buying interest in Indonesian E-commerce in Jakarta?

3. Is there an effect of promotions on consumer buying interest in Indonesian E-commerce in Jakarta?
4. Is there any influence of Popularity Levels, Reviews, and promotions on consumer buying interest in Indonesian E-commerce in Jakarta?

Study of Theory, Framework, Hypothesis

Study Theory

Popularity Level

Popularity Levels are created by consumers who have made purchases online and are published on the website or shop of the seller. Rating is one way of providing feedback made by consumers to sellers (Dellaroca, 2003)

The level of popularity according to Resnick and Zeckhauser (in Lidya and Firman, 2018: 30) states that in the classic (conventional) marketplace the reputation of a seller is formed from the practice of word of mouth that is spread in the existing retail market system, while the online marketplace is the reputation of a seller. formed from the reputation system or reciprocal system in the platform. Research conducted by Tadelis (in Lidya and Firman, 2018: 30) states that the reputation system built by the online marketplace has helped the process of establishing trust for potential buyers in the seller's account.

Popularity Rate Dimension

Fombrun (1996) explained that there are dimensions that build a strong and good company reputation, namely:

1. Reliability is the more reliable the company looks in the eyes of consumers, the better the company is.
2. Credibility is the more bona fide or convincing a company in the eyes of consumers the better the company will be
3. Trustworthhines is the more reliable a company is, the better the company's assessment will be in the eyes of consumers.
4. Responsibility is the faster in responding to a response from consumers, the more responsible and good the company will be.

Review

Reviews can be interpreted as part of the word of mouth in electronic form, according to Khammash in Mitha and Edy (2018: 4) it is explained that online consumer reviews can be understood as a medium for consumers to see reviews from other consumers of a company service product. and about how a manufacturing company

Evidence that suggestions given by consumers who have used the product by providing information about the product are one of the value judgments for making decisions by potential consumers of the product (Liu in Zakky, Riffky and Septi 2017: 91). Online customer reviews (OCRs) contain positive and negative traits about a company's products as sellers and are made by consumers via the internet (Park & Lee, 2009)

Review Dimensions

Measuring the influence of electronic Word of Mouth (e-WoM) or electronic tapping news or reviews according to Goyotte et.al., (2010: 11), is:

1. Intensity

   Is the number of opinions or comments written by consumers on a social media with indicators, namely:

   a. Frequency of accessing information from social media

   b. Frequency of interaction with social media users

   c. The number of reviews written by social media users

2. Product Promotion

According to Kotler & Armstrong (2002: 656), there are five variables in the promotional mix, namely:

1. Advertising
2. Personal selling
3. Sales promotion
4. Public relation
5. Direct marketing

"Promotion is one of the elements in the company's marketing mix that is used to inform, persuade, and remind about the company's products" (Rangkuti, 2009: 49). "Promotion is a one-way flow of information or persuasion designed to direct a person or organization to actions that create exchanges in marketing" (Swastha and Irawan, 2008). Promotion according to Daryanto (2011) suggests that promotion is a one-way flow of information or persuasion designed to direct a person or organization to actions that create exchanges in marketing.

"Online promotion is a promotion activity carried out using the internet media with all its advantages, including interactive, and realtime" (Pribadi, 2010). Promotional activities as a means of communication between producers and consumers to introduce products, both types, colors, shapes, and prices, as well as the quality of the products offered or produced by the company.

So it can be said that online promotion is the process of activities carried out by parties (companies) in offering products or services that are introduced or advertised through online media (internet), so that face-to-face does not occur between buyers and sellers.

Following are the dimensions of online promotion:

a. Advertising

Advertising using internet media is dynamic and interactive. Advertisements on the internet can be updated at any time at a low cost and on time. Most advertising efforts are directed at influencing the demand for a particular product brand. Advertising on the internet consists of:

1) Banner

Banners are a common form of advertising on websites. Banner advertising ranks first with a total of 53% of company advertising expenditure. Banner ads are used to create awareness or product introduction.

2) Sponsorship

Online advertising that is ranked second is sponsorship, accounting for 30% of total advertising expenditure. There are two types of sponsorship, the first is regular sponsorship, where the company pays as sponsorship on one part of the site. The second is content sponsorship, where the company not only pays for and gets advertisements, but also participates in presenting website content. Companies may decide to participate in sponsoring internet forums, newsgroups, and bulletin boards that have an appeal to special interest groups.

3) PopUps

Popups are windows that appear when entering a site. Popups are usually larger than the banner but smaller than the entire monitor display.

4) Interstitials

Interstitials are advertisements that appear when a user is waiting for a site to be downloaded.

5) Push Technologies / Web Casting

Push Technologies / Web Casting allows companies to convey messages rather than waiting for consumers to search for information provided by the company. This technology sends the latest web pages and news to certain subscribers which can contain sound and video.

6) inks

Links are text or images that refer to other pages on the same or different sites.

b. Sales promotion

Sales promotions are all marketing activities that try to stimulate a quick purchase of a product or a purchase in a short period. This activity can be in the form of discounts or discounted prices through certain moments, such as when entering a big day, public holidays, and some make the characteristics of each online shop, plus free shipping and free bubble wrap.

Sales promotions can be used to attract attention and usually provide information that can direct consumers to make purchase transactions.

c. Face-to-Face Sales

Face-to-face selling is the most cost-effective tool at the later stages of the buying process, especially in building buyer's preferences, beliefs, and actions. The internet has advantages and disadvantages for personal selling, usually in the Business to Business (B2B) market. For some companies, the internet is a threat that can take job opportunities.

d. Publicity and Public Relations

Publicity describes mass communication, usually in the form of news or editorial comments about a company's products or services. Publicity is not financed by the companies that benefit. Like other media, the internet is a powerful medium for supporting public relations activities. Many sites have sections on their site for PR activities such as providing company information, social activities, annual reports, and more. There are several web opportunities for public relations practitioners: a. Website development as a medium of communication between consumers and companies, b. Ability to disseminate information quickly and widely, c. The interactive nature of the web can help companies get feedback from customers or site visitors. Publicity is a method used by companies to form an indirect influence on consumers to recognize and like the products they market. This is different from promotion, in conducting publicity the company does not do anything commercial.

e. Direct Marketing

Direct marketing is a situation where the company communicates directly with its target consumers to generate responses and transactions. Such companies spend large sums of money each year to develop and maintain databases containing the addresses and telephone numbers of consumers.

Types of direct selling on the internet, including:

1) Direct Mail

Direct mail on the internet is the same as regular mail, only using an electronic platform. Like other business letters, direct mail is self-targeted, based on a list, and trying to reach consumers with special needs through targeted messages.

2) Database Marketing

This database represents a number of service providers on the internet. For example, the Electronic Data Gathering and Retrieval (EDGAR) contains all company documents needed to store files in electronic form.

3) Infomercials

Infomercials are advertisements with a duration of 3-60 minutes.

4) Interests Buy

Kinnear and Taylor in Sulistyari (2012: 19) are the stages of the tendency of respondents to act before buying decisions are implemented. Kottler and Keller (2012) define purchase intention as consumer behavior where consumers have a desire to buy or choose a product, based on their experience in choosing, using and consuming, or even wanting a product.

Factors Shaping Purchase Interest

The environment is the influence of the attitude that acts as a guideline for buying interest, several factors that shape consumer purchase interest according to Loudon and Bitta in Sulistyari (2012: 20), namely:

a. The attitudes of others, the extent to which the attitudes of others reduce the alternatives that someone likes will depend on two things, namely:
   1) The intensity of the negative nature of others towards the alternatives that consumers like
   2) Motivate consumers to comply with the wishes of others
b. Unresolved situation factors. This factor will later be able to change the consumer's stance in making a purchase, it all depends on the consumer's thinking in trusting and believing in deciding whether to buy an item or not. Lucas & Britt (2012) stated that four factors of consumer purchase interest are influenced by:
   1) Attention is defined as the existence of great attention from consumers to a product or service product
   2) Interest (Interest) is defined as showing a disconnection of attention and feelings of pleasure
   3) Desire (Desire) is defined as the urge to want to have
   4) Conviction is defined as a feeling of individual confidence in the quality, usability, and benefits of the product to be purchased.

Purchase Process

This factor influences purchasing decisions where the need is the basis for consumers to buy products. Ajay and Goodstein in Sulistiyari (2012: 21) say that if we want to influence someone, the best way is to learn what is being thought, it will be obtained not just information about that person and how the information process can run to be useful, The Buying Process (process purchase) there are five stages, namely:

1. Need, the definition is at this early stage there is a need that does not have to appear at that time and motivates to make a purchase
2. Recognition is the definition of recognizing these needs to be able to determine so that they are carried out
3. Search (Research) the definition is an active part of the purchase that is looking for ways to fill these needs
4. Evaluation (Evaluation) is defined as the stage to learn all that is obtained during the search and several options
5. Decision is defined as a stage of purchase to make decisions based on the information received.

Purchase Interest Dimension

Agusty Ferdinand in Sulistyari (2012: 22) says that buying interest can be identified through the following dimensions:

1. Transactional Interest is a person's tendency to buy a product
2. Referential Interest is a person's tendency to refer products to others.
3. Preferential Interests are interests that describe the behavior of a person who has top priority on the product.

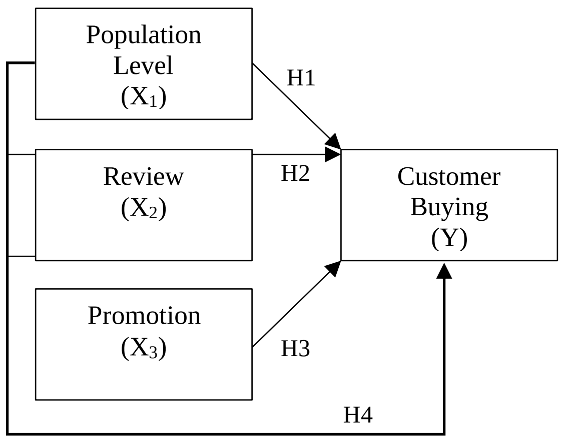
4. Exploratory interest is an interest that describes the behavior of a person who is always looking for information about the product of interest and looking for information to support the positive nature of the product.

E-Commerce

The younger generation in their relatively young age (adolescents) are now getting good at using e-commerce. Some trade goods, sell services through making videos, sell seminars, or sell investment services. The term e-commerce began to appear in the 1990s through an initiative to change the paradigm of buying and selling transactions and payments from conventional methods into digital electronic forms based on computers and internet networks. Some definitions of e-commerce are as follows:

a. According to Kim and Moon in I Putu (2015: 2), e-commerce is a process for delivering information, products, and access to digital payments, via telephone cables, internet connections, and other digital access.
b. According to Baourakis, Kourgiantakis, and Migdalas in I Putu (2015: 2) states that e-commerce is a form of trading in goods and information via the internet network.
c. Quayle in I Putu (2015: 2) defines e-commerce as sharing forms of electronic data exchange or electronic data interchange (EDI) involving sellers and buyers via mobile devices, email, mobile-connected devices, on the internet, and intranet networks.
d. Chaffey in I Putu (2015: 2) says that considering computer technology and internet networks have added to changes in e-commerce, with the emergence of various security technologies, online payment technologies, mobile devices (smartphones, cellphones, tablets), the increasing number of them. organizations and users connected to the internet; and the emergence of various web application development technologies. So then an improved definition of e-commerce was made. E-commerce is defined as all forms of information exchange processes between organizations and stakeholders based on electronic media that are connected to the internet network.

Framework



Hypothesis

H1 : Popularity level has an effect on Consumer Buying Interest.
H2 : Reviews have an effect on Consumer Buying Interest.
H3 : Promotions has an effect on Consumer Buying Interest.
H4 : The level of popularity, reviews, and promotions have an effect on Consumer Buying Interest.

Method

This research is used by using validity test and reliability test to determine whether the research measuring instrument is valid. Data collection will be carried out through survey techniques with questionnaires to respondents.

Furthermore, the data that has been obtained will be processed with a statistical model using the SPSS program.

The data analysis method used in this study was the SPSS program. In this study the authors used several tests to analyze the data, including the following:

1. Data Interval Classification
2. Multiple Analysis Test
3. Partial Significance Test (t test)
4. Simultaneous Significance Test (Test F)
5. Determination Coefficient Test

Finding and Discussion

Identification of Respondents

It is obtained 75 respondents for the study sample. Using the Ferdinand formula because the researcher thinks that the target population is always changing.

Interpretation of Results

The results of data processing of respondents to identification can be described and explained one by one as follows:

1. Identification of Respondents
   1) Respondent data based on residence.75 respondents, or 100% live in Jakarta.
   2) Respondent data based on transactions in E-commerce. 75 respondents, or 100% have made transactions in e-commerce.
   3) Respondent data based on the number of times to make transactions in e-commerce. 4 respondents made transactions in e-commerce once, 31 respondents transacted 2-5 times and 40 respondents made 5-10 transactions in e-commerce.
   4) Respondent data based on Current Occupation. that 15 respondents (20%) work as students, 47 respondents (62.7%) work as private employees, 7 respondents (9.3s%) work as entrepreneurs, and 6 respondents (8%)) work as a civilian apparatus of the state.
   5) Respondent data based on spending in 1 month on e-commerce. 40 respondents (53.3%) transacted <Rp. 1,000,000 in 1 month in e-commerce, 11 respondents (14.7%) transacted Rp. 1,000,000 to Rp. 2,500,000 in 1 month in e-commerce, 9 respondents (12%) transacted Rp. 2,500,000 to Rp. 3,500,000 in 1 month in e-commerce and 15 respondents (20%) transact> Rp. 3,500,000 in 1 month in e-commerce.

Based on the data respondents gave their responses about the level of popularity. On average, respondents who answered strongly agreed with the number 56.67%, respondents who answered agreed with the number 29.67%, respondents who answered quite agreed were 10%, respondents who answered disagree were 3.50%, and respondents who answered strongly disagreed agree as much as 0.17%. If the answers from each respondent are given weight, then a mean score of 2635 is obtained, thus the respondent's assessment is in the category (301-375), meaning that the level of popularity greatly affects consumer buying interest to make transactions in e-commerce. Based on the data respondents gave their comments about Promotion. The average respondents who answered strongly agreed with the number 43.33%, respondents who answered agreed with the number 34.67%,

respondents who answered quite agreed were 17.33%, respondents who answered disagree were 3.83%, and respondents who answered strongly disagree as much as 0.83%. If the answers from each respondent are given weight, then a means score of 2495 is obtained, thus the respondent's assessment is in the category (301-375), meaning that promotion greatly affects consumer buying interest to make transactions in e-commerce. Based on the data the respondents gave their responses about buying interest. The average respondent who answered strongly agreed with the number of 47.67%, respondents who answered agreed with the number of 35%, respondents who answered quite agreed were 11.67%, respondents who answered disagree were 2.67%, and respondents who answered strongly disagreed agree as much as 3%. If the answers from each respondent are given weight, then a means score of 1265 is obtained, thus the respondent's assessment is in the category (301-375), meaning that the respondent is very interested in making transactions in e-commerce. The graph shows that the regression model is feasible because it meets the assumptions of normality. The results of the table above with the Durbin Watson test are compared with the d table value at $\alpha = 0.05$ with du = 1.543 and dl = 1.709 for N = 75 and K = 3. In conclusion, the DW value is 1.667> 1.543 and less than (4 - du) 4 - 1.543 = 2.457 so it can be concluded that there is no autocorrelation. The data is scattered around the number 0 (0 on the Y-axis), and does not form a particular pattern or trend line. The results of the data processing above show that the value of the Variance Infation Factor (VIF) of the three independent variables, none of which has a VIF value of more than 10 and none has a Tolerance value of less than 0.1. So it can be interpreted that there is no multicollinearity in this regression model.
Multiple Analysis Test, namely:
Y = -474 + 0,132.X1 + 0,128.X2 + 0,253.X3 + e

a. Constant = -0.474 shows a negative influence on the independent variables (level of popularity, reviews, and promotions). Negative constant means that there is a decrease in consumer buying interest. With the conditions of ever-changing desires and the many choices in shopping for consumers, the variable of buying interest will always change.
b. b. Popularity Level (X1) = 0.132 is the value of the regression coefficient of the Popularity Level variable (X1) on consumer purchase interest (Y), which means that if the Popularity Level (X1) increases one unit, consumer buying interest will increase by 0.132 or 13.2%. The coefficient is positive, meaning that the level of popularity and purchase interest has a positive relationship.
c. Review (X2) = 0.128 is the regression coefficient value of the Review variable (X2) on purchase intention (Y), which means that if the reviews increase by one unit, the consumer buying interest will increase by 0.128 or 12.8%, the coefficient is positive, meaning that between reviews and consumer purchase interest has a positive relationship.
d. Promotion (X3) = 0.253 is the value of the regression coefficient of the Promotion variable (X3) on purchase intention (Y), which means that if the Promotion has increased by one unit, then consumer buying interest will increase by 0.253 or 25.3%, the coefficient is positive, meaning that between Promotion and consumer purchase interest has a positive relationship.

Partial Significance Test (t test)

Based on testing the hypothesis in this study, it can be described as follows:

1. The level of popularity influences consumer Purchase Interest.
   From the calculation results, the t-count value for the popularity level variable is 1.629 and by using the significance level (significance level) of 5%, the t-table is 1.993, which means that the t-count value is smaller than the t-table 1.629 <1.993. The significance value of t is more than 5% (0.108), indicating that the level of popularity (X1) does not

affect consumer purchase interest (Y). Thus, it can be concluded that H01 is accepted. Ha1 is rejected, so the hypothesis which states that the level of popularity influences consumer purchase interest cannot be accepted.

2. Reviews influence Consumer Purchase Interest.

   From the calculation results, the t-count value for the review variable is 1.528 and by using a significance level (significance level) of 5%, the t-table is 1.993, which means that the t-count value is smaller than the t-table, namely 1.528 <1.993. The significance value of t is more than 5% (0.131), indicating that reviews (X2) do not affect consumer purchase interest (Y). Thus it can be concluded that H02 is accepted Ha2 is rejected, so the hypothesis which states that reviews have a positive effect on customer satisfaction cannot be accepted.

3. Promotion influences Consumer Purchase Interest.

   From the calculation results, the t-count value for the Promotion variable is 3.752 and by using the significance level (level of significance) of 5%, the t-table is 1.993, which means that the t-count value is greater than the t-table, namely 3.752> 1.993. The significance value of t is less than 5% (0,000), indicating that Promotion (X3) influences consumer buying interest (Y). Thus it can be concluded that H03 is rejected Ha3 is accepted, so the hypothesis which states that promotion affects consumer purchase interest can be accepted.

Simultaneous Significance Test (Test F)

The F statistical test (F test) is used to determine whether the independent (free) variables simultaneously or together have a significant effect on the dependent variable (dependent) or it can also be used to determine whether the regression model can be used to predict the variable, whether the variable is dependent or not. not. This F test is also carried out to see whether all independent variables have regression equal to zero. With the following hypothesis:

Ho4: Popularity, Reviews, and Promotions do not affect Consumer Purchase Interest.

Ha4: Popularity, Reviews, and Promotions affect Consumer Purchase Interest.

Decision making (based on significance) is as follows:

1. If Fcount <Ftable, the hypothesis is rejected.
2. If Fcount> Ftable, Hypothesis is accepted.

That Fcount> Ftable, 47.406> 2.73 (from the calculation dk1 = 3 = 0.05 and dk 75-2-1 = 72, obtained Ftable (2.73) with the resulting significance value greater than alpha (α), namely 0.000 <0.05, this means that the decision taken is to reject H04 and accept Ha4, which means that simultaneously the Popularity, Reviews, and Promotions affect Consumer Purchase Interest.

The value of the coefficient of determination is indicated by the Adjust R2 value of 0.653 which means that the variation of all independent variables, namely Popularity, Reviews, and Promotions, can explain the Consumer Purchase Interest variable by 65.3%, while the rest is 34, 7% explained other variables not proposed in this study.

Discussion

1. The Effect of Popularity Level on Consumer Purchase Interest.

   Based on the results of research conducted by researchers, it shows that the Popularity Level (X1) has a negative effect on consumer purchase interest. This can be seen from the t-count <ttable (1.629 <1.993) and the significance value> the significance level (0.108).

This shows that consumers will compare the level of popularity or reputation, both the store's reputation and the reputation of the product of their choice, then consumers will evaluate whether the online store's reputation matches the criteria that consumers want so that consumers are sure and can attract consumers to make transactions in the store. online that exist in e-commerce.

2. The Effect of Reviews on Consumer Purchase Interest.

   Based on the results of research conducted by researchers, it shows that Reviews have a negative effect on consumer purchase interest. This can be seen from the value of tcount> t-table (1.528 <1.993) and the significance value <significance level (0.131).

   This shows that consumers will compare the reviews provided by other consumers who have made transactions at online stores that exist in e-commerce. Then, consumers will make these reviews as a reference so that consumers are sure and can attract consumers to make transactions in online stores.

   The results of this study are following the results of previous research conducted by Nanda Bella Fidanty Shanaz & Wahyono (2016) and Khowin Ardianto et.al (2020) which states that reviews are not significant and have a negative effect on purchase intention.

3. The Effect of Promotion on Consumer Purchase Interest.

   Based on the results of research conducted by researchers, it shows that promotion has a positive effect on consumer buying interest. This can be seen from the value of tcount> t-table (3.752> 1.993) and the significance value <significance level (0.000).

   This shows that consumers will see the promotion of products in online stores in e-commerce and then evaluate the purchase intention, whether the promotion is following market value, the consumer will receive the benefits of the product. If consumers consider the promotions offered to be more profitable, it will increase consumer buying interest.

4. The Effect of Popularity, Reviews, and Promotions on Consumer Purchase Interest.

   Based on the results of the simultaneous significance test (Test F), Fcount> Ftable (47.406> 2.73). So based on this Ha4 is accepted, meaning that the level of popularity, reviews, and promotions simultaneously has a significant effect on consumer buying interest.

   This shows that consumers consider it necessary to compare the level of popularity, reviews, and promotions of online stores in e-commerce. Then consumers will evaluate the comparisons that have been made if consumers are sure it will generate interest in making transactions in e-commerce.

Conclusions and Suggestions

Based on the results of the research on the influence of the Popularity Level, Reviews and Promotion on Consumer Purchase Interest in Indonesian E-commerce in Jakarta, several points of conclusion are drawn as answers to the formulation of this research problem as follows:

1. It is known that the level of popularity in e-commerce is good, with an average value of 329,375. This is reflected in the fifth statement with a value of 344 (very good), that is, a good online shop reputation affects consumer buying interest. The level of popularity has a negative effect on consumer purchase interest in Indonesian e-commerce. This is evidenced by the results of the T-test (partial) that the t-test value is 1.629 which is smaller than the t-table of 1.993 (t-count 1.629 <t table 1.993).
2. It is known that reviews on e-commerce are good, with an average score of 314,625. This is reflected in the sixth statement with a value of 344 (very good), which is that the

expression of a disappointing experience affects the interest in buying. Reviews have a negative effect on Consumer Purchase Interest in Indonesian E-commerce. This is evidenced by the results of the T-test (partial) that the t-test value is 1.528 which is smaller than the t-table of 1.993 (t-count 1.528 <ttable 1.993).

3. It is known that Promotion in e-commerce is good, with an average score of 311,875. This is reflected in the seventh statement with a value of 323 (very good), namely Promotion in e-commerce competes with other products. The promotion has a positive effect on Consumer Purchase Interest in Indonesian E-commerce. This is evidenced by the results of the T-test (partial) that the t-test value is 3.752 which is greater than the t-table of 1.993 (t-count 3.752 <t table 1.993).
4. It is known that buying interest in e-commerce is good, with an average value of 316.25. This is reflected in the fourth statement with a value of 326 (very good), namely, I am looking for information about products in e-commerce that I am interested in. Based on the results of the F-test (simultaneous), the F-count value was 47.406 with a significance level of 0.000. Thus, it can be concluded that the variable level of popularity, reviews, and promotions have a joint influence on the consumer buying interest variable because F-count is greater than Ftable (47.406> 2.73) and the significance level is 0.000 <0.005.

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