

DO AGE AND GENDER AFFECT WILLINGNESS TO LEAVE REVIEWS ON E-COMMERCE PLATFORMS?

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ABSTRACT

Product reviews play an important role where the buyer can express their honest opinion toward the product that the customer bought. Online reviews provide social proof to potential customers and gives them confidence to buy the products, where online reviews support customer purchasing decision. Surveys have shown that not all customers that bought products will review them, where most customers that didn't leave a review says that they're too lazy to review, too hard to use the feature and etc. This research aims to learn which factors influence the user to review the product they bought in E-commerce marketplace, where author will also try to see if gender and age will have a different opinion on motivating factors for leaving reviews. This research is quantitative research, where the factor used for the research is customer satisfaction, reward, motivation, and attitude. The research relies on a survey data from users that use top 3 marketplace in Indonesia and a structural equation modeling using SmartPLS 3. The result has shown that attitude and motivation have a positive and significant effect to influence users to leave reviews on the product they bought. Meanwhile, reward and customer satisfaction does not have a significant effect towards user Willingness to Leave Review. Results also shown that gender and age does not influence user Willingness to Leave Review.

Keywords: *E-commerce, Willingness, Online Reviews, Gender, Age, Marketplace*

1. INTRODUCTION

E-commerce has become one of the new business models in Indonesia because business people want to increase their sales and income anywhere and anytime. In E-commerce, many factors influence the interest of buyers to shop at a store, one of the factors is reviews. Product reviews on online shopping sites play an important role in the digital market where consumers write online reviews to pursue their rights and express their opinions. This is due to consumer responses to online product reviews written by other consumers as a more useful source of information than reviews written by experts, such as those hired by E-commerce vendors.

According to [1], product reviews on online shopping sites play an important role in the digital market where consumers write online reviews to pursue their rights and express their opinions. This is due to consumer responses to online product reviews written by other consumers as a more useful source of information than reviews written by experts. According to [2] reviews with high ratings will often be used by consumers as relevant, comprehensive,

and accurate information about the product they are viewing, which has a greater influence on product evaluation, purchase intention, and website evaluations, compared to low-rated reviews that reduce the user's feeling of buying the product and are seen as a subjective opinion of the reviewer.

Consumers perceive WOM (Word-of-Mouth) to be more trustworthy and persuasive than traditional media [3], such as print advertising, personal selling, and radio and TV advertising. The influence on purchasing decisions through WOM communications is further expanded with the advent of the internet, which extends eWOM (Electronic Word-of-Mouth) communications to a variety of additional virtual settings.

Reviews with a high rating, will often be used by consumers as relevant, comprehensive, and accurate information about the product being viewed, where this has a greater influence on product evaluation, purchase intention, and website evaluation, compared to reviews with lower ratings, which reduces the user's feeling of buying the

product and is seen as a subjective opinion of the reviewers.

Online reviews are proof to potential customers to buy the products, as more reviews shows the customer of how reputable the brand is. As online reviews validate the expertise in the eye of potential customers, they are also important for creating trust with the audience by creating positive experiences. As it increases brand credibility and purchasing likelihood from potential customers.

Existing E-commerce marketplace are short of incentives measure to encourage users to leave a review from the product they bought. Most marketplace will give reviewers economic reward. Present time, it is important to see if there are any other factor that could encourage user to leave a review.

This study will aim to see if difference in gender and age will affect user Willingness to Leave Review. Where studies have shown that women's shopping orientation is different from men's [14], where women are more motivated by emotional and social interaction. The lack of face-to-face communication offered in E-commerce is more appealing to men than women. As each gender have a different perspective, different age group also have different behaviour as older consumer generally are lacking in IT experience, resisting to change, and are much more insistent to try the product before buying.

Due to the lack of data on the percentage of people who provide reviews on the E-commerce marketplace platform in Indonesia, therefore the researcher did preliminary research to find out the E-commerce condition in Indonesia. Based on 35 respondents who answered in, as many as 60% of respondents gave a review after their purchase transaction was completed with the most reasons: to provide information, requested by the seller, and to feel satisfied with the goods purchased. On the other hand, 40% of respondents did not provide a review after their purchase transaction was completed for the most reasons: forgetting, not important, and lazy to open the review page. Based on the preliminary research conducted, the researcher wants to find out more about whether the factors of gender and age also affect the interest of buyers in giving reviews.

Although reviews are one of the important factors that influence customer interest in buying a product, not all customers who buy products on E-commerce platforms are willing to fill out reviews. The purpose of this study is to determine the factors

that influence the willingness of users to provide reviews of products that have been purchased on the E-commerce platform. As the findings of this research will be helpful to E-commerce platform to optimize the online review features.

2. LITERATURE REVIEW

2.1 eWOM(electronic Word-of-Mouth Communication)

According to [7], eWOM is a communication about products and services via the internet that can be done on online forums, review pages, social media, and blogs, as an important source of information that can influence human behavior where consumers see it as:

1. A more powerful and effective communication tool because it can be accessed by consumers anywhere via the internet
2. More balanced and unbiased, as it allows different opinions to be presented simultaneously on the same website and from different consumers.
3. Easier to decipher, given the quantity and quality of online feedback mechanisms published in written form.
4. More controllable by businesses, which can design information systems to mediate online feedback exchange by regulating who participates, what type of information is requested, how information is collected, and what type of information is available about sources

2.2 Online Reviews

According to [8], online product reviews are a valuable tool for companies, which companies use to monitor consumer attitudes towards their products in real-time, and adjust manufacturing, distribution, and marketing strategies accordingly. Online user reviews can influence product sales through the awareness effect or persuasive effect. The awareness effect indicates that the review conveys the existence of the product and thus places it in the consumer's choice continuum. The persuasive effect, on the other hand, is to shape consumers' attitudes and evaluations of the product and ultimately influence their purchasing decisions.

Studies showed that in terms of trust, customers are more likely to trust recommendations and reviews from other customers. To understand the role and importance of online customer reviews in E-commerce researchers have found that the presence of reviews increases the perceived usefulness and even acceptance of the website. Customer attachment to online customer reviews can also be explained by the principle of social proof, which states that one of the ways we determine what is right is by looking at what other people think is right.

2.3 Customer Satisfaction

Customer Satisfaction is defined as an emotional post-purchase thought of a positive experience. Customer satisfaction has a relationship with the favorability of an individual's subjective evaluation of the results of his experience. Where a satisfied customer will critically increase the number of purchases and customer retention. Customer satisfaction has a positive association with consumer behavioral intentions. Where satisfaction predicts consumer behavioral responses such as repurchase intention, word-of-mouth (WoM), and loyalty. Satisfied buyers are more likely to show a positive attitude of loyalty and interest in product reviews.

In a previous study [9], a person's intention to review a product they bought based on the usability of their site, product usability, and their enjoyment influenced their satisfaction which would encourage them to review products on online platforms, while customer involvement in the product influenced someone's interest in reviewing the product.

2.4 Reward

According to [10], the reward aspect defines encouraging to motivate someone towards a positive attitude. Researchers will see how an incentive will encourage someone's interest to review the products they buy on E-commerce.

Based on previous research [11], a person's motivation to conduct online reviews is due to personal pleasure, the existence of bonds, the existence of self-recognition, and the hope of getting material rewards. As people will contribute in giving opinion in online platform if there's some form of reward, such as: discounts, cashback, or points that can be used in the application. [15]

This research will see if giving reward to customers will increase their likeliness in writing a review of the product they bought in online platform.

2.5 Motivation

The motivation variable explains that human behavior is motivated by a complex set of needs consciously or not in a socio-cultural context [12]. Human motivation requires 5 levels of hierarchical needs which include: physiological needs, security needs, love/possession needs, esteem needs, and self-actualization needs.

In previous research, it was found that career motivation from consumer reviews on E-commerce platforms is often caused by users' perception that posting reviews is beneficial for their current or future careers. There is also the understanding motive which assumes that posting consumer reviews can develop their knowledge about goods or services. What's more, this behavior can increase their sense of belonging. The other motivations they have are the pleasure to help others and the pleasure of making a review.

2.6 Attitude

According to [13] this variable explains how human behaviour can affect their desire to review a product. Where the purpose of this variable is to find out the determinants that affect customer interest in reviewing products

Previous research explains that someone's motivation to review products on an E-commerce platform can be seen using the determinants of their behaviour, their social norms, and the ease with which a person reviews the product.

2.7 Gender as Moderation

Gender behaviour in men and women is different due to several factors such as socio-structural factors and biological factors. Gender predicts differences in attitudes and actual behaviour in different contexts such as product placement, online privacy concerns, and mobile phone use. For example: In the context of buying clothes, women are more likely to buy brands that are accepted by their peers. In contrast, men, rather than women, pay more attention to whether their peers will accept the brand they buy. [5]

Women are more likely to rely on and accept opinions from others than men, and their higher

desire to connect socially with others leads to active participation in communicating their recommendations. Research [14] has found that recommendations from friends about certain products have a stronger effect on women than men. This shows a significant gender difference in the perception of recommendations from others. Thus, it can be assumed that women have a higher tendency to review a product than men. Therefore this research will see how much does gender difference between male and female affects each factor of user willingness to write online reviews in e-commerce platform.

2.8 Age as Moderation

Different age groups sometimes have different perspectives, whereas younger individuals usually possess greater experience with the internet, and aspects such as usefulness and attitude acquire greater importance for them, while older people perceive greater risks, have more difficulty in creating syntactically complex commands, and place more importance upon the perception of self-efficacy. Thus, some studies have included age as a relevant variable in the explanation of online shopping behaviour.[6]

As stated above, this research will see how much does difference in age will moderate user willingness to write a online product review in e-commerce platform, particularly towards young adult in their twenties to people in their middle age.

2.9 Hypothesis Development

A hypothesis is a statement about one or more populations that needs to be proven true through hypothesis testing procedures. So, hypothesis testing is a comparison between sample values (values based on research data) and hypothesis.

In this study, hypothesis testing will be carried out to see a significant relationship between one variable and another:

H1a: Customer satisfaction has a positive and significant effects toward willingness to leave review on the E-commerce platforms

H1b: Gender moderates the influence of customer satisfaction factor on willingness to leave review on E-commerce platforms

H1c: Age moderates the influence of customer satisfaction factor on willingness to leave review on E-commerce Platform

H2a: Reward has a positive and significant effects toward willingness to leave review

H2b: Gender moderates the influence of reward factor on willingness to leave review on E-commerce platforms

H2c: Age moderates the influence of reward factor on willingness to leave review on E-commerce platforms

H3a: Motivation has a positive and significant effects toward willingness to leave review on the E-commerce platforms

H3b: Gender moderates the influence of motivation factor on willingness to leave review on E-commerce Platform

H3c: Age moderates the influence of motivation factor on willingness to leave review on E-commerce platforms

H4a: Attitude has a positive and significant effects toward willingness to leave review on E-commerce platforms

H4b: Gender moderates the influence of attitude factor on willingness to leave review on E-commerce platforms

H4c: Age moderates the influence of attitude factor on willingness to leave review on E-commerce platform

3. METHODOLOGIES

Using the variable described, this research is will see how each factors (Customer Satisfaction, Reward, Motivation, and Attitude) will affect user Willingness to Review, where age and gender is used to moderate each factor as described in figure 1 :

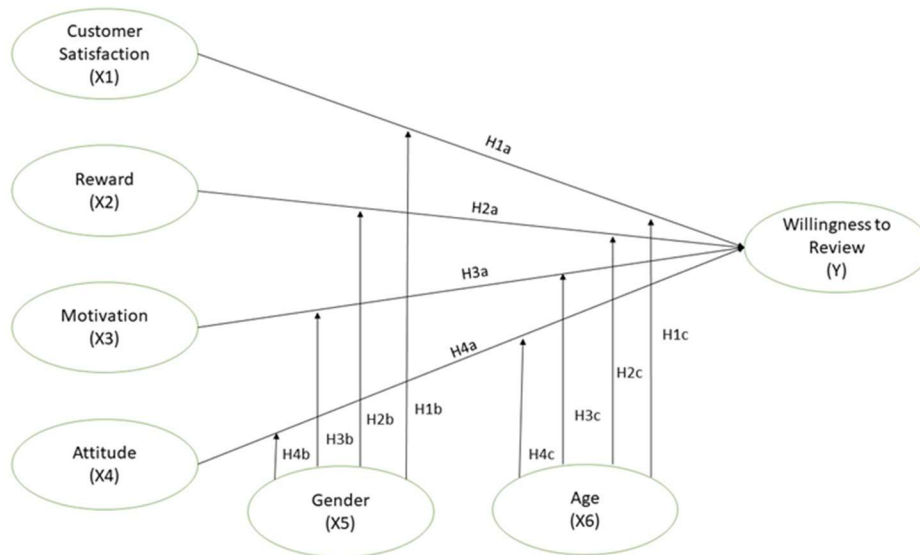


Figure 1: Research Model

3.1 Survey

The research is quantitative research, where the data obtained will come from respondents who fill in the data through distributed questionnaires online, where the data obtained will be in the form of numbers and the processing will be carried out by performing statistical analysis. This quantitative method will be used to compare the results of each condition through the use of valid instruments and the resulting methodology is valid, objective, and generalizable.

The answer on the form will be based on the likert scale, where the answers to each instrument item were measured using a measurement scale starting from: Strongly Disagree (STS) with a score of 1, Disagree (TS) with a score of 2, Doubtful (R) with a score of 3, Agree (S) with a score of 4, and Strongly Agree (SS) with a score of 5.

The targeted respondent for this research is people who have shopped at E-commerce platforms for the last year. The marketplace used for research is based on the most used E-commerce Marketplace that is Tokopedia with a total visitor of 147,8 million

visitors, Shopee with a total visitor of 127 million, and Bukalapak with a total visitor of 29,5 million.

Estimate sample is used in this research to obtain data needed as research that can be said valid. Where the technique used to calculate the sample is called the *Slovin* method, with the following formula:

$$n = \frac{N}{(1 + Ne^2)}$$

The total population (N) for users of the E-commerce platform is based on the total data in figure 2 regarding the number of visitors to the E-commerce platform in the second quarter of 2021, where the total number of visitors from the three biggest E-commerce platform in Indonesia is 375,866,700 visitors. Based on the calculation obtained, with an error margin of 5%, the needed sample for this research amounted to 400 samples of data.

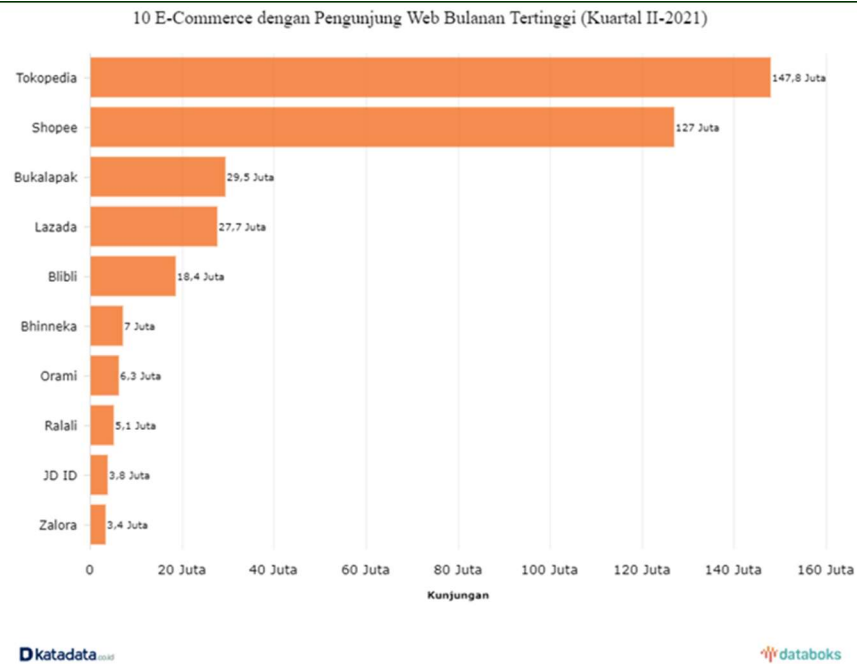


Figure 2: E-commerce Visitor 2021

3.2 Respondent Demographics

The data in this study were collected through the distribution of online questionnaires using Google Form. As questionnaire is shared through various social media platform. The questions asked in this questionnaire include age, gender, E-commerce applications that were last used in the last 3 months, products that were last purchased through E-commerce applications, and 19 research questions. A total of 403 respondents have filled out the questionnaire as shown in table 1.

Table 1: Demographic Distribution of Sample

| | f | % |
|--------------------------------------|-----|-------|
| Gender | | |
| Female | 234 | 58.6% |
| Male | 166 | 41.4% |
| Age | | |
| 17 – 24 Years | 122 | 30.5% |
| 25 – 34 Years | 154 | 38.7% |
| 35 – 44 Years | 72 | 17.9% |
| 45 – 55 Years | 52 | 12.9% |
| Recent E-commerce Marketplace | | |
| Tokopedia | 192 | 47.8% |
| Shopee | 162 | 40.3% |
| BukaLapak | 40 | 10% |
| Didn't use any of the above | 8 | 2% |

4. RESULT & DISCUSSION

The result of this study shows that not all factors described will motivate user willingness to write reviews as most of the variable does not give a significant effect on their Willingness to Leave Review on an E-commerce platform

4.1 Validity

The indicator for each variable has been tested for its validity, and the result shows that not all indicator is valid for further testing as shown in table 2, where the loading factor below 0,7 is not valid for further testing as shown in table 2.

Table 2: Factor Validity Test Results

| Variable | Indicator | Loading Factor | Summary |
|-----------------------------|-----------|----------------|-----------|
| Willingness to Leave Review | RVW1 | 0,916 | Valid |
| | RVW2 | 0,911 | Valid |
| | RVW3 | 0,905 | Valid |
| | RVW4 | 0,884 | Valid |
| Customer Satisfaction | CSN1 | 0,637 | Not Valid |
| | CSN2 | 0,767 | Valid |
| | CSN3 | 0,358 | Not Valid |
| | CSN4 | 0,713 | Valid |
| | CSN5 | 0,820 | Valid |
| Reward | RWD1 | -0,057 | Not Valid |
| | RWD2 | 0,874 | Valid |
| | RWD3 | 0,884 | Valid |
| Motivation | MTV1 | 0,727 | Valid |
| | MTV2 | 0,454 | Not Valid |
| | MTV3 | 0,741 | Valid |
| | MTV4 | 0,765 | Valid |
| Attitude | ATT1 | 0,909 | Valid |
| | ATT2 | 0,888 | Valid |

| | | | |
|--|------|-------|-------|
| | ATT3 | 0,881 | Valid |
|--|------|-------|-------|

Results in table 2 has shown that not all indicators used have outer loading values less than 0.7, indicating that indicator and variables used in this testing are all genuine. However, some indicators have been removed for further testing namely CSN1, CSN3, RWD1, and MTV2 since it does not meet the criteria.

Table 3 is used to evaluate convergent validity to see if all variables have values greater than 0,5. As shown in the data that all variable have values greater than 0,5. Meaning, each indicator can be used to measure the variable.

Table 3: Average Variance Extracted (AVE) Results

| Variable | AVE | Cut-Off | Summary |
|-----------------------------|-------|---------|---------|
| Customer Satisfaction | 0.687 | 0,5 | Valid |
| Reward | 0.776 | 0,5 | Valid |
| Motivation | 0.678 | 0,5 | Valid |
| Attitude | 0.797 | 0,5 | Valid |
| Willingness to Leave Review | 0.818 | 0,5 | Valid |

The discriminant validity test is calculated using the fornell larcker criterion and cross loading method. The fornell larcker criterion shown in table 4 is used to determine the correlation value is greater against other variable.

Table 4: Fornell-Larcker Criterion

| | CSN | RWD | MTV | ATT | RVW |
|-----|--------------|--------------|--------------|--------------|--------------|
| CSN | 0,768 | | | | |
| RWD | 0,380 | 0,881 | | | |
| MTV | 0,346 | 0,297 | 0,716 | | |
| ATT | 0,359 | 0,165 | 0,324 | 0,893 | |
| RVW | 0,291 | 0,159 | 0,593 | 0,422 | 0,904 |

According to the result shown in table 4, each variable correlation value is greater against other variable. Meaning that each variable is declared valid in measuring for further testing. Indicator will be further tested in table 5 to determine if each loading value of the construct in question is valid to measure the appropriate variable.

Table 5: Cross Loading

| | RVW | CSN | RWD | MTV | ATT |
|------|--------------|--------------|--------------|--------------|--------------|
| RVW1 | 0,916 | 0,266 | 0,170 | 0,575 | 0,392 |
| RVW2 | 0,910 | 0,250 | 0,170 | 0,550 | 0,395 |
| RVW3 | 0,906 | 0,259 | 0,120 | 0,488 | 0,363 |
| RVW4 | 0,885 | 0,279 | 0,110 | 0,526 | 0,376 |
| CSN2 | 0,197 | 0,740 | 0,312 | 0,237 | 0,266 |
| CSN4 | 0,132 | 0,683 | 0,265 | 0,164 | 0,213 |
| CSN5 | 0,295 | 0,869 | 0,307 | 0,346 | 0,325 |
| RWD2 | 0,138 | 0,376 | 0,876 | 0,296 | 0,124 |
| RWD3 | 0,142 | 0,293 | 0,885 | 0,228 | 0,165 |
| MTV1 | 0,331 | 0,228 | 0,247 | 0,589 | 0,110 |
| MTV3 | 0,458 | 0,112 | 0,101 | 0,779 | 0,187 |
| MTV4 | 0,469 | 0,401 | 0,304 | 0,764 | 0,370 |
| ATT1 | 0,404 | 0,288 | 0,156 | 0,307 | 0,909 |
| ATT2 | 0,344 | 0,354 | 0,147 | 0,267 | 0,888 |
| ATT3 | 0,378 | 0,324 | 0,138 | 0,292 | 0,881 |

Based on the result of table 4 and 5, it is known that the indicator variable that has a higher correlation on that variable so it can be concluded that the following variables and indicators meet the requirements of discriminant validity.

4.2 Reliability

Reliability Testing will be used if indicator used are internally consistent. The method used for this testing will be cronbach alpha, which value must be higher than 0,6 and composite reliability which requires higher value than 0,7.

Table 6: Cronbach Alpha & Composite Reliability

| Variable | Cronbach's Alpha | Composite Reliability | Summary |
|-----------------------------|------------------|-----------------------|----------|
| Customer Satisfaction | 0,670 | 0,813 | Reliable |
| Reward | 0,711 | 0,874 | Reliable |
| Motivation | 0,650 | 0,808 | Reliable |
| Attitude | 0,873 | 0,922 | Reliable |
| Willingness to Leave Review | 0,926 | 0,947 | Reliable |

Based on the result shown in table 6, it is known that each value of cronbach alpha has a higher value than 0,6 & composite reliability has a higher value than 0,7. Meaning each indicator is reliable in measuring variable.

4.3 Result

Hypothesis testing is used to test whether there is an effect of exogenous variables on endogenous variables. The test criteria state that if the T-statistical value > 1.96 and the P-Value value < 0.05, it is stated that there is a significant effect of exogenous variables on endogenous variables. The results of the significance and testing of the model can be seen through the following figures and tables:

| | | |
|--|-------|-------|
| Attitude → Willingness to Leave Review | 2,439 | 0,015 |
|--|-------|-------|

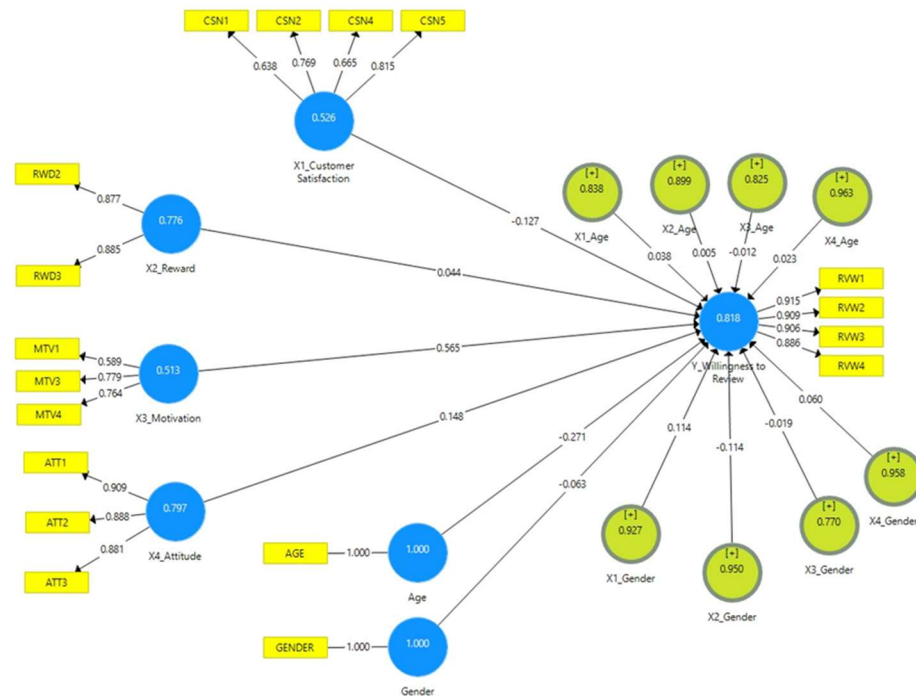


Figure 3: Inner Model

Table 6: Path Coefficient without moderator

| | T Statistics | P Values |
|---|--------------|----------|
| Customer Satisfaction → Willingness to Leave Review | 0,389 | 0,698 |
| Reward → Willingness to Leave Review | 0,397 | 0,691 |
| Motivation → Willingness to Leave Review | 4,889 | 0,000 |

The main point of this research is also to see if each variable will have a significant effect added with age and gender moderator. The result has shown that gender and age as moderator does not have a significant effect on user willingness to leave review as shown in table 7.

Table 7: Path Coefficient with Moderator

| | Original Sample | T Statistics | P Values |
|--|-----------------|--------------|----------|
| CSN_Age → Willingness to Leave Review | 0,068 | 1,382 | 0,168 |
| CSN_Gender → Willingness to Leave Review | 0,149 | 0,810 | 0,419 |
| RWD_Age → Willingness to Leave Review | -0,005 | 0,099 | 0,922 |
| RWD_Gender → Willingness to Leave Review | -0,118 | 0,826 | 0,409 |
| MTV_Age → Willingness to Leave Review | -0,022 | 0,586 | 0,558 |
| MTV_Gender → Willingness to Leave Review | -0,022 | 0,271 | 0,786 |
| ATT_Age → Willingness to Leave Review | 0,005 | 0,099 | 0,922 |
| ATT_Gender → Willingness to Leave Review | 0,055 | 0,445 | 0,657 |

Based on the result shown above, not all variables affect willingness to leave review even with age and gender moderation. As customer satisfaction have a good response does not indicate willingness to leave review, as it also shows that

users are not interested in reward incentives to review the product they bought in E-commerce marketplace. Whereas, motivation and attitude have significance to review, showing that each motivation in every user in the E-commerce marketplace does affect their willingness to leave review, as attitude in each user affects their willingness, therefore:

Table 8: Hypothesis Testing Results

| Hypothesis | Summary |
|---|---------------|
| H1a: Customer Satisfaction has a positive and significant effects toward Willingness to Leave Review on the E-commerce platforms | Not Supported |
| H1b: Gender moderates the influence of Customer Satisfaction factor on Willingness to Leave Review on E-commerce platforms | Not Supported |
| H1c: Age moderates the influence of Customer Satisfaction factor on Willingness to Leave Review on E-commerce Platform | Not Supported |
| H2a: Reward has a positive and significant effects toward Willingness to Leave Review | Not Supported |
| H2b: Gender moderates the influence of Reward factor on Willingness to Leave Review on E-commerce platforms | Not Supported |
| H2c: Age moderates the effect of Reward factor on Willingness to Leave Review on E-commerce platforms | Not Supported |
| H3a: Motivation has a positive and significant effects toward Willingness to Leave Review on the E-commerce platforms | Supported |
| H3b: Gender moderates the influence of Motivation factor on Willingness to Leave Review on E-commerce Platform | Not Supported |
| H3c: Age moderates the influence of Motivation factor on | Not Supported |

| | |
|--|---------------|
| Willingness to Leave Review on E-commerce platforms | |
| H4a: Attitude has a positive and significant effects toward Willingness to Leave Review on E-commerce platforms | Supported |
| H4b: Gender moderates the influence of Attitude factor on Willingness to Leave Review on E-commerce platforms | Not Supported |
| H4c: Age moderates the influence of Attitude factor on Willingness to Leave Review on E-commerce platforms. | Not Supported |

on the E-commerce platform, where result shows that customer might not want to review their product even if they are given reward if the customer feels that the seller or shop does not deserve their support.

There are several things that can be a priority for E-commerce application providers to increase customer intention in writing reviews. This study finds that Motivation has an influence on users' intentions to write reviews on the E-commerce platform. The motivation referred to in this study is the buyer's desire to find out more, the desire to develop his abilities, the desire to help each other, and the desire to have fun.

One of the factors found to significantly encourage willingness to leave review in this research is motivation. Where the user's willingness to leave review is influenced by the user's motivation, where the motivation studied in this study is the motivation to help each other, the motivation to be known by others, and the motivation to get rewards. So, it can be stated that users of E-commerce applications feel compelled to help by reviewing products if the store is less well known, they also want to review so that they can be better known, and they also have an extrinsic motivation to get a reward from the reviews they make.

Another factor that encourages users to review products in E-commerce applications is attitude, this factor explains how user behavior affects their desire to review their products positively or negatively. Where users of E-commerce applications feel compelled to make reviews if the reviews made can be seen by others as helpful, useful, and also profitable reviews. So, it shows that users want to know if they make a review whether it will be seen by others as a useful review or not.

In this study, it was also found that gender and age did not have a direct influence on the factors that influenced the willingness of users to review the products they bought on the E-Commerce Platform. Previous research has shown that women are more emotional and social than men [5], but this does not apply to the willingness to review online products in E-marketplaces. This shows that differences in gender does not have a different effect on customer satisfaction, reward, motivation, or attitude. This also applies to age, where previous research has shown that older people are more lazy to use technology, and younger people are more enthusiastic about using technology [6]. But results

Based on the hypothesis testing result, the resulting model is:

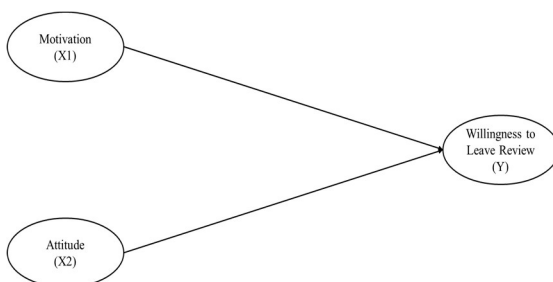


Figure 4: Result Model

4.4 Discussion

The results of the study have shown that the Motivation factor with Attitude has a significant influence on the willingness of users to review. While the factor of customer satisfaction with rewards does not have a significant influence on the willingness of users to review. So, this shows that the willingness of users to review products in the E-commerce application is not based on customer satisfaction with the shopping experience in the E-commerce application. Where customers who are satisfied with their shopping experience will not necessarily review the products they have purchased, this can be assumed by several factors such as: lazy to open the review page, the features are too complicated, and others. As for the reward factor, which provides incentives for buyers, such as: cashback point bonuses, and discounts. Where this shows that customers are not interested in reviewing products even though they are offered discounts from stores or cashback to review products they buy

also shows that it does not affect each factor of user willingness to review in E-commerce platform.

4.5 Managerial Implication

Understanding user willingness to write reviews can help E-commerce platforms to carry out their business better and optimize their reviewing features. The proposed model shows that Customer Satisfaction, Reward, Motivation, and Attitude affects user willingness to leave review, while Age and Gender moderate the influence of each variable to their willingness to leave review. Result shows that only Motivation and Attitude affects user Willingness to Leave Review.

E-commerce platform should focus on Motivation and Attitude of customers to increase total reviews. Where customer will increase their likeability to leave a review if their needs are fulfilled such as the motivation to help each other, the motivation to be noticed by others. As such E-commerce platform needed to improve their feature such as giving achievement to reviewers for creating a review.

It is recommended to E-commerce application providers to create a feature to compile user achievement based on the reviews they made, this feature serves users an achievement if they reach the target to review the product within the allotted time. Where this feature is expected to make users feel an achievement from the actions they take, in this case is giving a review. Other advice is to create a feature to share their review to social media, a feature that works for users to share the reviews they have made to social media platforms in one click. Where this feature is expected to make users more motivated to make reviews in earnest, with the aim of showing the review they made to the community.

4.6 Discussion for Further Research

The result shown in this research is still based on the users in Indonesia using the 3 biggest E-commerce marketplace (Tokopedia, Shopee, and Bukalapak). This research is carried out with the reason of Marketplace and Seller to increase their likelihood of writing online reviews. It is recommended to see other factors affecting users to write online reviews in Online Marketplace such as cultural differences in Indonesia, Service Quality of E-Marketplace, etc.

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