

CHAPTER 4 DATA ANALYSIS

4.1 Millennials Generation

There were fifty respondents in this research. The details of their personal information can be seen in table 4.1, 4.2, 4.3.4.4,4.5 and table 4.6.

Figure 4.1 Gender

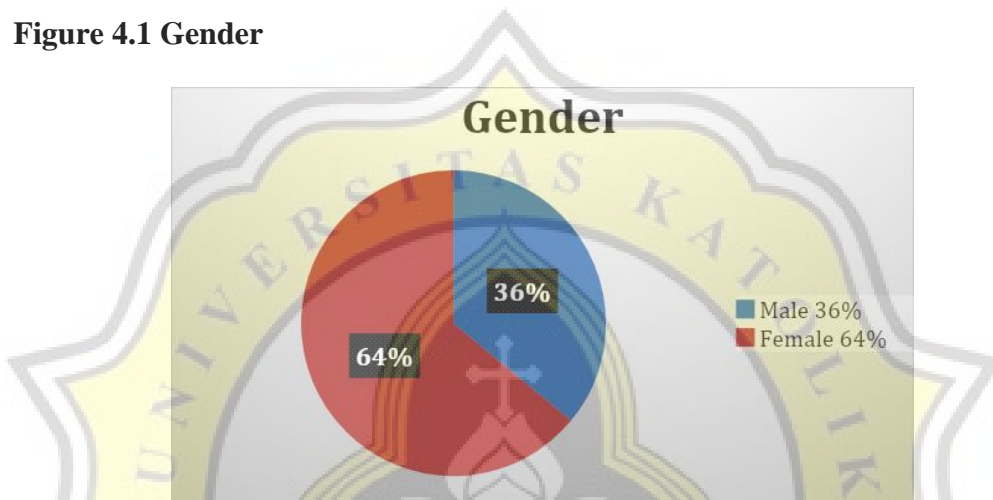


Figure 4.2 Age of the Respondents

Age
50 responses

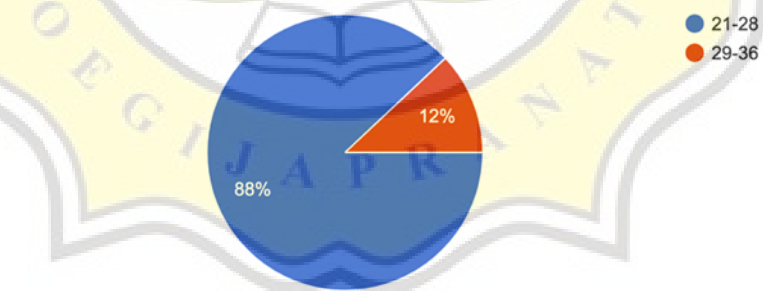
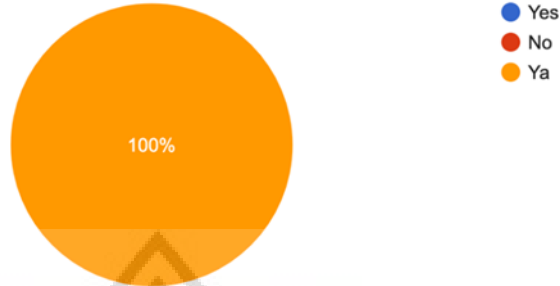


Figure 4.3 Online Shopping on Shopee

Have you ever conducted an Online Shopping on Shopee?
50 responses



Times Frequency of shopping at Shopee within 1 year

Times Frequency	Consumer
< 1 times	1
2-10 times	24
> 15 times	25

Costs incurred for purchasing products on Shopee

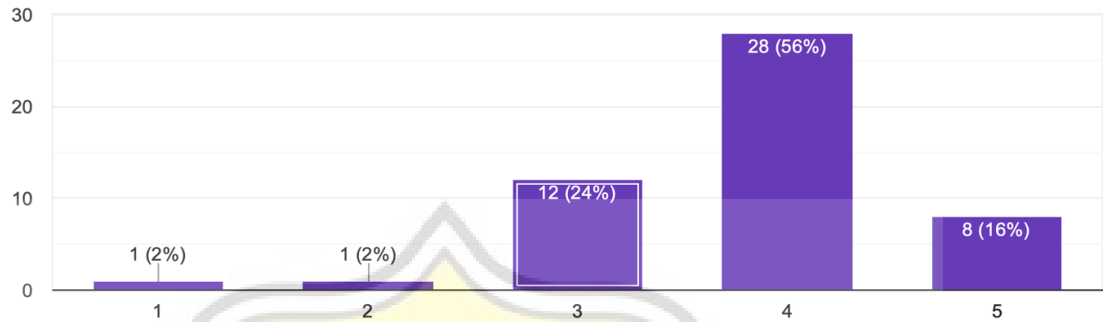
Cost	Consumer
<Rp. 50.000	2
Rp. 51.000- Rp. 100.000	5
Rp. 101.000- Rp. 150.000	18
> Rp. 150.000	25

4.1.1. Shopee Product Quality

The first statement is “*Kualitas produk di Shopee memiliki kualitas tinggi*” (High quality product on Shopee). It aims to find out whether the respondents perceive that the quality of the products at Shopee is good quality. The result revealed that the mean of this statement is 3,82 ; it shows that the respondents have a positive perception of this statement.

4.1 Chart of Product Quality on Shopee

Kualitas produk di Shopee memiliki kualitas tinggi
50 responses



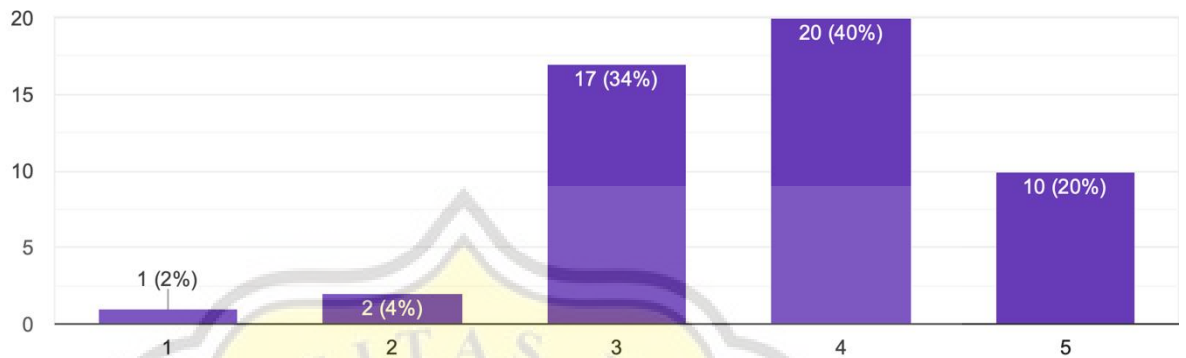
From the diagram above, the minimum scores of this statement are 1 “strongly disagree” and 2 “disagree,” and the maximum score is 4 “agree.” 56% of respondents decided to select “agree”, 16% chose “strongly agree”, 24% chose “neutral”. From the result, the researcher found out that the majority of the respondents agree that Product quality at Shopee is high-quality.

4.1.2 Better Quality of Shopee Product Compared to other E-commerce

The second statement is “*Kualitas produk di Shopee memiliki kualitas yang lebih baik dari E-commerce lain*” (Product quality at Shopee has better quality than other E-commerce). From this statement, the author wants to find out that the Product Quality at Shopee has better quality than other E-commerce.

4.2 Chart of Product Quality on Shopee than other E-commerce

Kualitas produk di Shopee memiliki kualitas yang lebih baik dari E-commerce lain
50 responses



This statement's minimum score is 1 "strongly disagree," and the maximum score is 4 "agree." 34% of respondents voted "neutral", 20% voted "strongly agree", 4% voted "disagree".

The result revealed that the mean of this statement is 3,72; it shows that the respondents had a positive perception of this statement and they all agreed that Product quality on Shopee has better quality than other E-commerce. Pursuant to the respondent's answer to this research, the researcher can conclude that the Product quality at Shopee has better quality than other E-commerce since most of the respondents selected to agree.

4.1.3 Photos as Reflection of the Seller and Product

The third statement is “*Foto mencerminkan reputasi penjual dan produk yang dijual*” (Photos reflect the reputation of the seller and the product being sold). This statement helps the author to find out whether the Photos reflect the reputation of the seller and the product being sold.

4.3 Chart of Photo Products Reflect Reputation Seller and Their Product



This statement's minimum score is 1 "strongly disagree," and the maximum score is 4 "agree." 36% of respondents voted "strongly agree", 6% voted "disagree" 14% voted "neutral". The result revealed that the mean of this statement is 3.98, it shows that the respondents have a positive perception about this statement. The respondents agree that Photos reflect the reputation of the seller and the product being sold. Through this statement, the researcher can conclude that the respondents agreed if the Photos reflect the reputation of the seller and the product being sold.

4.1.4 Interest to Purchase

The fourth statement is *“Tertarik dan membeli suatu produk karena kualitas foto produk yang ditampilkan oleh penjual baik”* (Interested and purchasing a product since the quality of the product photos displayed by the seller is good). This statement was made to find out that the consumer interested and purchasing a product since the quality of the product photos displayed by the seller is good.

This statement's minimum score is 1 "strongly disagree," and the maximum score is 4 "agree." The respondents who voted "Strongly agree" are 32.7%, "agree" 44.9%, "neutral" 16.3%, and "disagree" 4.1% and "Strongly disagree" 2%. The result revealed that the mean of this statement is 4; it means that the respondents had a positive perception. Pursuant to the answers of 50 respondents, the researcher can infer that Customers are intrigued and have purchased a product since the quality of the product photos displayed by the seller is good. The highest mean of the first problem formulation is in Statement 4.

4.1.5 Interest to Purchase Despite the Poor Photo Quality

The next statement is *“Tertarik dan membeli suatu produk karena kualitas foto produk yang ditampilkan oleh penjual kurang baik”* (Interested and buying a product because the quality of the product photos displayed by the seller is poor) The statement will help the researcher determine whether the interest and buying a product because the quality of the product photos displayed by the seller is poor.

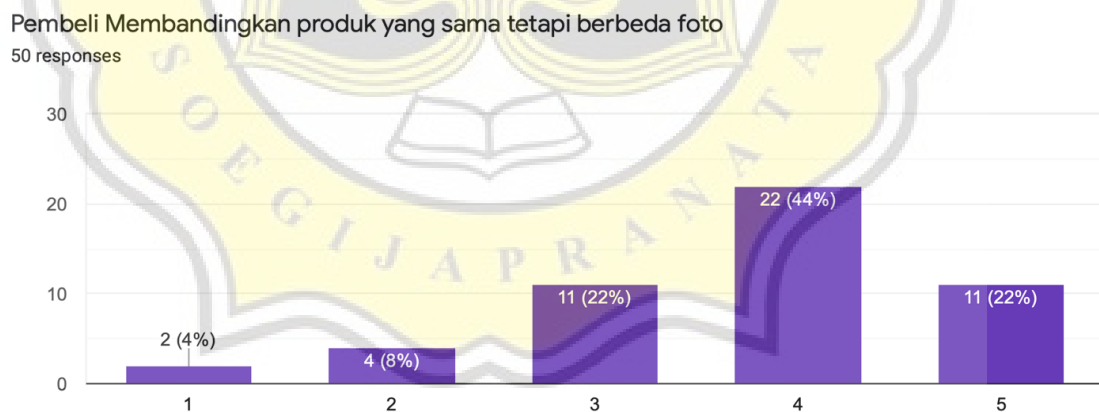
This statement's minimum score is 5 "strongly agree," and the maximum score is 1 "strongly disagree." 28.6% of respondents voted "strongly disagree", 16.3% of respondents voted "neutral", 12.2% of respondents voted "strongly

agree", "disagree" 20.4%, agree" 22,5%. The result revealed that the mean of this statement is 2.7, it means that the respondents had a negative perception. Therefore, the researcher can conclude that respondents "strongly disagree" if the Customers are not interested in purchasing a product since the quality of the product photos displayed by the seller is poor. The lowest mean of the first problem formulation is in the fifth statement.

4.1.6 Product Comparison by Consumers

The statement is "*Pembeli Membandingkan produk yang sama tetapi berbeda foto*" (Consumers Compare the same product but different photos). This statement makes the researcher understand regarding the Consumers Compare the Same Product but Different Photos.

Chart 4.4 Chart of Customers Compare The Same Product in Different Photos



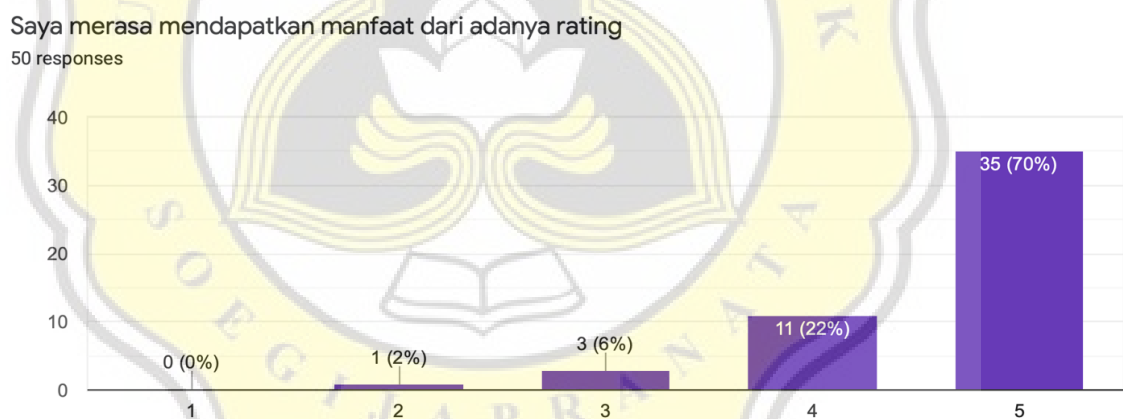
This statement's minimum score is 1 "strongly disagree," and the maximum score is 4 "agree." 22% of respondents voted "strongly agree", 8% voted "disagree", 22% voted "neutral", and 8% voted "disagree". The result revealed that

the mean of this statement is 3.72, it means that the respondents had a positive perception. The researcher can infer that the majority of the respondents are Consumers Compare the Same Product but Different Photos. The overall average mean of the first problem formulation is 3.65; it shows that the respondents had a positive perception of Millennials' Perceptions of Photo Products on Shopee.

4.1.7 Rating benefits

The seventh statement is "Saya merasa mendapatkan manfaat dari adanya rating" (I perceive it to have benefits of rates). This statement makes the researcher understand regarding I perceive to have benefits of rates.

Chart 4.5. Chart of Customers Perceive to Have Benefits of Rates

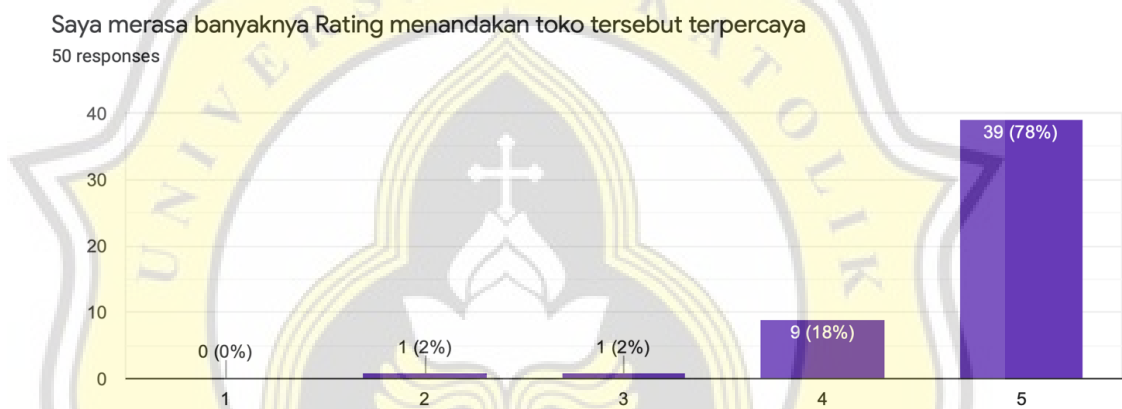


This statement's minimum score is 1 "strongly disagree", and the maximum score is 5 "strongly agree." 22% of respondents voted "agree", 6% voted "neutral", 2% voted "disagree". The result revealed that the mean of this statement is 4,6; it means that the respondents had a positive perception .The choice is dominantly selected by the respondents is "strongly agree", with the result that the researcher can infer that the Customers Perceive to have Benefits of Rates.

4.1.8 Shop Rating

The next statement is “*Saya merasa banyaknya Rating menandakan toko tersebut terpercaya*” (I perceive the number of rates meaning that the shop is trusted). This statement makes the researcher understand that the number of rates in a product impacts the shop in accordance with the significant credibility.

Chart 4.6 Chart of Customers Perceive the Number of Rates Meaning that the Shop is Trusted

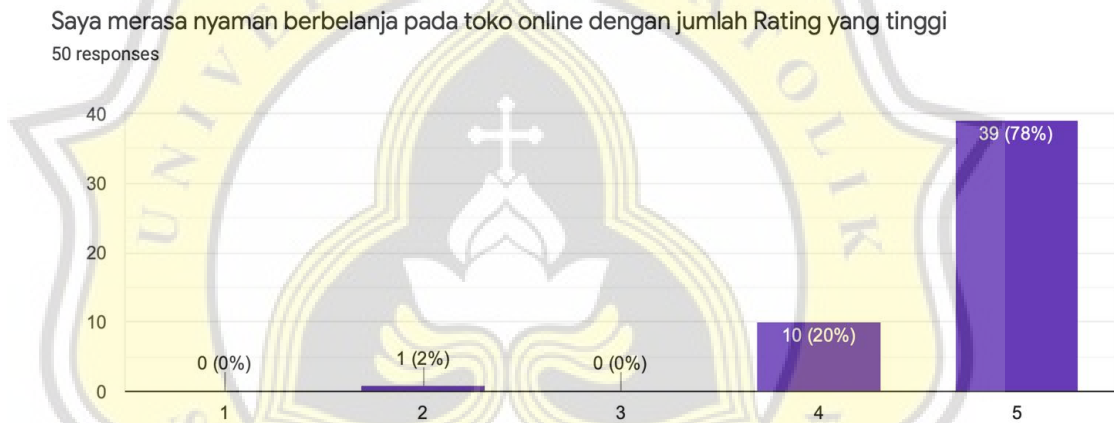


This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 18% of respondents voted “agree", 2% voted "neutral", 2% voted "disagree". The result revealed that the mean of this statement is 4.72; it means that the respondents had a positive perception. The respondents relatively agree that the number of rates meaning the shop is trusted. The choice is dominantly selected by the respondents is "strongly agree," with the result that the researcher can infer Consumers Perceive number of rates meaning that the shop is indubitably trusted.

4.1.9 High Rating for Consumers' Comfort

The ninth statement is "Saya merasa nyaman berbelanja pada toko online dengan jumlah Rating yang tinggi" (I prefer shopping at online stores with a high number of Rates). Through this statement, the researcher wants to know the respondent's impression of the consumers prefer shopping at online stores with a high number of Rates.

Chart 4.7 Chart of Customers Prefer Shopping at Online Stores with a High-number of Rates

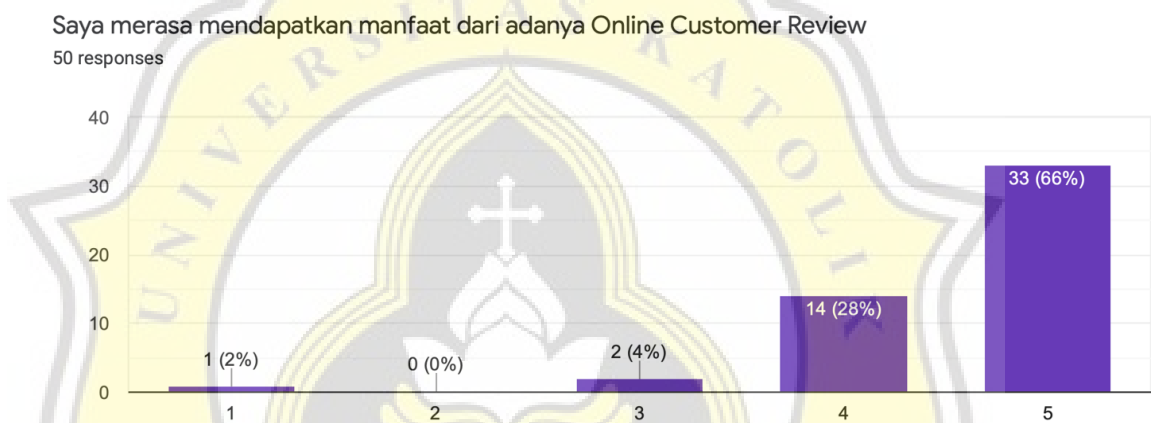


This statement's minimum score is 1 "strongly disagree," and the maximum score is 5 "strongly agree." 20% of respondents voted "agree", 0% voted "neutral", 2% voted "disagree". The result revealed that the mean of this statement is 4.74; it means that the respondents had a positive perception. The choice is dominantly selected by the respondents is "strongly agree," with the result that the researcher can infer that the Customers prefer to shop at online stores with a high-number of Rates. The highest mean of the second problem formulation is in the ninth statement.

4.1.10 Online Customer Review

The statement is “*Saya merasa mendapatkan manfaat dari adanya Online Customer Review*” (I perceive to have benefits from online customer reviews). Through this statement, the researcher wants to know the respondent’s impression of the consumers perceived to have benefits from online customer reviews.

Chart 4.8 Chart of Customers Perceive to Have Benefits from Online Customer Reviews

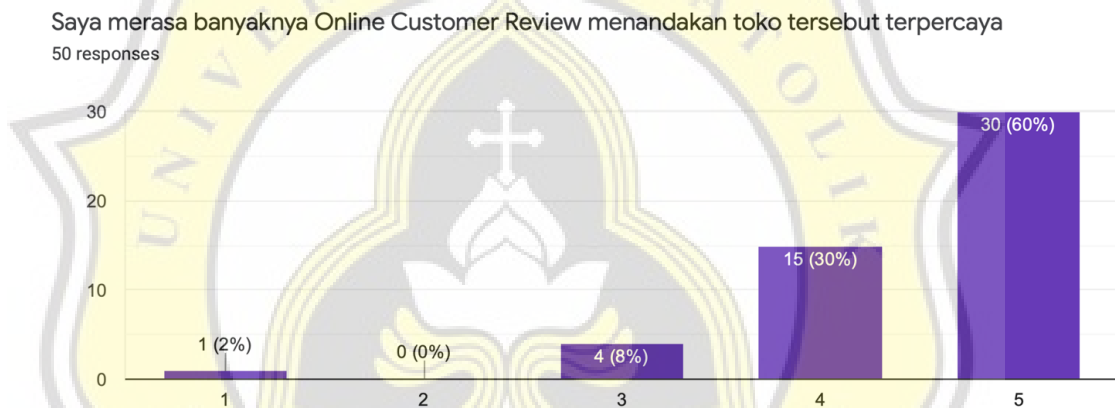


This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." 28% of respondents voted “agree”, 4% voted "neutral", 2% voted "strongly disagree". The result revealed that the mean of this statement is 4.56; it means that the respondents had a positive perception. The choice is dominantly selected by the respondents is "strongly agree," with the result that the majority of the Customers apprehend to have benefits from Online Customer Review on Shopee.

4.1.11 Online Customer Review and Consumer's Trust

The next statement is “*Saya merasa banyaknya Online Customer Review menandakan toko tersebut terpercaya*” (I perceive many online customer reviews indicate that the store is trusted). This statement makes the researcher understand that consumers perceive many online customer reviews indicate that the store is trusted.

Chart 4.9 Chart of Customers Perceive many Online Customer Reviews Indicate that the Store is Trusted.

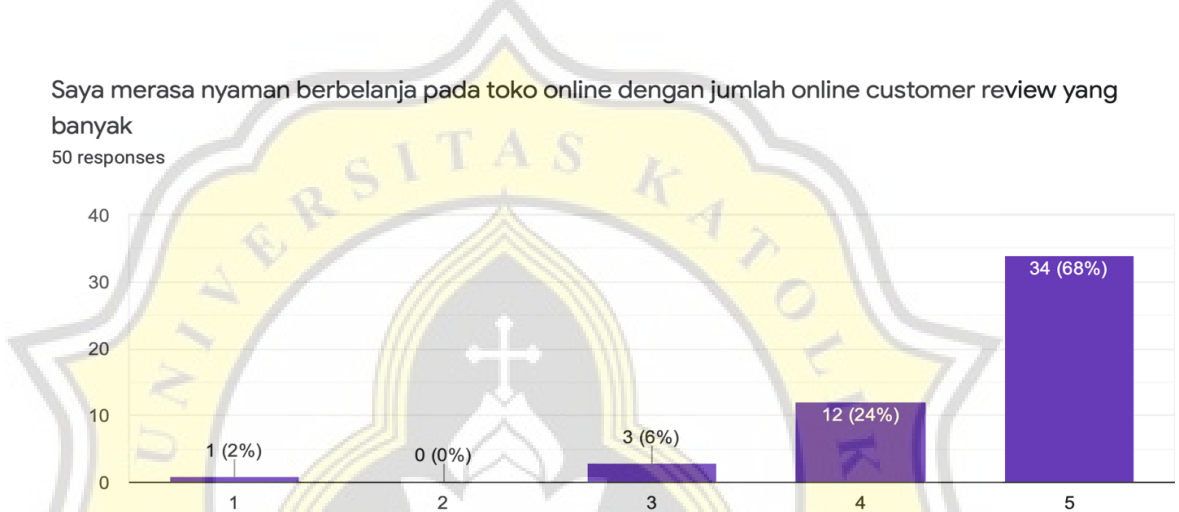


This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." 30% of respondents voted "agree", 8% voted "neutral", 2% voted "strongly disagree". The result revealed that the mean of this statement is 4.46; it means that the respondents had a positive perception. The choice is dominantly selected by the respondents is "strongly agree," with the result that the researcher can infer Consumers perceive many online customer reviews indicate that the store is trusted.

4.1.12 Online Customer Review and Consumers' Comfort

The statement is “*Saya merasa nyaman berbelanja pada toko online dengan jumlah online customer review yang banyak*”. (I prefer to shop at online stores with a large number of online customer reviews).

Chart 4.10 Chart of Customers Prefer to Shop at Online Stores with a Large Number of Online Customer Reviews.



This statement's minimum score is 2 "disagree," and the maximum score is 5 "strongly agree." 24% of respondents voted “agree”, 6% voted "neutral", 2% voted "strongly disagree". The choice is dominantly selected by the respondents is "strongly agree," . The result revealed that the mean of this statement is 4.56; it means that the respondents had a positive perception. In this statement, most of the customers generally examine the credible shop with the reliable review in terms of conducting the online shopping on Shopee.

4.1.13 Informative Review of Shopee

The statement is “*Melalui situs jejaring sosial, saya mendapatkan informasi mengenai pengalaman positif orang lain terhadap Shopee.*” (Through social

networking sites, I solicit more information about other people's positive experiences on Shopee). This statement indicates that 46% of the respondents approve if the convincing and worthwhile experiences play notable roles in soliciting the relevant information through social media.

Chart 4.11 Chart of Social Networking Sites in Soliciting More Information about People's Positive Experience on Shopee.



This statement's minimum scores are 1 and 2 "strongly disagree" and "disagree," and the maximum score is 4 "agree." 42% of respondents voted "strongly agree", 8% voted "neutral". In contrast, only 2% of the respondents strongly disagree with this statement. The result revealed that the mean of this statement is 4.24; it means that the respondents had a positive perception. Thus, most of the respondents view that worthwhile experiences steer them in soliciting accurate information. More interestingly, 42% of the respondents selected "strongly agree" which is inevitably equal to the option of "agree".

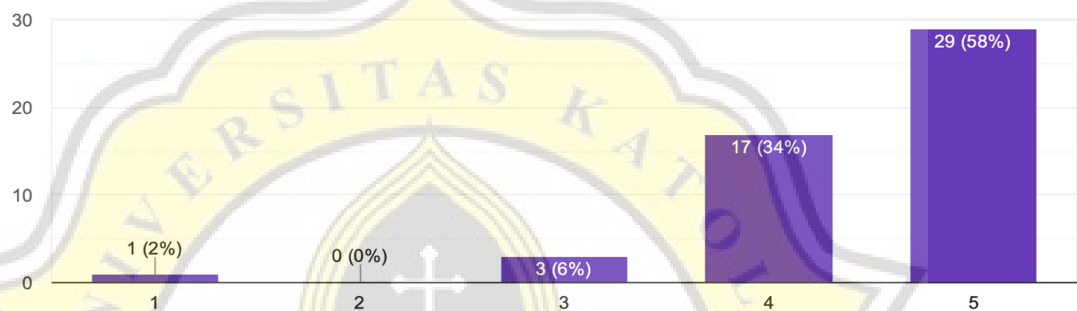
4.1.14 The Consumers' Frequency of Reading Online Review

The statement is "*Saya sering membaca review produk dari konsumen lain secara online melalui platform Shopee.*" (I often read product reviews from other

customers online through the Shopee platform). The statement was made to help the researcher know regarding the respondent's understanding in terms of "I often read product reviews from other customers online through the Shopee platform".

Chart 4.12 Chart of Product Reviews from Other Online Customers on the Shopee.

Saya sering membaca review produk dari konsumen lain secara online melalui platform Shopee
50 responses

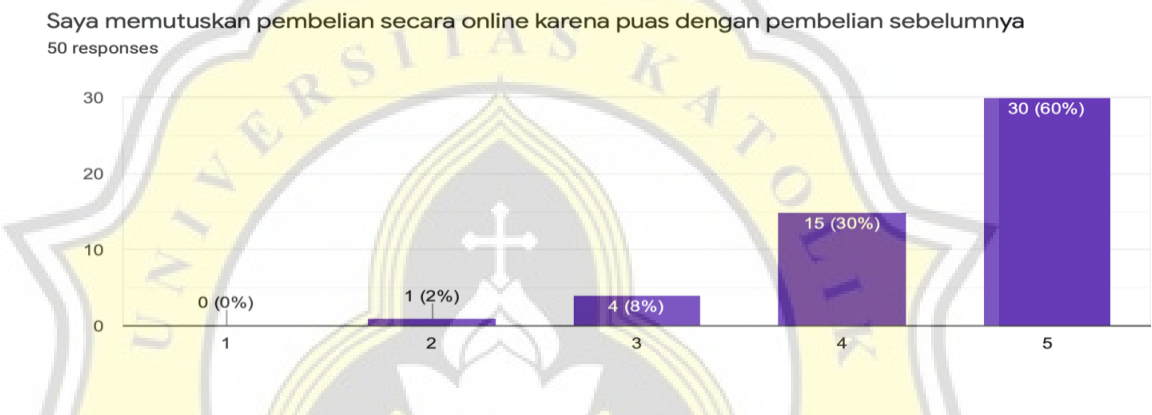


This statement's minimum score is 2 "disagree" and the maximum score is 5 "strongly agree." 34% of respondents voted "agree", 6% voted "neutral", 2% voted "strongly disagree". The result revealed that the mean of this statement is 4.46; it means that the respondents had a positive perception. Pursuant to the result above, 58% of the respondents selected the option of "strongly agree" instead of "strongly disagree" with the result that those respondents constantly find out the critique from other customers through the Shopee platform in advance of purchasing the specific products. More interestingly, none of the respondents voted for the option of "agree". Thus, finding out the relevant information from other customers periodically implemented by those customers to have the best products.

4.1.15 Consumers' Purchase Decision

The last statement is “*Saya memutuskan pembelian secara online karena puas dengan pembelian sebelumnya*” (I decided to purchase the products online because I was satisfied with my previous purchase). The statement was made to help the researcher know regarding the respondent's understanding in terms of “I decided to purchase the products online because I was satisfied with my previous purchase”.

Chart 4.13 Chart of Deciding to Purchase the Products Online.



This statement's minimum score is 1 "strongly disagree" and the maximum score is 5

"I strongly agree." 30% of respondents voted "agree", 8% voted "neutral", 2% voted "disagree" The result revealed that the mean of this statement is 4.48; it means that the respondents had a positive perception. The choice that is dominantly selected by the respondents is "strongly agree," Regarding the result above, 60% of the respondents determined the option of "strongly agree" in terms of purchasing the products through online shopping due to the previous procurement. More specifically, none of the respondents agreed with the first option and it is proven by the table above. The average mean of this variable is 4.5, it shows that the

respondents had a positive perception of Millennials' Perceptions of Online Customer Review on Shopee.

4.2. General Discussion

In the first statement, most of the respondents agreed that product quality on Shopee is credible. The overall average mean of the first problem formulation is 3.65; it shows that the respondents had a positive perception of Millennials' Perceptions of Photo Products on Shopee. The respondents gave positive answers about Product Display Photo (statements 3,4,5 and 6). From the questionnaire, it can be known whether the respondents' perception tends to be positive or negative by the means in average.

According to respondents, the quality of the products on Shopee are more attractive than the other E-commerce platforms. Furthermore, respondents think that Customers Perceive to have Benefits of Rates. This can be seen in the statements (7,8, and 9). The average mean of this variable is 4.5; it shows that the respondents had a positive perception of Millennials' Perceptions of Online Customer Review on Shopee in terms of Online Customer Review, Customers apprehend to have benefits from Online Customer Review on Shopee. It can help customers generally examine the credible shop with the reliable review in terms of conducting the online shopping on Shopee. It can be seen in the statements (10,11,12,13 and 14,15). The research results are based on the data coming from the respondents, who are millennials—age more than twenty years old and less than thirty six years old. The Product Display photo in this study partially influences purchasing decisions; yet, can simultaneously contribute to influencing online

purchasing decisions on the Shopee Marketplace. The results of this study indicate that the most dominant variable influencing online purchasing intentions at the Shopee Marketplace among Millennial is the Online Customer Review variable. The second variable indicates that Online Customer Review is essential for respondents to have an interest to purchase the products on Shopee. Additionally, the average mean from the first statement to the sixth statement is 3,6. The average mean from the seventh statement to the fifteenth statement is 4,5. As a result, the overall means of the problem formulation are positive. From the mean score, it can be concluded that the respondents' perceptions tend to agree that Photo Products and Online Customer Review is crucial for Customers to have a transaction process on Shopee.

