

The Influence of Online Reviews and Content Creators on Purchasing Decisions for Smartphone Products

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Abstract. The development of information and communication technology, especially the internet, has changed the way consumers search for information and make purchasing decisions. This can be seen from the increasing number of consumers who use online reviews and content creators as a source of information before buying smartphone products. This study aims to analyze the effect of online reviews and content creators on purchasing decisions for smartphone products. The results showed that online reviews and content creators have a positive and significant influence on purchasing decisions for smartphone products. Online reviews provide detailed information about the product, while content creators provide recommendations and testimonials that can help consumers in making a purchase decision. This study provides important implications for marketers and smartphone business people. First, it is important to pay attention to online reviews and content creators in building a marketing strategy. Second, it is necessary to build a good relationship with the content creator to get positive reviews and recommendations.

Keywords: Online Review, Content Creator, Purchase Decision

Introduction

Advances in information technology and the development of today's communication tools have made a major contribution in facilitating people's lives. Information technology has now become a basic necessity in their daily lives. The interests and needs of modern society are increasingly dependent on information technology. Gadgets such as smartphones, computers, mice, keyboards, and similar devices have become an integral part of people's lifestyle.

One type of technology that is growing rapidly is smartphones. The rapid growth in smartphone technology with a variety of features and functions has become the main attraction of mobile phone products. Many smartphone manufacturers are competing to launch their flagship products, giving consumers a lot of choices. Within the smartphone market, there are various differences between the products offered by different brands, and given the relatively high price, the purchase of a smartphone also carries financial risks that need to be considered.

Developments are not only limited to smartphones, but also social media, which is experiencing rapid growth. People around the world are not only using the internet to search or simplify their work. One of the social media that is widely used by the public is Youtube as a platform designed to allow viewers and viewers to share videos. Billions of people can discover, watch, and share videos.

Methods

In research using a quantitative approach, research that uses numerical data to answer research questions. This data is collected through various means, such as surveys, questionnaires, experiments, and structured observations. Quantitative research is conducted using a structured, formal and specific design, and has a detailed operational design. The process is carried out by referring to the subject matter discussed using

measures or indicators obtained previously through the results of quantitative measurements that have been carried out through the use of predetermined quantitative methods.

The data source produced by the researcher is the final result of the processing process during the research. The data source used in the research process is primary data. Primary data is data obtained from the field or obtained from respondents, namely subscribers to the gadgetin channel in Bandar Lampung city. This data is the result of answers to filling out questionnaires from selected respondents and fulfilling the criteria as respondents. Data Collection Method. This research is a questionnaire The questionnaire is a collection or list of questions that can be used to obtain data from the object of research directly. (Muchlis et al., 2019) Using a way to collect data presented in the form of questions to the respondents.

Result and Discussion

Validity Test

The validity test is carried out to determine whether a measuring instrument is valid (valid) or not. (Janna & Herianto, 2021) This test calculates the correlation coefficient between the item score and the total score to assess the level of relationship between the two. Validity tests are generally carried out with a significance level of 95% (or $\alpha = 0.05$). The measuring instrument is said to be valid if the correlation significance value is smaller than 0.05. Based on the results of the validity test, it can be concluded that the validity test results of all variables are declared valid because all statements have a sig value. (2- tailed) is smaller than the alpha value of 0.05 (5%).

Validity and Reability Test

Table 1. Validity Test

Name	Online Review		Content Creator		Purchase Decision	
	Sig	Validity	Sig	Validity	Sig	Validity
1.	0,000	Valid	0,000	Valid	0,000	Valid
2.	0,000	Valid	0,000	Valid	0,000	Valid
3.	0,000	Valid	0,000	Valid	0,000	Valid
4.	0,000	Valid	0,000	Valid	0,000	Valid
5.	0,000	Valid	0,000	Valid	0,000	Valid
6.	0,000	Valid	0,000	Valid	0,000	Valid
7.	0,000	Valid	0,000	Valid	0,000	Valid
8.	0,000	Valid	0,000	Valid	0,000	Valid

Reliability is an index that shows the extent to which a measuring device can be trusted or relied upon. (Janna & Herianto, 2021) In this study, the method used is the most common reliability coefficient method. A variable is considered to have reliability if the test results show a Cronbach's alpha value greater than 0.60 ($\alpha > 0.60$), thus indicating that the questionnaire used has been considered reliable. questionnaire used has been considered reliable.

Table 2. Realibility Test

Cronbach's Alpha	Reabilitas	Variabel
0,894	Tinggi	Online Review(X1)
0,854	Tinggi	Content Creator(X2)
0,788	Tinggi	Purchase Decision (Y)

Based on the results of the reliability test, it can be concluded that the purchasing decision variable (Y), online review (X1), content creator (X2)

One-Sample Kolmogorov-Smirnov Test

N		109
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.53152892
Most Extreme Differences	Absolute	.060
	Positive	.033
	Negative	-.060
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Test distribution is Normal. Calculated from data. Lilliefors Significance Correction. This is a lower bound of the true significance declared reliable because it has a Cronbach's Alpha value > 0.60 or in the high reliability category.

Table 3. Multiple Linear Regression Analysis Equations

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
	constant	10,939	1,976		
X1	.435	.081	.513	5.388	.000
X2	.306	.104	.281	2.952	.004

Based on table 3, it can be seen that the constant value of 3.731 states that if the value of X1 = 0, X2 = 0, then the value of Y is 3.731. With the regression coefficient (positive sign)

Partial Hypothesis Test Results or t Test

Tabel 4. Partial Hypothesis Test Results or t Test

Variabel	T	Sig	Kondisi	Kesimpulan
<i>Online review</i>	5,388	0,000	Sig < Alpha	Berpengaruh positif signifikan
<i>Content creator</i>	2,952	0,004	Sig < Alpha	Berpengaruh positif signifikan

Based on the t test results in table 4, the following conclusions can be drawn:

- a. The effect of online review (X1) on purchasing decisions (Y) The results of the calculation on the online review variable (X1) obtained a sig value of 0.000 so that sig < 0.05. Thus, it can be concluded that Ho is rejected and Ha is accepted, or online review (X1) has a positive effect on purchasing decisions (Y).
- b. The effect of content creator (X2) on purchasing decisions (Y) The results of the calculation on the content creator variable (X2) obtained a sig value of 0.004 so that sig < 0.05. Thus, it can be concluded that Ho is rejected and Ha accepted, or content creator (X2) has a positive effect on purchasing decisions (Y)

Conclusion

Based on the research results that have been presented in the previous chapter, the conclusions in this study are as follows: Online reviews have a positive and significant influence on Gadgetin subscriber smartphone purchasing decisions. Online reviews help Gadgetin subscribers or prospective buyers understand the advantages and disadvantages of products, and compare them with other products. Content creators, in this case David Gadgetin, have a positive and significant influence on his subscribers' smartphone purchasing decisions. David Gadgetin is considered a credible content creator with extensive knowledge and experience in the gadget field. Online reviews and content creators have a positive and significant influence on smartphone purchasing decisions compared to each variable individually. This shows that Gadgetin subscribers use online reviews and David Gadgetin's content complementarily in making purchasing decisions. making purchasing decisions.

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