

# The Effect of Ease of Shopping, Online Customer Reviews and Maslahah Perceptions on Gen Z Online Shopping Decisions (Case Study Of UINSI and UMKT Samarinda Students)

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**Abstract.** This study aims to examine and analyse the effect of ease of shopping, online customer reviews and perceptions of maslahah on online shopping decisions among UINSI and UMKT Samarinda students. The type of research used is field research. The sample in this study was 198 people who had shopped online. The method of collecting data is a questionnaire is distributed online using Google form. Data analysis used multiple regression analysis. The results showed that of the three variables of ease of shopping, online customer review and perception of maslahah simultaneously affect online shopping decisions. From the calculation of SPSS 23. For the Ftest, it is known that  $F_{count} = 187.146 > F_{table} 2.65$  with a significance of  $0.000 < 0.5$ . Partially, it is known that the ease of shopping, online customer reviews and the perception of maslahah have a significant effect of online shopping decisions. In addition to the Ftest and t-test, the  $R^2$  test is known to have an R square value of 0.743 which means the magnitude of the independent variable 74.3%.

## 1 Introduction

Technology is growing with the time. With technology, everything you do is easier and efficient. Sophisticated technology makes things far closer, something difficult feels easier (Ardyanto, Heru Susilo, 2015). Progress technology has created new opportunities for online businesses. Consumer can anytime and anywhere without face to face (Rose et al., 2011). The existence of information technology is able to alleviate or solve problems, an obstacle or inability to achieve something.

Since the outbreak of the pandemic, people tend to increasingly choose to online shopping in order to reduce activities outside the home and make transactions directly. Online buying and selling makes economic agents more efficient in running their business and meeting their needs. Distance and time are not problem. The convenience of this technology is felt by consumers, which makes consumers no longer need to leave the house to transact, and consumers save time and effort without the need to find the product they

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need. This style of shopping is growing rapidly with the proliferation of online or e-commerce markets and the increasing reach of the internet (Fernandes et al., 2021). The most significant changes in consumer behaviour include online shopping attitudes, door-to-door delivery and use contactless payments (WiScicka-Fernando, 2021). There are many choices of payment methods that can be done such as COD (Cash on Delivery) or pay when the products have arrived at the consumer, transfer via m-banking, use e-money, pay through the nearest supermarket, and consumers don't have to bother paying directly to the seller. Ease of payment and use affects the decision to shop online in the community, especially for students who do not have time to go out looking for the products they need. Therefore, it is suspected that convenience is one of the factors that influence online shopping decisions.

This is reinforced by the research conducted by Hamni Fadlillah Nasution in the *Jurnal Ilmu Manajemen dan Bisnis Islam* in 2018 with the title "The Influence of Ease and Price on Online Purchase Decisions for Clothing Products" with the research has the result that convenience influences the decision to buy clothes online (Nasution, 2018).

On the other hand, online shopping has a high risk such as goods that may be damaged in shipping, fraud that occurs when consumers have transferred money but the products are not delivered to consumers, the possibility of products purchased is not as expected, prices are more expensive from the store and various other risks. Because of the possible risks, most potential customers will usually seek information in the form of reviews related to the product to be purchased to minimize the negative impact that may occur will be obtained by potential consumers. In online reviews, consumer recommendations are an important indicator for service providers to improve their consumer policies as well as their service quality (Jain et al., 2021). Trust by reviews or ratings made by buyers has an effect on buying decision. Among the forms of the review are online reviews through social media which have a fast and strong influence in influencing consumers. Reviews are able to help potential consumers in making purchase decisions. Thus, online customer reviews are thought to have an influence on online shopping decisions. This is supported by research by Yofina Mulyati and Grace Gesitera in the *Jurnal Maksipreneur* with the title "The Influence of Online Customer Reviews on Purchase Intentions with Trust as Intervening at Bukalapak's Online Store in Padang". Based on the results of these studies, the results obtained that online customer reviews provide positive and significant influence on online shopping intention through consumer trust (Mulyati & Gesitera, 2020).

In addition to reasons of the reasons of the convenience and customers, some people also choose to shop online for reasons of how important and useful the product to be purchased. Online shopping makes consumption easier. This can lead to more sufficiency-oriented goods and services purchased, but also comes with the risk of overconsumption (Frick & Matthies, 2020). As a country where the majority of the population is Muslim, of course Muslim customers also want to get the benefits and blessings of the products they buy simultaneously (masalah), by shopping according to their needs, not desires and not excessively. Achieving the maximum masalah and avoiding mafsadah is the goal of Islamic law (maqashid sharia), which is also the goal of economic activity. Therefore, it is strongly suspected that the perception of masalah is one of the things that influence decisions for the Muslims. This is supported by research conducted by Rini Elvira in 2016 in *Jurnal Manhaj* entitled "The Influence of Muslim Consumer Perceptions about Masalah on Consumption Decisions Limited to Halal Commodities Only" with a case study on students of the Faculty of Sharia and Islamic Economics in 2015. The results of this research is the perception of Muslim consumers about masalah giving an influence on the variable consumption decisions is limited only to halal commodities (Elvira, 2016).

In the realm of Islamic teachings and values, it is forbidden to harm oneself and others, as well as misuse property for useless purposes. Islam provides guidelines for consumption

activities that are allowed and not allowed. However, today’s society ignores sharia rules and continues to carry out unhealthy buying behaviour such as buying without thinking or planning properly (impulsive buying behavior) (Ahmad Musadik & Abdul Ghani Azmi, 2019).

From the explanation above, this research is entitled The Effect of Ease of Shopping, Online Customer Review and masalah Perceptions on Gen Z Online Shopping Decisions (Case Study of UINSI and UMKT Samarinda Students) which was conducted to seek clearer and more detailed information, as well as scientific evidence of the influence of convenience, online customer review, and masalah perceptions with online decisions. Students are chosen because they are part of society closest to the problem of accessing information and the internet, and generally students doing online shopping as well as students from UINSI and UMKT Samarinda. UINSI students are taught courses with Islamic consumption and UMKT Samarinda also learns about the importance of shopping as needed so that it is not redundant and feels the benefits and blessings of what is consumed.

However, there is a research gap that is the result of previous studies that have been done. Different research results show a research gap on the influence of convenience and online customer review on online shopping decisions. The results of the study can be seen in Table 1 below:

**Table 1.** results of the study

<b>Variable relationship</b>	<b>Have influence</b>	<b>Have no influence</b>
Ease of shopping on online shopping decisions	1. Hamni Fadlilah Nasutin (2018) 2. Inas Rafidah dan Djawoto (2017)	1. Eko Yuliawan, Hanny Siagian Liangdy Willis (2018)
Online customer review on online shopping decisions	1. Nuri purwanto (2019)	2. Ahmad Farki, Imam Baihaqi, Berto Mulia Wibawa (2018)
Perception of masalah (usefulness) on online shopping decisions	1. Renny, Suryo Guritno, Hotniar Siringoringo (2013)	

The table shows that the results of research on the influence of ease of shopping, online customer review and mashlahah perception of online shopping decisions, there are differences in research, on the one hand some researchers stated an effect, but on the other hand had no effect.

## 2 Literature Review

### 2.1 Consumer Behavior

Consumer behaviour is a process that is closely related to the existence of a buying process, consumers usually carry out activities such as searching, researching, and evaluating products and services. When choosing to make a purchase, consumer usually think about the product to be purchased. Starting from the price, model, shape, packaging, quality, function or product benefits and so on (Firmansyah, 2019). According to Kotler and Armstrong in Meithiana Indrasari, the factors that influence consumer behaviour are cultural factors, social factors, personal factors, and psychological factors (Indrasari, 2019).

## 2.2 Ease of Shopping

Davis provides a definition of ease of use as a degree to which a person believes that technology can be understood and used (Davis, 1989). Consumers value products and services that save time and simplify activities. It is estimated that online shopping is an attractive choice for consumers because it has advantages compared to regular shopping because it requires less energy, saves time and can be done at any time and it will all be done with transaction security (Yuswihady, 2012).

The convenience referred to in this study is the ease of use and transactions made when shopping online. So that consumers do not need to come directly to the store to buy the products they need.

Ease of shopping online provides a change in people's shopping habits related to convenience. Ease of use and uncomplicated transactions. Perceived ease leads to the user's belief that using a particular system is without difficulty and effort. According Davis (Davis, 1989) convenience has several indicators, namely: information technology is easy to learn, information technology does easily what its user want, the user's skill will increase when using information technology, information technology is easy to operate, and users do not have to waste a lot of time.

## 2.3 Online Customer Review

Online customer review is an evaluation for a product that is produced by a company or third party. Electronic word of mouth (e-WOM) is another term for online-based customer reviews used by consumers. eWOM is also defined as a potentially positive or negative statement made by individuals who are about to buy product, people who have purchased the product or service the company (Darics, 2016). Makes it easy for consumers to make comparisons with similar products by other online sellers. This is because of the benefits that digital marketing provides to consumers, so that consumers can transact without having to visit seller directly. Online customer review has several indicators namely (Darics, 2016): source credibility, argument quality, perceived usefulness, review valence, and quantity of review.

## 2.4 Maslahah

Maslahah literally means "something that brings goodness/ actions that encourage human goodness". In a general sense, maslahah means something that is beneficial to humans, either in the sense of attracting or producing such as generating profits and peace, or means fighting harm or damage. So, everything that is useful should be called maslahah (Dr. Moh. Mufid, Lc., 2018).

In Islamic economic theory, the consumer's goal is to get a benefit. Consumption activities for Muslim consumers are a way to achieve maslahah which is the goal of Islamic law. The reason why maslahah is used of human assumptions with the aim of seeking maximum satisfaction or utility cannot explain whether the item that provides satisfaction or utility cannot explain whether the item that provides satisfaction is always equivalent to the usefulness or blessing obtained by the user. In addition, a person's limits on consumption are only based on budgetary capabilities, and ignore the rules principles (Frida, 2020).

The purpose of consumption such as shopping in Islam is not merely to meet needs, but also to realize maslahah, by not consuming excessively and adjusting to needs not wants.

## 2.5 Online Shopping

Online shopping is an activity which is a communication that does not require direct (face-to-face) communication, it can be done separately from and to the rest of the world through computer media or mobile phones connected to the internet (Y.B., 2010). The use of internet facilities is a technological advancement that support all commercial activities.

## 2.6 Online Shopping Decisions

The decisions-making process for shopping will be determined by consumer behaviour. Decision is an activity that is carried out by everyone, in all situations, times and places. The consumer's decision to online shopping is an activity that is carried out consciously, rationally and planned. The shopping decision can be interpreted as a decision that carried out by consumers in buying products on the basis of their intention to make purchase (Adam, 2018).

In any process, Allah forbids his people in loss, as well as by shopping. Humans must be able to distinguish between needs and desires. Asy-Syatibi formulates human needs in Islam into 3 (three) levels (Chalil, 2009), namely: Dharruriyat needs (the level of needs that must exist or primary need), Hajjiyyat's needs are secondary need, and Tahsiniyyat needs or also tertiary needs which if not fulfilled do not threaten safety and do not trigger difficulties.

## 3 Method

This study applies a quantitative research type, because the data on ease of shopping, online customer review, perception of masalahah, and online shopping decisions will be processed and explained by collecting numerical data which is analysed using statistical-based methods.

This study also applies the type of associative research to determine the relationship between the variables of ease of shopping (X1), online customer review (X2), and perception of masalahah (X3) on the online shopping decision (Y). this research is also field research type, because the researcher takes data directly with the research subject.

The data used in this study is primary data which was directly collected by the data researcher and obtained from questionnaires distributes to UINSI and UMKT students. Using a Likert scale measurement, namely 1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = agree, 5 = strongly agree.

## 4 Results and discussion

### 4.1 Validity Test

The validity test is carried out using the SPSS 23 application. This validity test using a sample of 198 respondents (n) with a significance value of 0.05 with a 2-sided test and  $df = n-2$  ( $198-2=196$ ), so that the  $r_{table}$  is 0.1395. based on the Table 2 which is the result of SPSS version 23 data processing, that all statement items from the variables of ease of shopping (X1), online customer review (X2) and perceptions of masalahah (X3) are valid, namely  $r_{count} > r_{table}$ . This shows that every statement submitted to the respondent on the variable perception of masalahah is able to measure what the respondent wants.

**Table 2.** Validity test

Variables	Statement items	r <sub>count</sub>	r <sub>table</sub>	Description
Ease of shopping (X1)	Item 1	0.607	0.1395	Valid
	Item 2	0.645	0.1395	Valid
	Item 3	0.483	0.1395	Valid
	Item 4	0.679	0.1395	Valid
	Item 5	0.644	0.1395	Valid
	Item 6	0.596	0.1395	Valid
	Item 7	0.659	0.1395	Valid
	Item 8	0.584	0.1395	Valid
	Item 9	0.662	0.1395	Valid
	Item 10	0.678	0.1395	Valid
Online customer review (X2)	Item 1	0.625	0.1395	Valid
	Item 2	0.647	0.1395	Valid
	Item 3	0.633	0.1395	Valid
	Item 4	0.684	0.1395	Valid
	Item 5	0.658	0.1395	Valid
	Item 6	0.658	0.1395	Valid
	Item 7	0.552	0.1395	Valid
	Item 8	0.715	0.1395	Valid
	Item 9	0.679	0.1395	Valid
	Item 10	0.590	0.1395	Valid
Perceptions of masalah (X3)	Item 1	0.595	0.1395	Valid
	Item 2	0.535	0.1395	Valid
	Item 3	0.659	0.1395	Valid
	Item 4	0.638	0.1395	Valid
	Item 5	0.608	0.1395	Valid
	Item 6	0.652	0.1395	Valid
	Item 7	0.735	0.1395	Valid
	Item 8	0.789	0.1395	Valid
	Item 9	0.638	0.1395	Valid
	Item 10	0.704	0.1395	Valid
	Item 11	0.729	0.1395	Valid
Online shopping decision (Y)	Item 1	0.659	0.1395	Valid
	Item 2	0.590	0.1395	Valid
	Item 3	0.550	0.1395	Valid
	Item 4	0.692	0.1395	Valid
	Item 5	0.573	0.1395	Valid
	Item 6	0.685	0.1395	Valid
	Item 7	0.679	0.1395	Valid
	Item 8	0.722	0.1395	Valid
	Item 9	0.619	0.1395	Valid

## 4.2 Reliability Test

Reliability is a measure that shows the extent to which the measurement results used remain consistent when two or more measurements are made on the same symptoms and with the same measuring instrument. Reliability refers to be consistency and stability of the results of a certain measurement scale (Hulu, V. T., & Sinaga, 2019). The reliability of a variable construct is said to be good if it has a Cronbach's Alpha value > 0.60.

**Table 3.** Reliability test

Variable	Cronbach's Alpha	Description
Ease of shopping (X1)	0.812	Reliable
Online customer review (X2)	0.839	Reliable
Perceptions of masalahah (X3)	0.871	Reliable
Online shopping decision (Y)	0.812	Reliable

### 4.3 Classic Assumption Test

#### 4.3.1 Normality test

Normality test is a test to measure whether our data has normal distribution can be used in parametric statistics (Sujarweni, 2015). In this test, using the Kolmogorov-Smirnov formula, which compares the distribution of the data (which will be tested for normality) with the standard normal distribution. Residual data can be said to be normally distributed if the value of Sig. > 0.05.

**Table 4.** Normality test results  
One-Sample Kolmogorov-Smirnov Test

Test Statistic	.060
Asymp. Sig. (2-tailed)	.079 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction

#### 4.3.2 Linearity test

The linearity test was carried out to see whether the model built was linear or not (Duli, 2019). If Deviation from linearity Sig > 0.05 then there is a significant linear relationship between the independent variable and the dependent variable.

**Table 5.** Linearity test results  
ANOVA Table

Variable	Deviation From Linearity		Conclusion
	F	Sig.	
Ease of shopping (X1)	0.969	0.498	Linear
Online customer review (X2)	1.306	0.188	Linear
Perceptions of masalahah (X3)	1.302	0.179	Linear

#### 4.3.3 Heteroscedasticity test

The heteroscedasticity test with Glejser SPSS basically aims to test whether in the regression model there is a difference in variance from the residual of one observation to another observation remains, the it is called homoscedasticity, and if they are different the it is called heteroscedasticity (Duli, 2019).

**Table 6.** Glejser test results  
Coefficient<sup>a</sup>

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.204	1.011		2.180	.030
	Ease of shopping	-.039	.026	-.135	-1.488	.138
	Online customer review	.034	.026	.119	1.281	.202
	Perception of masalah	-.007	.021	-.031	-.326	.744

a. Dependent Variable: RES2

Based on the table of Glejser test results which show the value of Sig. ease of shopping (X1) is 0.138, online customer review (X2) is 0.202 and the perception of masalah (X3) is 0.74, each of which is more than 0.05. Means that the data does not occur heteroscedasticity or homoscedasticity occurs.

#### 4.3.4 Multicollinearity test

Multicollinearity occurs in regression models that have more than one independent variable where there is a strong correlation between variables independent. A good model is one that does not experience multicollinearity (Wijaya, 2003). To find out whether or not there is a multicollinearity problem, can using the VIF (Variance Inflation Factory). If the VIF value is still less than 10 and the Tolerance Value is greater than 0.1, the multicollinearity does not occur (Purwoto, 2010).

**Table 7.** Multicollinearity test results

Variable	Tolerance Value	VIF
Ease of shopping (X1)	0.619	1.614
Online customer review (X2)	0.589	1.698
Perceptions of masalah (X3)	0.549	1.832

#### 4.4 Multiple Linear Regression Analysis

Multiple linear regression is a linear regression model that involves more than one independent variable (Ghodang & Hantono, 2020). Multiple linear regression analysis was used to learn more about the relationship between several independent variables and the dependent variable (Wanto, Anjar, 2020). The following are the results obtained from data processing:

**Table 8.** Multiple linear regression analysis  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. error	Beta		
1	(Constant)	1.180	1.685		.700	.485
	Ease of shopping	.223	.043	.239	5.168	.000
	Online	.288	.044	.312	6.589	.000



	customer review					
	Perceptions of masalah	.324	.035	.459	9.331	.000

a. Dependent Variable: Online shopping decision

Based on the results of regression test in table 8, the regression equation as follows:

$$Y = 1.180 + 0.223X_1 + 0.288X_2 + 0.324X_3$$

Description:

Y = Online shopping decision

X1 = Ease of shopping

X2 = Online customer review

X3 = Perceptions of masalah

Interpretation of the regression model equation above, are

4.4.1 The constant is 1.180. This means that if the variable of ease of shopping (X1), online customer review (X2) and perceptions of masalah (X3) are considered to be in a stable and constant position, then the online shopping decisions score (Y) by 1.180

4.4.2 The regression coefficient of X1 is 0.223, which means that if the ease score shopping (X1) increases by one unit, online shopping decision score (Y) increases of 0.223 units with the assumption that X2 and X3 are consistent/fixe.

4.4.3 The X2 regression coefficient is 0.288 which means that if the online customer score review (X2) increased by one unit, online shopping decision score (Y) increased of 0.228 units with the assumption that X1 and X3 are consistent/fixe.

4.4.4 The X3 regression coefficient is 0.324 which means that if the perception score is masalah (X3) increased by one unit, online shopping decision score (Y) increased by 0.324 units assuming X1 and X2 were consistent/fixe Normality test

#### 4.5 Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is used to measure how far the ability of the dependent variables. The value of the coefficient of determination (R<sup>2</sup>) is between 0 and 1. If the coefficient of determination is equal to 0, then the independent variable has no effect on the dependent variable. If the magnitude of the coefficient of determination is towards number 1, then the independent variable has a perfect effect on the dependent variable (Sujarweni, 2015). Following is the result of the coefficient of determination:

**Table 9.** Coefficient of determination (R<sup>2</sup>)  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 <sup>a</sup>	.743	.739	2.166

- a. Predictors: (Constant), ease of shopping, online customer review, perceptions of masalah  
b. Dependent variable: Online shopping decision

Based on table 8 above, it is known that the value of R Square or the coefficient of determination is 0.743 or 74.3%. This shows that the influence of the convenience of shopping (X1), online customer review (X2) and perceptions of masalah (X3) on online shopping decisions (Y) is 74.3%, while the remaining 25.7% is influenced by other variables outside the variables that researched.

#### 4.6 Partial Test (T Test)

T test is a test carried out to determine the relationship between variables partially independent of the dependent variable (Sujarweni, 2015).

4.6.1 Based on the results of tests carried out on the convenience of shopping variable (X1), it is obtained that tcount is 5,168 with ttable worth =  $n-k-1$  ( $198 - 4 - 1 = 193$ ) is 1,972 which means the value of tcount > ttable and the value of Sig. of  $0.000 < 0.05$ . Means the ease of shopping online (X1) has a significant effect on online shopping decisions (Y).

4.6.2 Based on the results of tests conducted on the online customer variable review (X2) obtained tcount of 6.589 with ttable worth =  $n-k-1$  ( $198 - 4 - 1 = 193$ ) is 1.972 which means the value of tcount > ttable and the value of Sig. of  $0.000 < 0.05$ . It means that online customer review (X2) has a significant effect on online shopping decisions (Y).

4.6.3 Based on the results of the tests carried out on the variable perception of masalah (X3), it was obtained that tcount was 9.331 with ttable worth =  $n-k-1$  ( $198 - 4 - 1 = 193$ ) was 1.972, which means the value of tcount > ttable and the value of Sig. of  $0.000 < 0.05$ . It means that the perception of masalah (X3) has a significant effect on online shopping decisions (Y).

#### 4.7 Simultaneous Test (F Test)

The F test is used to test the significance of the overall model or the independent variable simultaneously on the dependent variable (Ghozi dan Sunindy, 2016). The criteria in the simultaneous F test include, if the value of Sig.  $< 0.05$  or Fcount > Ftable, then Ha is accepted and H0 is rejected. If the value of Sig.  $> 0.05$  or Fcount < Ftable, then Ha is rejected and H0 is accepted. Here are the results of the F test:

**Table 10.** F-test results  
ANOVA<sup>s</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2633.378	3	877.793	187.146	.00
	Residual	909.940	194	4.690		0 <sup>b</sup>
	Total	3543.318	197			

- a. Dependent variable: online shopping decision
- b. Predictors: (Constant), ease of shopping, online customer review, perceptions of masalah

Based on the results of the F test, the F<sub>count</sub> value of 187.146 and the value of Sig. 0.000. While the F<sub>table</sub> value obtained is 2.65. This means that the results show that the ease of

shopping (X1), online customer review (X2), and Perception of masalah (X3) simultaneously affect online shopping decisions (Y).

## 5 Conclusion

### 5.1 Ease of Shopping (X1) Affects Online Shopping Decisions (Y)

The results of this study indicate a positive influence of the ease of shopping variable on online shopping decisions. This is based on the t-test (partial) for the ease of shopping variable obtained  $t_{count} > t_{table}$  ( $5.168 > 1.972$ ) which means the ease of shopping (X1) has a significant effect on online shopping decisions (Y). In addition, to prove that this research is significant, it can be done by looking at the value of Sig. of 0.000 or less than 0.05 which means that there is a significant influence of the online shopping convenience variable on online shopping decisions.

From this study, it can be seen that there is a positive influence between the ease of shopping on online shopping decisions. This means, the easier it is to shop, the bigger the decision to shop online. This is in accordance with the theory put forward by Ha & Stoel in Dora Simões, that convenience is the main determinant of the acceptance and use of technology. This is also related to young consumers who tend to choose to shop online because it is easier to save time and goods purchased can be delivered on the same day (Pusparisa & Ridhoi, 2020). Perceived ease of shopping affects consumers' intentions and decisions to shop online (Simões & Filipe, 2019). Ease of shopping is felt when someone believes that it is not difficult to do shopping online by utilizing existing technology. This shows that someone who thinks that online shopping can be done easily will affect online shopping decisions.

These results are in line with the research conducted by Hamni Fadlilah Nasution with the results that there is a positive influence of convenience on online shopping decisions. It can be seen from the results of the t (partial) test in the study, namely  $t_{count}$  of 3.180 and  $t_{table}$  of 1.972 or  $t_{count} > t_{table}$  which means that ease of having an influence on online shopping decisions (Nasution, 2018). But contrary to Eko Yuliawan's research which states that convenience does not affect online shopping decisions, because when they shop online for the first time, prospective consumers will experience difficulties caused by consumer ignorance in the application of online transaction systems, because not all online businesses implement procedures. the same transaction (Yuliawan, 2018).

### 5.2 Online Customer Review (X2) Affects Online Shopping Decisions (Y)

The results of this study indicate that there is a positive influence of the online customer review variable on online shopping decisions. This is based on the t-test (partial) for the online customer review variable obtained  $t_{count} > t_{table}$  ( $6.589 > 1.972$ ) which means online customer review (X2) has a significant effect on online shopping decisions (Y). In addition, to prove that this research is significant, it can be done by looking at the value of Sig. of 0.000 or less than 0.05 which means that there is a significant influence of the online customer review variable on online shopping decisions.

This shows that the greater the consumer's attention to online customer review, the decision to shop online is getting better increase. The influence of online customer reviews is because these variables are a source of information about a product, and prospective consumers can learn about the product to be consumed from consumers who have already felt the benefits of the product and decide to continue purchasing. The results of this study prove that with online customer reviews, consumers have no trouble finding comparisons

with similar products sold by other online sellers. This is in line with the theory put forward by Brickart, Schindler and Godes in Elvira Ismagilova that consumers rely more on online customer reviews because previous consumers are more relevant to potential consumers than the information provided by sellers (Ismagilova et al., 2017).

The results of this study are in line with the research of Pratiwi Arbaini, with the results of the Sig. of  $0.000 < 0.05$  and  $t_{\text{count}} 3.664 > t_{\text{table}} 1.984$  which This means that online customer reviews have a positive and significant effect on online shopping decisions (Arbaini, 2020). However, this is contrary to the research conducted by Cucu Andita Widya G and Sulis Riptiono which stated that online consumer reviews have no influence on purchasing decisions because the reviews given by other consumers do not match what consumers need (Widya & Riptiono, 2019).

### 5.3 Perceptions of Maslahah (X3) Affects Online Shopping Decisions (Y)

The results of this study indicate a positive influence of the variable perception of maslahah on online shopping decisions. This is based on the t-test (partial) for the variable perception of maslahah  $t_{\text{count}} > t_{\text{table}} (9,331 > 1,972)$  which means that perception of maslahah (X3) has a significant effect on online shopping decisions (Y). In addition, to prove that this research is significant, it can be done by looking at the value of Sig. 0.000 or less than 0.05, which means that there is a significant influence of the variable perception of maslahah on online shopping decisions.

This states that the greater the consumer's attention to the perception of maslahah, the decision to shop online will increase, and vice versa if the perception of maslahah decreases, the decision to shop online will also decrease. The influence of the perception of maslahah can be because Muslim consumers feel the need to obtain benefits and blessings from the products they buy so that consumers can achieve maslahah optimally (Elvira, 2016). Because maslahah means all forms of goodness and must meet three conditions, namely halal, useful, and brings blessings (Sholihin, 2013). The results of this study are in line with the theory put forward which says that the fulfillment of needs is determined by the concept of maslahah (Suyanto, 2007).

The results of this study are in line with Rini Elvira's research with the results of Muslim consumers' perceptions of maslahah having a significant effect on consumption decisions limited to halal commodities at the alpha level of 1% or at the confidence level of 99%. This is because the concept of maslahah contains benefits and blessings so as to encourage consumer attitudes which prioritizes the benefits aspect over the pleasure aspect (Elvira, 2016).

### 5.4 Ease of Online Shopping (X1), Online Customer Reviews (X2), and Perception of Maslahah (X3) Simultaneously Have Significant Influence on Online Shopping Decisions (Y)

Based on the results of the ANOVA study in table 9, it shows that the ease of shopping online, online customer reviews, and the perception of maslahah simultaneously have a significant influence on online shopping decisions. This can be seen from the  $F_{\text{count}}$  value of  $187.146 > F_{\text{table}} 2.65$  with the value of Sig.  $0.000 < 0.05$  so  $H_a$  is accepted and  $H_0$  is rejected. Which means, the ease of shopping online, online customer reviews, and perceptions of maslahah have a significant influence on online shopping decisions.

The value of R Square is 0.743. The results of the coefficient of determination test or  $R^2$ , which means that the independent variable affects the dependent variable by 74.3% and the remaining 25.7% is influenced by other variables not examined in this study.

Consumer behavior is an activity that is closely related to the existence of a buying process, consumers carry out activities such as information search, research and evaluation of goods or services. When consumers decide to buy a product, consumers will think in advance about the goods they will consume starting from the price, model, shape, packaging, quality, function or use of the item, and so on (Firmansyah, 2019).

Consumers will seek and obtain product information by searching for product information through media such as reviews on youtube, reading online writings from people who have bought and consumed these products. For example, with the convenience of online shopping and online customer reviews, which will add to the attractiveness and make consumers feel that the product is beneficial when consumed so that consumers confidently decide to shopping online.

### 5.5 Most Dominant Variable Analysis

Based on the results of multiple linear regression analysis, the largest regression coefficient value is found in the variable perception of masalah (by 0.324). That is, the variable perception of masalah has the most influence compared to other variables. The coefficient owned by the masalah perception variable is positive, which means that the masalah perception variable is the main reason for the preference of Muslim students at UINSI and UMKT Samarinda to shop online. This shows that consumption behavior by UINSI and UMKT Samarinda students is in accordance with Islamic consumption behavior which is carried out not only to meet needs and achieve satisfaction, but also with the aim of achieving masalah. ations should be centred and should be numbered with the number on the right-hand side.

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