Influence of customer reviews, safety and convenience on online purchasing decisions Case study marketplace shopee

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Keywords:	Abstract
	The purpose of the study was to determine the effect of customer reviews, security and convenience on online purchasing decisions through the marketplace. This research is a quantitative research. The target population is the people of Yogyakarta shopping online on the Shopee marketplace. The research sample is 100 respondents. The data collection method used the questionnaire method, while the data analysis technique used multiple regression analysis and classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test. The results showed that customer reviews had a positive effect on online purchasing decisions with a significant value of 0.029 <0.05. Security has a positive effect on online purchasing decisions with a significant value of 0.002 <0.05. Ease has a positive effect on online purchasing decisions with a significant value of 0.000 <0.05. Customer reviews, security and convenience simultaneously influence online purchasing decisions on the Shopee marketplace with a significant value of 0.000 <0.05.

1. INTRODUCTION

Internet has become part from life daily public as consequence from progress technology information and communication . Internet usage in Indonesia continues increase . According to ask opinion by the Association _ Indonesian Internet Service Providers (APJII) in 2020 , there are 196.71 million internet users in Indonesia or 73.7 percent of the country's total population of 266.91 million soul . Amount This possibility will Keep going increase every year .

Various transaction sell buy before _ only Can done in a manner stare advance now can accessed with easy via smartphone thanks to the internet. Lifestyle _ consumer has changed as consequence from progress technology . The change in question is movement behavior consumer from offline shopping to online purchase or through e-commerce. The form of e -commerce Shopee marketplace is one current type of e-commerce This develop rapidly in Indonesia. Shopee is an electronics marketplace based in Singapore and owned by

the SEA Group, which was founded by Forrest Li in 2009. Shopee started operating in Singapore in 2015 and has been penetrate to several Asian countries, including Indonesia.

Many benefits can _ felt consumer moment online shopping , among other capabilities For save time in the process of shopping , making it more practical and flexible , competition price , with price online store usually Far more low than what the store offers traditional , and the easy search process that makes it possible consumer with fast find and buy desired item . Consumers , on the other hand , check a number criteria before do purchase . Study previously show that various influencing factors _ decision purchase including Celebrity Endorsers (Putri et al 2021), product quality (Putri et al 2021); (Priandewi et al., 2022); (Fadhilah et al , 2022), image brand (Wadi et al 2021). In study This researcher researching factor which influence decision purchase that is from side review customers , safety and convenience shop .

Customer reviews is matter important thing to do noticed moment sell goods or

service online . Every reviews , good positive or bad , get used For help you decide is will buy something or no . Unfortunately , there is situation when review No in a manner accurate reflect reality . Many companies make review false For ensure that goods they in a manner consistent rated positive . For combat rampant review fake on a wide range products , Shopee only allow customers who have do purchases on the platform for leave review . Shopee also asks reviewers to give picture purchased items _ customer . Shopee validates true reviewer _ buy goods from the site for guard product safe from review fake .

Research results Ardianti (2020) confirms that There is influence review customer to decision purchase through the Shopee marketplace. Hartati and Sumitro (2020) in research also shows that consumer review influential positive and significant to decision purchase consumers on Shopee. Review customer play role important in influence decision purchase products on the market; consumer claim that they can with easy discover and learn products sold by the market with read review customer ; with so , increasingly tall effectiveness review customers , increasingly tall decision purchase consumers in the market (Purwanto 2019).

Security own favorable impact on decisions _ online shopping , besides bait come back user . With many example fraud , consumers consider security as one _ elements that can influence decision they For buy online . because _ that , Shopee pays close attention security , which is achieved part with use account party third For payments , sometimes known as Joint Account (Rekber). the money protected in the accounts and will returned to buyer If transaction fail .

Park and Kim (2016) define ability online shop for control and guard security consumer data transactions called as security . According to Park and Kim, make sure security in context develop trust can achieved with reduce worries customer about exploitation of personal data and data transactions. Next, results research conducted by Yunita,

Sumarsono , and Farida (2019) shows that security influential positive and significant to decision purchase . The same results were also obtained in research conducted by Setiawan (2017) and Saputro , Hidayati , Rizal (2020) which showed that security influential positive and significant on the decision purchase online.

Besides evaluation and security customers , convenience shop own favorable impact on decisions _ purchase consumer . Shop or transact online be _ more easy to make shop more practical and efficient from facet time , effort , and cost . Moment do purchases on the marketplace, customers want simple transaction . _ Rafida (2017) revealed that convenience in shop is how far is the consumer feel made easy in do transaction and receive information consumer product _ need on an e-commerce site.

The results of research conducted by Ilmiyah & Krishernawan (2020); Nasution , Limbong , & Ramadhan (2020); and Lestari, IT & Widyastuti (2019) stated that convenience influential positive and significant to decision purchase online . this result show that the more easy consumer transact so consumer own trend For do decision purchases (Putri & Suyanto , 2019).

2. LITERATURE REVIEW
2.1 Development hypothesis
H1 : exists positive and significant influence_between review customer to decision purchase online on the Shopee marketplace. Review customer is features that show bait come back from customer previously about advantages and disadvantages something product . Review customer impact on decisions purchases made online . Customer reviews own beneficial and sufficient influence big to decision online purchases at the Shopee marketplace, according to research conducted by Primary et al. (2019). Review customer own more influence strong on choice online shopping when value more high . Research conducted by Hartati and Sumitro (2020) also shows that With influence by 18.66 percent, review user own beneficial and significant

influence _ to decision purchase consumers on Shopee. Review customer play role important in influence decision purchase products on the market; consumer claim that they can with easy discover and learn products sold by the market with read review customer ; with so , increasingly tall effectiveness review customers , increasingly tall decision purchase consumers in the market. market (Purwanto 2019).

According to Arbaini (2020) review customer own function as tool help taking decision , mechanism for the feedback given consumers and systems recommendations on online shopping platforms . So that review customer influential positive and significant to decision purchase online . this _ supported by research conducted _ Dawn Andiani (2019) stated that review customers , often known as review consumer , is features that show bait come back from customer previously had _ do purchase and use product about advantages and disadvantages product . As a result , reviews consumer impact on decisions purchase .

H2 : exists positive and significant influence _ between security to decision purchase online on the Shopee marketplace.
Security is one _ must factor _ noticed by the seller Because is very important thing , so that consumers believe that data provided will always safe and not wrong use by others, so raises loss for consumer That alone . Baskara and Hariyadi in quote Bayu Panuju (2020) explains that consumer No will do purchase without exists guarantee security . Because if No There is guarantee security so consumer will own worries For do purchase , and vice versa If There is guarantee security so consumer Certain For decide do purchase .
Research results Yunita , Sumarsono , and Farida (2019) in the Open Stalls community Ponorogo , there is factor influential security _ positive and significant to decision purchase , p the proven with mark tcount of 3.166 > ttable 1.998 with mark significance of 0.002. Besides That Ramadhani and Arum Prastiwi (2019)

stated in his research that security give influence to decision purchase , where the more Good security the more increase trust consumer For do purchase online .
The results of research conducted by Arif Agung Saputro , Nur Hidayati , Mohammad Rizal (2020) show that security influential in a manner positive and significant to decision purchase online . Result study supported by results research conducted _ Netizens (2019) concluded that variable security influential positive and significant to decision purchase online , that means the more tall level security provided _ to consumer so decision purchase online more and more increase .

H3 : exists positive and significant influence _ between convenience to decision purchase online through the Shopee marketplace.
Progress rapid technology_has make it easy consumer For get goods or their services _ want ; consumer No need Again notice condition or location property they For obtain or buy something goods or services . Moment This Already many online retailers can make it easy consumer get what is wanted at a time save money, time , and effort . As a result , decision consumer For buy online is heavily influenced by convenience .
In his research Amirudin M. Amin (2020) states that convenience own positive influence _ to decision purchase online , so if influence convenience more strong so will the more increase decision purchase online . Research results supported by research Ilmiyah and Krishernawan (2020) who stated that convenience influential positive and significant to decision purchase online .
kindly Partial variable convenience influential to decision purchase online , the convenience in question in study This is convenience in shop without must to spare time and effort For shop offline. Where is p This show that the more tall somebody about convenience usage something application , then the more high level too purchase decision _ online (Nasution , Limbong , and Ramadhan 2020).

Research conducted by Lestari, IT & Widyastuti (2019) explains that with analysis multiple linear regression obtained proving results _ that There is influence significant variable convenience to decision shop online . this result show that the more Lots convenience provided , then _ decision shop online will _ the more high . In research conducted by Putri and Suyanto (2019) also concluded that variable convenience influential significant to decision purchase online .

H4 : exists positive and significant influence _ between review customers , safety and convenience to decision purchase online through the Shopee marketplace.
Customer reviews is one _ elements that include advantages and disadvantages something product as reported by customers who have _ buy it . Where are the advantages and disadvantages the will become consideration customer moment do purchase products , customer reviews will impact significant to decision purchase consumer . In accordance with results research conducted by Purwanto (2019) where review customer influential significant to decision purchase online . From research conducted by Ardianti and Widiartanto (2019) concluded that review customer influential positive and significant to decision purchase online .
According to research conducted by Bayu _ Panuju (2020) security influential positive to decision purchase online at tokopedia.com. because with exists guaranteed security _ so consumer No will worry with their data give to seller .
People will notice convenience in do purchase Because hope can save time , money, and energy with use existing facilities , then _ comfort will be one _ checked criteria _ consumer moment do purchase .

2.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model, hereinafter referred to as TAM, is one of the adaptation theories of TRA (Theory of Reasoned Action) which was previously introduced by Ajzen and Fishbein in 1980 and proposed by Davis in 1989. TAM aims to explain user acceptance of an information system . TAM is used as a basis for knowing the relationship between usability and ease of interest in IT (Information Technology) users. TAM is a theory that explains the use of technology. these users will have an influence on the interest in using IT (Davis, in Sri Utami, 2019).

2.3 Review Customer

According to Yasmin et al., (2015: 4) customer reviews where prospective buyers get information about products from consumers who have benefited from these products. As a result, consumers find it easier to find comparisons with similar products sold at other online sellers because it provides consumers with benefits, namely consumers do not have to visit different sellers directly.

2.4 Security

According to Turban (2015:64) system security useful For prevent fraud (cheating) or at least detect exists fraud in a based system _ information , where the information Alone No has a physical meaning . Sarno and Iffano (2014) also said that security is something effort For secure information assets to possible threat _ arise .

2.5 convenience

According to Ndubisi quoted by Amin and Hendra (2020) ease use refers to clear and easy interaction with A system , convenience in use system For do the action that is treated , the business that is treated For interact with system and facilities convenience system .

2.6 Framework Think Study

In study This can made something framework think that can become base in writing study this . Draft from framework think This For know which variable is the most dominant in influence decision purchase online on the Shopee marketplace. Variables research used _ in study This as variable free (X) is review

customers (X1), security (X2) and convenience (X3) . as variable bound (Y) is decision purchase online.

3. RESEARCH METHODS

Study This is study quantitative . Population target is the people in Yogyakarta have ever shop online on the Shopee marketplace. Sample study is 100 respondents. Method data collection using method questionnaire , meanwhile technique data analysis using analysis regression multiple and test assumptions composed classic _ from normality test , multicollinearity test , and heteroscedasticity test .

3.1 Method Data Collection

Data collection techniques are method collect the required data researcher For answer formula problem research . Method used _ in study This with method questionnaire or questionnaire . Method questionnaire shaped gathering drafted questions _ in a manner systematic in a list of questions , then submitted to respondent Then filled (Bungin , 2013). Study This use questionnaire For know is variable review customer (X1), security (X2) and convenience (X3) have an effect to decision purchase online in the community Subdistrict Umbulharjo City of Yogyakarta.

The scale will used in study This is scale likert , that is something show question _ mark level consent and no agree . the scale For arrange attitude , opinion and person or group of people about phenomenon social (Sugiyono , 2013). Likert scale used For necessity analysis quantitative research , then every question given scale totally agree until very not agree which scale the own weight value .

In study This use questionnaire closed via google form because the covid-19 pandemic that hit the world, which is presented in form questions from every variable so that respondent only give sign check in the column that has been provided . Respondents requested For state agree , undecided or no he agreed to questions presented _ researcher in

accordance with perceptions and actual conditions . _

3.2 Definitions Operations and Indicators Variable Study
a. Review customer

According to Almana et al cited by Amalia Fadhila Rakhma and Hatneny (2016) mention that review customer is form from eWOM (electronic word of mouth) namely consists from on comments made and analysis posted by consumers who have _ _ buy something customers and already use customer the .

Indicators :
1) Consciousness consumer (awareness)
2) Frequency
3) Comparison (comparison)
4) Influence (effect)
(Lackermair , Kailer and Kanmaz , 2008)

b. Security

Security according to Park san Kim in Mila Sari's journal (2020) is ability inside online shop guard security a data and transactions that are being done and running control in a manner regular . Now This For guard trust consumer so seller must notice guarantee security , so consumer feel the given data will always safe and not wrong use by unauthorized parties _ responsible .

Indicators :
1) Integrity
2) Prevention denial (non-repudiation)
3) Authentication _
4) Confidentiality
5) Privacy
(Vania, 2017)

c. convenience

According to Ilmiyah and Krishernawan (2020) convenience is reject measuring trust Where technology or easy site used and free from possible business _ influence interest consumer transact online.

Indicators :
1) Convenience For recognize
2) Convenience For navigation

3) Convenience gather information
4) Convenience For buy
(Vania 2017)

d. Purchase decision

Quoted by Kamila, Suharyono , and Perwangsa Nuralam (2019) Sangadji and Sopiah say that process of taking decision purchase Actually is a splitting process problem in framework fulfil desire or need consumer .
Indicators :
1) Introduction needs (Need Recognition)
2) Search information (Information Search)
3) Evaluation alternative (Evaluation of Alternatives)
4) Buyer's decision (Purchase Decision)
5) Behavior post purchase (Postpurchase Behavior)(Daulay , 2019)

3.3 Data Analysis Techniques
3.3.1 Analysis Descriptive
On research This use descriptive data analysis with presentation use table that contains calculation measurement data dissemination through average calculation, standard deviation and calculation percentage .

3.3.2 Prerequisite Test (Assumption Test classic)
Assumption test classic done in a manner together with the regression test process . Objective from implementation of the assumption test classic This is For know whether the data is normally distributed as well as the data for One variable No related or identical with data from variable others .
a. Normality Test

According to Ghozali (2012) "test for normality aim For test is in the regression model , variables bully or residual have normal distribution ". In principle normality can detected with see the distribution of data (points) on the diagonal axis of the graph or from view the histogram of residual and sig. There are two ways you can done for the normality test , the first that is done with use approach Klomogorov Smimov . With level significant 5% then If mark Asymp.sig (2 tailed) above mark significant 5% means residual variables are normally distributed . And the second way for the normality test can done with calculation regression using the detected SPSS through the two graph approach .

b. Test Multicollinearity
Multicollinearity test This aim For test what is the regression model found exists correlation between variable free (independent). If variable free each other correlated so variables This No orthogonal . Where is the variable orthogonal is variable value free _ correlation between fellow variable free The same with zero.

c. Heteroscedasticity Test
Test the heteroscedasticity of this test is For test is in something medel regression happen no equal variance of the residual one observation to another observation . If the variance of the residual is one Another observation remains , then called homoscedasticity and if different called heteroscedasticity . No happening heteroscedasticity is a good regression model . The scatter plot graph is one method used _ For test heteroscedasticity .

According to Ghozali (2012) heteroscedasticity test done for test is in a regression model happen inequality variant from One observation to another observation . Good regression models _ is No happening heteroscedasticity .

3.3.3 Analysis Multiple Linear Regression
Analysis regression double used For analyze is variable independent (review customers , security and convenience) on an ongoing basis together influence variable dependent , ie decision purchase through the Shopee marketplace. The equation model used in study This are :
$Y = a + \beta2X1 + \beta2X2 + \beta3X3 + e$

Description :
Y : decision purchase
a : constant

X1 : Review customer

X2 : security

X3   : convenience

β 1, β 2, β 3 : coefficient regression

e : standard error

3.3.4 Hypothesis Testing

After done analysis multiple linear regression Then done testing hypothesis , test the hypothesis is something procedure performed _ with objective decide is accept or reject hypothesis it and know is there is influence and how much big influence variable independent to variable dependent Good in a manner damn nor simultaneous . In testing hypothesis , decisions are made contain uncertainty , that is decision the Can right and could be wrong, so raises risk . For do a hypothesis test can used 2 tests namely :

a. **t test (Partial Test)**

The t test was used For know the influence of online customer rivew , safety and convenience in a manner Partial to decision purchase online. As for the steps testing hypothesis as following :

1) Formulate hypothesis
   a) Ho: online customer review variables , safety and convenience No influential in a manner Partial significant to decision purchase online on the Shopee marketplace.
   b) Ha: online customer rivew variables , safety and convenience influential in a manner Partial significant to decision purchase online on the Shopee marketplace.
2) Use significant level 0.05 (α=5%)
   a) If level significant more large 0.05 then can concluded that Ho is accepted , and conversely Ha is rejected .
   b) If level significant more small 0.05 then can concluded that Ho is rejected , and conversely Ha is accepted (Ghozali , 2012).
3) With compare t- count and t- table values

   a) If t arithmetic > t table , then Ho is rejected and conversely Ha is accepted .
   b) If t count <t table , then Ho is accepted and vice versa Ha is rejected (Sugiyono , 2015).
4) Make conclusion with compare t count results with t table

b. F Test (Simultaneous Test)

F test is testing performed _ to coefficient regression in a manner simultaneous . According to Ghozali (2012) This F test used For know influence whole variable independent to variable dependent . According to Sugiyono (2015) formula used for the F test as following :

$$F=(R^2/k)/((1-R^2)/(nk-1))$$

Description :

R2 = coefficient determination

k = amount variable independent

n = amount data member or case

F results calculation This compared to with F table obtained _ with use level risk or significant level of 5% or with degree freedom=k (nk-1) with criteria as following (Ghozali , 2012):

1) Ho was rejected If Fcount > Ftable or sig value < α
2) Ho accepted If Fcount < Ftable or sig value > α

3.3.5 Coefficients Determination (R2)

R2 test or test of determination is something size matters _ in regression , because can inform Good or whether or not the regression model is estimated , or in other words numbers the can measure how much how close is the estimated regression line ? with real data . According to Ghozali (2012), coefficient test determination (R2) is used For measure how much Far deep modeling capabilities explained variable dependent. Analysis This aim For know how much big influence variable independent to variable dependent . The output results from SPSS in

the summary model in particular , the numbers in column R2 are used For see magnitude influence variable exogenous to endogenous variable with method count use formula as following :

KD = r2 × 100%

Description :

KD = coefficient determination

r2 = coefficient correlation customer

3.3.6 Standardized Beta Coefficient

On testing This aim For know variable which independent is dominant influential and followed by variables independent other influential _ to variable dependent , with see standardized beta coeffcient value in multiple linear regression test .

4. RESULTS AND DISCUSSION

4.1 Research result

Regression double used For analyze how much big influence variable independent to intervening variables with use variable dependent . Based on results analysis regarding the regression model that has been processed with help SPSS 23 for windows, then obtained results as following :

Table 1. Regression Test Results Double

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,098	1037		1058	.293
	Customer reviews	.128	058	.205	2,210	.029
	security	.375	.118	.366	3.166	002
	convenience	.214	.078	.316	2,755	007

a. Dependent Variable: Purchase Decision

Based on the results of the multiple regression calculation above, it can be explained that the regression coefficient of the customer review variable (X1) is 0.205, meaning that if the customer review variable increases, the purchase decision also increases. The coefficient is positive, meaning that there

is a direct relationship between customer reviews and purchasing decisions. The safety regression coefficient (X1) is 0.366, meaning that if consumers feel more secure, the purchase decision will increase. The coefficient is positive, meaning that there is a relationship in the direction of security with purchasing decisions. The convenience regression coefficient (X1) is 0.316, meaning that if consumers find it easier, the purchase decision will increase. The coefficient is positive, meaning that there is a relationship in the direction of convenience with purchasing decisions.

a. t test (partial)

The t test is used to see whether there is a significant relationship or influence between the independent and dependent factors on the dependent variable (Ghozali, 2009:171). By comparing the sig t value with a significance threshold of 5%, the analysis of the partial test results (t test) is intended to prove through research that each independent variable has significance for the dependent variable (0.05).

Table 2. Partial t test results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	1,098	1037		1058	.293
	Customer reviews	.128	058	.205	2,210	.029
	security	.375	.118	.366	3.166	002
	convenience	.214	.078	.316	2,755	007

a. Dependent Variable: Purchase Decision

The results of the significance test show that the customer review variable (X1) has a tcount = 2.210 > ttable = 1.987 with a significance value of 0.029 <0.05. This means that customer reviews affect purchasing decisions. This value can prove that H0 is rejected or Ha is accepted, which means that there is a significant influence of the customer

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review variable on online purchasing decisions through the shopee marketplace.

The results of the significance test show that the security variable (X2) has a tcount = 3.166 > ttable = 1.987 with a significance value of 0.002 <0.05. This means that customer reviews affect purchasing decisions. This value can prove that H0 is rejected or Ha is accepted, which means that there is a significant effect of the security variable on online purchasing decisions through the shopee marketplace.

The results of the significance test show that the convenience variable (X3) has a tcount = 2.755 > ttable = 1.987 with a significance value of 0.000 <0.05. This means that convenience affects the purchase decision. This value can prove that H0 is rejected or Ha is accepted, which means that there is a significant effect of the convenience variable on online purchasing decisions through the shopee marketplace.

b. Test Model Feasibility (F test)

The F test was used For test the influence of independent variables, namely customer reviews, safety , and ease of use simultaneous to decision purchase .

Table 3. F test results
ANOVA [a]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	899,853	3	299,951	69,671	.000 [b]
	residual	413,307	96	4,305		
	Total	1313.160	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Convenience, Customer reviews, Safety

calculated F value of 69.671 with a significance value of 0.000 <0.05. Based on the test results above, it shows that H$_0$ rejected and H$_a$ accepted, meaning that there is influence of customer reviews, safety, and convenience simultaneously on purchasing decisions simultaneously online via marketplace-shop.

c. Coefficient of Determination

The coefficient of determination (R2) is used to measure the model's ability to explain variations in the independent variables, according to Ghozali (2009:98). The coefficient of determination can range from 0 to 1. The ability of the independent variable to explain the dependent variable decreases when R2 decreases, while the ability of the independent variable to provide information to explain the dependent variable increases when R2 approaches one (Ghozali, 2009:98).

Table 4. Coefficient Test Results Determination
Summary Model [b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.828 [a]	.685	.675	2075

a. Predictors: (Constant), Convenience, Customer reviews, Safety
b. Dependent Variable: Purchase Decision

From the results of table 4, the magnitude of Adjusted R2 is 0.675, which means that all independent variables (customer reviews, security and convenience) in this study are able to explain 67.5% of the variation that occurs in the dependent variable (Purchasing Decision), while the remaining 32.5 % influenced by other factors that were not analyzed and included in the regression analysis.

4.2 Research Discussion
a. The influence of customer reviews on purchasing decisions

The results of the significance test show that the customer review variable (X1) has a tcount = 2.210 > ttable = 1.987 with a significance value of 0.029 <0.05. This means that customer reviews affect purchasing decisions. This value can prove that H0 is rejected or Ha is accepted, which means that there is a significant influence of the customer review variable on online purchasing decisions through the shopee marketplace.

The results of the questionnaire obtained the highest average respondent answer of 4.14 obtained in question no 4. This explains that respondents found online customer reviews very useful. While the lowest respondent's answer obtained an average of 3.80 on

question no 3. This explains that online customer reviews increase consumer productivity when shopping online. Based on the respondents' answers as a whole, the average value was 3.96 in the high category. Based on these data, customer reviews greatly influence decision making and customer reviews increase consumer productivity when shopping online.

Customer reviews are features that present evaluations from previous consumers regarding the advantages and disadvantages of a product. There is an influence between customer reviews on online purchasing decisions. This is also supported by research conducted by Pratama et al. (2019) who show that in the Shopee marketplace, consumer reviews have a beneficial and significant influence on online purchasing decisions. Customer reviews have a stronger influence on online shopping choices when the value is higher.

Research conducted by Hartati and Sumitro (2020) also states that consumer reviews have a positive and significant effect on consumer purchasing decisions at Shopee with an influence of 18.66%. Customer reviews have a good contribution in influencing product purchasing decisions in the marketplace, consumers state that from reviews customers can easily find and find information about the products sold by the marketplace, so the higher the effectiveness of customer reviews, the higher the consumer purchasing decisions on marketplace (Purwanto 2019).

According to Arbaini (2020) customer reviews have a function as a decision-making tool, a mechanism for feedback provided by consumers, and a recommendation system on online shopping platforms. So that customer reviews have a positive and significant effect on online purchasing decisions. This is supported by research conducted by Fajar Andiani (2019) which states that customer reviews, often known as consumer reviews, are features that display feedback from previous customers who have purchased and used

products about product advantages and disadvantages. As a result, consumer reviews have an impact on purchasing decisions.

b. Effect of Security on Purchasing Decisions

The results of the significance test show that the security variable (X2) has a tcount = 3.166 > ttable = 1.987 with a significance value of 0.002 <0.05. This means that security affects the purchase decision. This value can prove that H0 is rejected or Ha is accepted, which means that there is a significant effect of the security variable on purchasing decisions online through the Shopee marketplace.

The results of the questionnaire obtained the highest average respondent's answer of 3.88 obtained in statement no. 1. This explains that respondents think that the online application system has sufficient technical capacity to ensure that the data sent cannot be changed by a third party. Respondents' answers obtained the lowest average score of 3.71 on question no 6. This explains that respondents think the online application system has sufficient technical capacity to ensure that no other organization will replace its identity on the internet. Based on the respondents' answers the overall average value is 3.80 in the high category.

Security is a factor that must be considered by sellers because it is very important, so that consumers believe that the data provided and transactions will always be safe and not misused by others, causing harm to the consumers themselves. Baskara and Hariyadi in quotes by Bayu Panuju (2020) explain that consumers will not make purchases without a guarantee of security. Because if there is no security guarantee, consumers will have concerns about making a purchase, and vice versa if there is a security guarantee, consumers will be sure to decide to make a purchase.

The results of Yunita, Sumarsono, and Farida's research (2019) in the Buka Bukalapak Ponorogo community, there is a safety factor that has a positive and significant

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effect on purchasing decisions, this is evidenced by a tcount value of 3.166 > ttable 1.998 with a significance value of 0.002. In addition, Ramadhani and Arum Prastiwi (2019) stated in their research that security influences purchasing decisions, where better security increases consumer confidence to make purchases online.

The results of research conducted by Arif Agung Saputro, Nur Hidayati, Mohammad Rizal (2020) show that security has a positive and significant effect on online purchasing decisions. And supported by the results of research conducted by Netrawan (2019) which concluded that the security variable has a positive and significant effect on online purchasing decisions, which means that the higher the level of security provided to consumers, the online purchasing decisions will increase.

c. The Effect of Convenience on Purchasing Decisions

The results of the significance test show that the convenience variable (X3) has a tcount = 2.755 > ttable = 1.987 with a significance value of 0.000 <0.05. This means that convenience affects the purchase decision. This value can prove that H0 is rejected or Ha is accepted, which means that there is a significant effect of the convenience variable on online purchasing decisions through the shopee marketplace.

The results of the questionnaire obtained the highest average score of respondents' answers of 3.86 in statement no. 6. This explains that the interaction of respondents with online application services is easy to understand. The lowest respondent's answer obtained an average of 3.72 on question no 4. This explains that online application services do not require much effort. Based on the respondents' answers the overall average value is 3.79 in the high category. Based on these data, it can be explained that the interaction of respondents with online application services is easy to understand.

Online application services do not require much effort.

Technological advances are increasingly rapidly making it easier for consumers to get the goods or services they want, consumers are no longer worried about the conditions and location where consumers live to get or buy an item or service. Now there are many online stores that can make it easier and save costs, time and effort to get something that consumers want. So that convenience is very influential for consumers to decide to buy online.

In his research Amirudin M. Amin (2020) stated that convenience has a positive influence on online purchasing decisions, so that if the effect of convenience gets stronger, it will further increase online purchasing decisions. And it is supported by the research of Ilmiyah and Krishernawan (2020) which suggests that convenience has a positive and significant effect on online purchasing decisions.

The convenience variable influences online purchase preference in part; In this study, convenience refers to the convenience of shopping without having to spend time and energy shopping offline. This suggests that the more satisfied users are with the simplicity of using the app, the more likely they are to make purchases online. (Nasution, Limbong, and Ramadhan 2020).

Research conducted by Lestari, IT & Widyastuti (2019) explained that with multiple linear regression analysis results were obtained which proved that there was a significant effect of the convenience variable on online shopping decisions. And these results explain that the more facilities provided, the decision to shop online will be higher. In research conducted by Putri and Suyanto (2019) also concluded that the convenience variable has a significant effect on online purchasing decisions.

d. The Influence of Customer Reviews, Security and Convenience on Online Purchasing Decisions on the Shopee Marketplace

The results of the F test show that the Fcount is 69.671 with a significance value of 0.000 <0.05. Based on the test results above, it shows that H0 is rejected and Ha is accepted, meaning that there is a simultaneous influence of customer reviews, safety, and convenience on online purchasing decisions through the shopee marketplace.

Customer review is one of the elements that includes the advantages and disadvantages of a product as reported by customers who have bought it. Where these advantages and disadvantages will be considered by customers when purchasing products, customer reviews will have a significant impact on consumer purchasing decisions. In accordance with the results of research conducted by Purwanto (2019) where customer reviews have a significant effect on online purchasing decisions. From research conducted by Ardianti and Widiartanto (2019) concluded that customer reviews have a positive and significant effect on online purchasing decisions.

According to research conducted by Bayu Panuju (2020) on the tokopedia.com website, security has a beneficial impact on online shopping decisions. Because consumers will not worry about the data they provide to merchants if security is guaranteed. Consumers will pay attention to convenience in making purchases because they anticipate convenience to save time, money and effort, so convenience will be one of the aspects they consider in making purchases.

5. CLOSING
5.1 Conclusion

Based on the research results, the following conclusions can be drawn:

Customer reviews have a positive impact on online purchasing decisions at marketplace shopee with tcount = 2.210 > ttable = 1.987 with a significance value of 0.029 <0.05. That

is, the better the customer reviews, the higher the customer's decision to make purchases online at the shopee marketplace.

Security has a positive impact on purchasing decisions in the shopee marketplace with a tcount = 3.166 > table = 1.987 with a significance value of 0.002 <0.05. That is, the safer it is, the higher the customer's decision to make purchases online at the shopee marketplace.

Convenience has a positive impact on purchasing decisions in the marketplace with a tcount = 2.755 > ttable = 1.987 with a significance value of 0.000 <0.05. That is, the easier it is, the higher the customer's decision to make purchases online at the shopee marketplace.

Customer reviews, security and convenience simultaneously influence online purchasing decisions on the Shopee marketplace with an Fcount of 69.671 with a significance value of 0.000 <0.05. That is, the higher the customer reviews, security and convenience, the higher the customer's decision to make purchases online at the shopee marketplace.

5.2 Suggestion

Based on the results of the research that has been done, the following suggestions can be submitted in connection with this research:

a. Shopee marketplace

1) Customer reviews that are considered not to increase consumer productivity when shopping online, have become a reference for marketplace Shopee to improve customer reviews in detail and easily understood by consumers.

2) To improve customer security, the shopee marketplace can convince respondents to think that the online application system has sufficient technical capacity and that no other organization will replace its identity on the internet.

3) The marketplace marketplace further enhances convenience in online application services for consumers.

b. Consumer

1) Respondents increased their ability to understand online application systems that had sufficient technical capacity to ensure that the data sent could not be modified by third parties.

2) Respondents will learn to ensure that no other organization will change the respondent's online identity on the internet.

3) Respondents' interaction with online application services is further enhanced.

4) Be more selective in buying products from promotions on the Shopee marketplace as needed.

c. Next researcher

1) Judging from the Adjusted R2 of 0.675, other researchers can add other variables related to purchasing decisions.

2) Consumers are not only limited to respondents in the Yogyakarta area, but can be done in several areas so that the research results are stronger.

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