Customer Review and Customer Relationship Management Analysis of B2B Product Purchase Decisions

Daud Halim* and Kukuh Lukiyanto

1Entrepreneurship Department, BINUS Business School Undergraduate Program, 11480 Bina Nusantara University
Jakarta, Indonesia

Abstract. Customer reviews, which are often called testimonials, and relationship management are two things that are believed to be important factors in purchasing decisions in the digital marketing era. However, existing research is still dominated by end-user objects or individual consumers. This study aims to determine the effect of customer reviews (Testimonies) and customer relationship management on purchasing decisions made by organizations or companies. Using quantitative research methods with 60 respondents who are customer companies from Brightindo (suppliers of cleaning chemicals). Data was collected through questionnaires in google forms which were sent to respondents and processed using SPSS software. The results of data processing show that customer review has an effect and is significant on purchasing decisions, for customer relationships it has no effect and is not significant on purchasing decisions, for customer reviews and customer relationships it simultaneously affects purchasing decisions.

1. Introduction

The Covid-19 pandemic has hit various sectors of the Indonesian economy, especially lower-middle-class companies. The digital sector, especially the MSME sector, remains promising amidst the economic downturn. In addition, other data shows that e-commerce transactions have increased during COVID-19. Fifty-one percent of respondents reported using a shopping app for the first time during the Massive Social Restrictions (PSBB). As a result, the demand for e-commerce has increased 5-10 times compared to before the pandemic (Lukiyanto & Wijayaningtyas, 2020).

The e-commerce business itself is segmented into the consumer-to-consumer (C2C) and business-to-consumer (B2C) and business-to-business (B2B) models. B2B e-commerce has the potential to grow rapidly in recent times due to the increasing procurement needs of companies. In several countries, such as China and the United States, B2B e-commerce has almost three times the number of transactions compared to B2C (Databoks, 2022).

Not only abroad, but this B2B model is also experiencing development in Indonesia. Quoting from the EigenRe report, it can be seen from the B2B market size in Indonesia is predicted to reach US$ 21.3 billion in 2023. However, the Covid-19 pandemic has also had a significant impact on B2B e-commerce players in Indonesia. However, quoted from Dailysocial.id, B2B e-commerce players said that the Adaptation to the New Habits of Covid-19 could be a rebound opportunity for this business (Databoks, 2022).

Brighton is a business engaged in the production of cleaning chemicals, Brightindo uses a B2B system using e-commerce as a means of promotion. brightened was founded in 2019 and in the course of business development from Brightindo various challenges must be faced by Brightindo even though they have used marketing strategies with social media, the use of e-commerce. These challenges range from developing a business to attracting buying interest in the product (Sadikin et al., 2020; Handayani, 2013; Ibrahim et al., 2021). To get loyal customers, it must be supported by a strategy to create a relationship between the company and the customer (Romatulloh & Sari, 2021). Nevertheless, most banks have made their best efforts to improve CRM implementation in meeting customer needs, including providing information about the knowledge of various features and attributes of the products offered. However, some companies in the service sector do not know for sure how many customers feel the effects of CRM implementation (Agung, 2013; Holland, 2016; Putra et al., 2017). Then One of the dissemination of information using technology is Online Customer Review. Online customer reviews are part of the Electronic Word of Mouth (EWOM). According to Hasan in the journal Alabdullatif and Akram (2018), Electronic Word of Mouth (EWOM) is the provision of information to many people about a brand or product through electronic media or social media. During the current pandemic, it is difficult to get out of the house,
activities outside the home are currently only carried out for important and urgent purposes. With the delay in activities during the current pandemic, it is difficult for people to see how skincare is currently needed because there are no longer testers in offline stores.

Based on previous research related to the influence of customer reviews on purchasing decisions, and the influence of customer relationship management on purchasing decisions, it was found that customer reviews have an effect and are significant on purchasing decisions (Latef & Ayustira, 2020; Fardhani et al., 2016), decisions in the influence of customer relationship management on purchasing decisions, it is found that the customer relationship management has a partial effect on purchasing decisions according to (Adriani Rangkuti et al., 2021; Elpansyah et al., 2019). Therefore, every company engaged in production and services has good reviews from users and buyers and also maintains good relations with partners which aims to increase partner trust in the company. There are dimensions between customer review and customer relationship management that influence purchasing decisions, namely for customer review there are 5 dimensions (Schepers, 2015; Maulana, & Pramitaputri, 2018) namely source credibility, Review Quality, review quantity, valence, timeliness, and customer relationship management there are 4 dimensions according to (Kotler, 2009; Pertwi Siregar et al., 2020) namely identity, acquire, retain and develop.

Seeing the above, it is necessary to research the influence of customer reviews (testimonies) and customer relationship management on the purchasing decisions of Brightindo products. With the hope that it can help solve the current problem.

1.1 Objectives

Based on the background that has been described, the objectives of this study include:
1. Knowledge of the influence of customer reviews on decisions and purchases of Brightindo products.
2. Knowledge of the influence of customer relationship management on purchasing decisions on Brightindo products.
3. Knowledge of the influence of customer reviews and customer relationship management on Brightindo product purchasing decisions.

2. Literature Review

a. Customer Review

Khammash (2008) online customer review can be understood as a medium for consumers to see reviews from other consumers on a product, company service, and about how a company is a producer.

b. Customer Relationship Management

Kotler (2009), customer relationship management is the process of building and maintaining long-term, profitable relationships with customers through providing services that are of value and that satisfy them.

c. Purchase Decision

Kotler (2013) stated that the purchase decision is a stage in making purchasing decisions where consumers carry out actual buying activities.

3. Methods

In this study, the research design that will be used is quantitative research. Quantitative Research according to Sugiyono (2017) can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses that have been used. This research was conducted using associative quantitative research. Sampling was carried out in this study using a questionnaire distributed to 60 respondents. The criteria of this research are customers from Brightindo who are in the Jakarta, Semarang, and Malang areas. The distribution of questionnaires was carried out by researchers using online distribution using a google form which was distributed to Brightindo customers. The measurement scale used by the researcher is a five-point Likert scale consisting of several question items.

4. Data Collection

This study uses data obtained from primary data, namely data obtained directly from questionnaires. The data collection technique used a Likert scale, namely: SS (Strongly Agree) was given a score of 5, S (Agree) was given a score of 4, and N (Neutral) was given a score of 3. TS (Disagree) was given a score of 2, and STS (Strongly Disagree) was given a score of 1.

5. Results and Discussion

5.1 Validation

The results of the instrument test show that the validity test of the questionnaire questions is valid because it has an r count that is greater than the r table. While the reliability test shows that all indicators of each variable are reliable because they have Cronbach's alpha values that are above the minimum value.

The classical assumption test consists of a normality test, multicollinearity test, and heteroscedasticity test. The results of the normality test show that the research data is normally distributed because it has an asymp value. Sig. (2-tailed) which is greater than by 0.200. While the multicollinearity test shows that there is no multicollinearity in this model because each independent variable in the study has a VIF value < 10 and a tolerance value > 0.10.

Heteroscedasticity test in this study using the lesser test, the data can be said to have no heteroscedasticity problems if each independent variable has a Sig value > 0.05. Based on the results of the Glejser test, the significance value of the customer review variable (X1) = 0.394 and customer relationship management (X2) =
0.805, because the significance value of all variables is greater than 0.05, it is concluded that there is no heteroscedasticity problem.

a. Multiple Linear Regression
The hypothesis test consists of multiple linear regression tests, T-tests, F tests, and the coefficient of determination.

Based on Table 1 it can be explained that the regression model, the results of multiple regression can be explained as follows (Ghozali, 2016):

1) Value constant (a) = 0.855
If the independent variable is 0 (zero), then the value of the dependent variable, namely the purchase decision (Y) on Brightindo products is 0.855 and the independent variable is 0 (zero).

2) Value of b1 variable customer review = 0.973
If the Customer review variable (X1) increases by 1 (one) unit, then the dependent variable, namely the purchase decision (Y) on Brightindo products, is 0.973 and it is assumed that the customer relationship management variable (X2) is constant.

3) Value of customer relationship management variable b2 = 0.257
If customer relationship management (X2) increases by 1 (one) unit, then the dependent variable, namely the purchase decision (Y) on Brightindo products, is 0.257 and it is assumed that the independent variable customer review.

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Source: Processed Primary Data, 2022 (Ghozali, 2013)

b. Test F
Based on Table 2 it can be explained that the results of the simultaneous F test, it can be seen that the calculated F value is 29.1 > 3.16. This shows that it is accepted so that it is concluded that customer review (X1), Customer relationship management (X2) simultaneously have a significant effect on purchasing decisions (Y) (Ghozali, 2016).

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Source: Processed Primary Data, 2022

c. Test T
Based on Table 3, it can be explained that the results of the Test T include the following Ghozali (2018).

1) Customer reviews (X1)
Based on the results of the t-test related to customer review testing (X1) on purchasing decisions (Y) it can be seen that the customer review variable shows the at-count value of 7,600 this value is greater than the t table, which is 7,600 > 2.002 and Sig. variable (.000) is smaller than (0.05) which is 0.000 < 0.05. so that it can be concluded that the customer review variable has an effect and is significant on the decision to purchase Brightindo products.

2) Customer relationship management (X2)
Based on the results of the t-test related to customer relationship management (X2) testing on purchasing decisions (Y), it can be seen that the customer relationship management variable shows the at-count value of 1.676 this value is smaller than the t-table which is 1.676 <2.002 and Sig. variable (.099) is greater than (0.05) that is equal to 0.099 > 0.05. So it can be concluded that the customer relationship management variable has no effect and is not significant on the decision to purchase Brightindo products.

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Source: Processed Primary Data, 2022
5.2 Discussion

1. To analyze customer reviews of purchasing decisions
The results showed that customer reviews affected purchasing decisions for Brightindo products, so $H_2$ was proven. The results of this study support research conducted by Latief and Ayustra (2020) and research conducted by Harli et al. (2021) which states that customer reviews have a positive effect on purchasing decisions.

2. To analyze customer relationship management on purchasing decisions
The results showed that customer relationship management had no effect on consumer purchasing decisions for Brightindo products, so $H_2$ was not proven. The results of this study support research conducted by Adriani Rangkuti et al. (2021), which all state that customer relationship management does not influence on purchasing decisions.

6. Conclusion

Based on the results of testing the data in this study, it can be ascertained that customer reviews have an effect and are significant on purchasing decisions. how consumers of Brightindo products decide to buy because they see customer reviews on social media and e-commerce used. Meanwhile, customer relationship management has no effect and is not significant in purchasing decisions. knowing that consumers make purchasing decisions not because of good relationships with Brightindo business owners with partners or other businesses. Furthermore, customer reviews and customer relationship management simultaneously have a significant effect on purchasing decisions based on good relationships and good reviews for consumers to make decisions to buy Brightindo products.

References

1. customer relationship management terhadap keputusan pembelian pada asuransi Astra (Garda Oto) the effect of price, service quality, and customer relationship management on purchasing decisions of asuransi Astra (Garda Oto). Business and Accounting, 4.