Analysis of the Influence of Digital Comment History on The Effectiveness of Product Sales Strategies in E-Commerce Shopee

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Abstract

This research aims to analyze how the influence of digital comment factors affects the level of product sales on Shopee e-commerce. We use a quantitative-qualitative approach, utilizing primary data from digital product sales, opinions, and consumer assessments in e-commerce, along with secondary data from sources like product-related literature. The study population includes all products available through e-commerce. The sampling technique uses a combination of probability sampling and non-probability sampling. The research results show that the digital comment variable has a significant influence on the level of product sales in e-commerce. Research demonstrates that positive opinions significantly boost product sales, aligning with the widely held belief that positive feedback can bolster consumer interest and confidence in the product. On the other hand, negative opinions also show a significant positive influence, indicating that transparency and honesty in consumer reviews can have a beneficial impact on product sales. This highlights the importance of not only focusing on positive feedback but also managing negative reviews well as part of an effective marketing strategy in digital environments such as e-commerce. Digital consumer assessments do not show a significant influence on product sales. This suggests that consumers tend to trust first-hand experiences from other consumers' reviews rather than relying solely on numerical ratings in isolation.

Keywords: Influence, Comments, Digital, Sales, E-Commerce.

1. Introduction

Indonesia's consumption growth shows enormous potential for domestic industry development. Experts predict a significant increase in consumption, indicating robust growth in the sector [1]. Indonesia has a tremendous opportunity to become a product producer, rather than just the world's largest market for food and clothing products. According to databoks.id, product consumption is expected to reach nearly 300 billion USD by 2025 [2]. The largest contribution to this consumption comes from the food and beverage sector. Given this potential, Indonesia has a great opportunity to develop a strong industry, both for domestic demand and for exports [3]. We can take advantage of this opportunity by implementing various strategic measures, including improving production facilities and enforcing stringent certification, bolstering government and policy support through incentives, subsidies, financing, and supportive regulations, enhancing quality and product innovation to meet increasingly diverse and intelligent consumer demands, developing effective marketing strategies, expanding export networks to increase the penetration of Indonesian products in the global market, and enhancing human resource capacity through special education and training in product production and management [4][5]. By taking these steps, it can exploit its potential as the world's largest market and product producer, improve economic and social prosperity, and position itself as a global leader in the industry [6][7].

E-commerce services allow sellers and buyers to meet online to complete buying and selling transactions [8]. The ease of shopping in online stores is one of the reasons for changes in consumer behavior. In addition to the growth in consumption, there has been a significant increase in transactions and a shift in the way people shop and transact online over the past four years [9][10]. People's lifestyle changes, which tend to prefer things that are simpler and easier, make them happier

to spend time looking for product information online. Prospective buyers will filter information about products based on reviews from previous buyers and digital consumer assessments [11]. Prospective consumers are highly aware of the potential for discrepancies between the displayed product photos and the actual product, as well as the possibility of the product being of poor quality [12]. Therefore, they rely heavily on online consumer opinions to make purchasing decisions. Online consumer opinions serve as electronic word-of-mouth and represent a highly effective new channel for marketing communication [13]. Potential consumers can use this opinion as a reference to search for and evaluate the products they need. Consumers can identify and evaluate products they need by using information from online consumer opinions. This shows how important eWOM is in influencing consumer behavior and their purchasing decisions [14].

Customers provide digital consumer assessments of products in the form of stars, which are an integral part of their opinions. Digital consumer ratings and opinions are part of a buyer's impression after making a purchase, which plays an important role in shaping the perceptions of other potential consumers. Buyers' perceptions of product results can be an internal company factor that influences sales [15]. The positive or negative impression left by consumers can directly affect the image of the product and company in the eyes of potential consumers. Electronic word-of-mouth can be negative or positive statements made by actual, potential, or previous consumers regarding a product or company. Internet media quickly disseminates this information to a wide audience [16]. Positive statements from previous customers can increase potential consumers' trust and interest in the product, whereas negative statements can damage the product's reputation and reduce purchase interest. Consumers who are satisfied with a product they buy often recommend it to people around them, either through social media and other internet sites or by recommending it directly or verbally to people they know. Positive word-of-mouth can have a significant effect on increasing sales because consumers indirectly promote a product based on their personal experiences to other consumers [17]. On the other hand, negative digital consumer assessments from consumers who are dissatisfied with their purchasing experience can worsen the seller's image in the eyes of other potential buyers, thereby slowing down the product sales process. People often perceive extremely negative digital consumer reviews as less helpful compared to more moderate ones [18]. They argue that extreme reviews tend to be considered less credible by potential consumers. The credibility of both positive and negative reviews is heavily dependent on the quantity and quality of existing reviews. Therefore, it is important to analyze the extent of the influence of reviews on a product, including positive reviews, negative reviews, and the total accumulated digital consumer ratings received by a seller.

2. Research Methods

Purposefully choosing the research locations is a deliberate strategy based on special considerations. This research employs a quantitative-qualitative approach, utilizing both primary and secondary data. We obtain primary data from direct information, such as the number of product sales, opinions, and digital consumer assessments recorded in e-commerce. In the meantime, we gathered secondary data from various sources, including related agencies, literature, and books, all pertinent to our product-focused research. This study's population includes all products available through e-commerce. We used a combination of probability and non-probability sampling for the sampling technique to ensure the sample's representativeness and relevance to the studied population. We carry out panel data regression analysis by considering several regression equations models, including the common effect model, the fixed effect model, and the random effect model. This approach helps to identify and test the influence of variables such as positive opinions, negative opinions, and digital consumer assessments on product sales levels in a comprehensive manner.

3. Results and Discussion

The analysis using the fixed effect model reveals an R-square of 0.92, suggesting that digital comments can explain around 92% of the variation in product sales levels. Other factors not studied may influence the remaining 8%. When the R-square approaches 1, this indicates that the variables used have a high ability to explain variations in product sales. This analysis also confirms that positive opinions, negative opinions, and digital consumer assessments have a significant influence on purchasing decisions. Positive reviews make a significant positive contribution to sales, while negative

reviews, although negative, still have a positive impact with a considerable increase in sales. In addition, increasing digital consumer ratings of products significantly increases sales, indicating that product reputation is crucial in influencing consumer behavior in e-commerce. These results confirm that the use of the fixed effect model provides a significant contribution to understanding and analyzing the factors that influence product sales in detail and in depth in e-commerce. Thus, the practical implication is the importance of reputation management strategies and attention to consumer feedback to improve product sales performance in digital markets.

Based on the output results obtained, the positive opinion variable shows a significance value of 0.00 with a coefficient that has a positive direction. This confirms that positive opinions have a positive and significant influence on product sales levels. In this context, positive reviews reflect consumers' positive opinions or impressions of a product, indicating that customers like it. These findings are consistent with previous research showing that increasing the number of positive reviews can lead to increases in sales levels. Positive recognition from previous users helps build a strong product reputation, which in turn increases the trust and purchase motivation of potential consumers in e-commerce. This is also in line with evidence that customer feedback is the key to successful product development and increasing the success of new products in the market. Other research shows that consumers tend to prefer products that have a lot of reviews because they are considered more reliable in terms of quality and user satisfaction compared to the descriptions provided by the sellers themselves. Therefore, it is important for sellers to pay attention to positive feedback and leverage it to build a positive reputation and increase sales of their products in the competitive digital environment.

Based on the output results obtained, the negative opinion variable shows a significance value of 0.01, with a coefficient that has a positive direction. This demonstrates that negative opinions have a significant positive influence on product sales, although the significance value is not as low as positive opinions. Negative opinions in this context reflect consumers' views or impressions that the product has certain shortcomings or negative aspects that they experienced or discovered. Consumers' response to reported imperfections may explain why negative opinions can boost product sales. Some consumers may view negative opinions as an indication of transparency and honesty from the seller, which may increase their trust in the product. However, the uniqueness of the observed data may influence these results. If the number of negative opinions given by consumers is less than the number of dominant positive opinions, this could be a limitation in the interpretation of research results. The proportion and quality of each type of review can have a significant impact on the conclusions drawn. Therefore, it is important to conduct further analysis to understand the context and implications of negative reviews on consumer purchasing decisions in e-commerce.

Based on the output results obtained, the digital consumer assessment variable has a significance value of 0.41 with a coefficient that has a positive direction. This shows that digital consumer assessment variables do not have a significant influence on product sales levels. People often think of digital consumer ratings in e-commerce as numerical summaries of customer reviews of products. In theory, digital consumer assessments should accurately reflect product satisfaction or quality, but in practice, various subjective factors can influence these assessments. For instance, varying consumer perceptions or the platform's own editorial policy can influence digital consumer ratings by featuring or promoting a specific store. Previous research shows that in the context of e-commerce, the more important aspects in influencing consumers' purchasing decisions are the product price and reviews provided by other consumers. This is because consumers generally trust the platform as a whole, not just digital consumer assessments of certain stores or products. Consumers tend to pay more attention to detailed reviews and real experiences from other consumers when choosing products, rather than just considering the digital consumer ratings given to the store. Therefore, the lack of clear representation of online stores' reputation through the number of stars alone may explain why digital consumer ratings do not significantly influence product sales. To that end, a more effective strategy for sellers may be to focus on product quality, be responsive to customer feedback, and build a solid reputation through positive reviews and favorable purchasing experiences.

4. Conclusion

The conclusion of this research is that these three independent variables simultaneously have a significant effect on the level of product sales on the platform. Positive opinion, negative opinion, and

digital consumer assessment are able to explain around 92% of the variation in product sales, while the rest is explained by other factors not examined in this research. According to existing theory, positive opinions have a significant positive influence on product sales levels. However, the negative opinion variable also shows a significant positive influence, which is an anomaly or contradiction to existing theory. This shows that negative opinions from consumers can also influence increased sales, perhaps because they can provide trust or signal product transparency. The digital consumer assessment variable does not show a significant influence on product sales levels. This suggests that consumers may not consider digital consumer ratings to be a major factor in purchasing decisions, preferring to rely on reviews and other consumers' experiences when evaluating products. This conclusion illustrates that in the context of product sales in e-commerce, it is important for sellers or producers to pay attention to comments or opinions from customers digitally because this factor has a big impact on the effectiveness of product sales in e-commerce, especially Shopee.

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