

## **The Influence of Product Innovation and Online Consumer Reviews on Purchase Decisions for Bittersweet by Najla Puff Pastry Layer**

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### **Abstract**

Bittersweet by Najla frequently innovates to drive the success of its business, one of which is by launching a new product called puff pastry layer. This product gets various reviews, both positive and negative, which must be managed properly in order to increase consumer purchasing decisions for puff pastry layer products. This research aims to determine the effect of product innovation and online consumer reviews on purchasing decisions for the Bittersweet by Najla puff pastry layer variant on Shopee. Sampling was carried out using a purposive sampling technique. The method used is a quantitative approach with a sample size of 100 respondents. The results of the study showed that product innovation and online consumer reviews has a positive and significant effect on purchasing decisions for the Bittersweet by Najla puff pastry layer variant on Shopee.

**Keywords:** *Digital Marketing, Online Consumer Reviews, Product Innovation, Purchase Decision*

### **Introduction**

The development of digitalization opens up opportunities for business people to boost their business potential. One of them is through e-commerce as a sales platform that can be relied on by business people in Indonesia. Statista Market Insights revealed that Indonesia will experience an increase in e-commerce users in 2022, the number reaching 178.94 million or 12.79% higher than in 2021. This trend is expected to continue to increase until the end of 2023.

Based on SimilarWeb data, Shopee, Bukalapak, Tokopedia, Blibli and Lazada occupy the 5 highest e-commerce rankings with the highest visits in the second quarter of 2023 in the marketplace group in Indonesia. In this category, only Shopee and Blibli experienced growth. Shopee experienced growth of 5.7% (qoq) with 166.9 million visits per month, while Blibli experienced growth of 6.6% (qoq). Meanwhile, Tokopedia, Lazada and Blibli experienced declines of 8.4% (qoq), 10.5% (qoq) and 13.8% (qoq) respectively.

Based on SimilarWeb data, the Shopee site experienced an increase in the number of visits in the third quarter of 2023 with a percentage of 30% higher than the average visits in the second quarter of 2023 or equivalent to 216 million visits per month. Meanwhile Blibli rose 5% (qoq), Tokopedia fell 9% (qoq), Lazada and Bukalapak experienced drastic declines with percentages of 30% (qoq) and 21% (qoq) respectively in the same period, meaning that Shopee is e-commerce . with the highest number of users in the 2023 period.

Based on the 2022 eCommerce survey, the product with the largest sales in e-commerce during 2022 is the Food and Beverage group with a percentage of 41.5%. One type of food that falls into this category is sweet snacks. Sweet snacks are among the foods that are popular with Indonesian people.

Basic Health Research in 2018 recorded that 40.1% of respondents consumed sweet foods once a day. Meanwhile, 47.8% of respondents consume sweet foods 1-6 times a week and every month there are 12% of respondents who consume sweet foods less than 3 times.

The behavior of Indonesian people in consuming snacks has developed into a lifestyle. In line with the 2018 Mondelez International State of Snacking survey with respondents aged over 18 years, the results show that 77% of Indonesian consumer sweet snacks more often than heavy foods. Based on a survey by Haribowo et al (2022), 96% of respondents prefer sweet foods.

One of the sweet snacks that is widely discussed on social media is the dessert box from Bittersweet by Najla. According to Kompas, a dessert box is a dessert containing sweet cakes with various flavors served in a transparent box. Bittersweet by Najla is a sweet snacks MSME that is present as a dessert box pioneer in Indonesia. This business started from his passion for sweet foods.

Reporting from CNN Indonesia, Najla Farid Bisyr as the founder of Bittersweet by Najla started an online business journey using e-commerce in 2018. Bittersweet by Najla uses Shopee as e-commerce to sell its products. Shopee is the e-commerce platform with the highest turnover in Indonesia. Based on IPSOS research in 2023, 65% of total respondents chose Shopee as the e-commerce that provides the largest turnover for online business owners. Next is Tokopedia with a percentage of 16% and Lazada 6%. According to CNBC Indonesia, sales of Bittersweet by Najla in 2021 via online platforms were able to increase sales by more than 50% compared to sales through offline stores.

In maintaining its existence and increasing product sales, Bittersweet by Najla often innovates its business. Innovation is needed in business to face uncertain market situations (Fitriani & Satyarini, 2023). Innovation is considered important to support success in business (Putti, 2020). According to Yanuar & Harti (2020), product innovation can eliminate consumer boredom with product choices that are not diverse. With innovation, consumers have various choices that suit their preferences (Ernawati, 2019). In 2022, Bittersweet by Najla will go viral again by releasing a new innovation, namely a puff pastry layer variant. Puff pastry layers are made from basic pastry ingredients which have a crunchy texture with a variety of sauce choices such as caramel, nuttella and others.

Consumer purchasing decisions can be driven by innovation (Maharani, 2017). According to Putri & Mugiono (2022), product innovation has a significant positive influence on purchasing decisions. According to Anggraeni & Aminah (2023), product innovation has positive and significant implications for purchasing decisions. On the other hand, there are differences in Ernawati (2019) research statement which reveals that purchasing decisions are not influenced by product innovation.

The puff pastry layer variant product received a total of 3,471 reviews on Shopee with a product assessment rating of 4.9/5.0, meaning the number of positive reviews is greater than the number of negative reviews. Even so, sellers still need to consider negative reviews of their products. According to Hartini et al., (2022), online reviews have an important role in determining attitudes towards products and consumer purchasing intentions. Consumers can freely utilize the online consumer review feature to provide criticism and reviews of the products and services offered (Utami et al., 2024). This is certainly a problem for business owners because they are worried that negative reviews will affect sales.

Based on the results of the Katadata Insight Center survey, consumers are considered quite selective in making purchases on e-commerce. According to Murphy (2019) in the 2020 Consumer Review Survey, 85% of consumers consider online reviews as a basis for deciding to make a purchase. According to Ulhaq et al. (2023), online consumer reviews influence purchasing decisions positively and significantly. In line with Rahmadani & Astuti (2023), online consumer reviews partially have a significant and positive effect on purchasing decisions. Purchasing decisions are based on the motivation and encouragement experienced by consumers to fulfill their needs (Utami, 2024).

Based on this phenomenon and several previous studies, researchers want to know the influence of product innovation carried out by Bittersweet by Najla by creating puff pastry layer product variants

on purchasing decisions on Shopee and whether online consumer reviews listed on the puff pastry layer product window can influence consumer purchasing decisions. Bittersweet by Najla on Shopee. Therefore, researchers will carry out testing and analysis with the title "The Influence of Product Innovation and Online Consumer Reviews on Purchase Decisions for Bittersweet by Najla Puff Pastry Layer".

## **Literature and Hypothesis**

### **Product Innovation**

Product innovation is a creative way of creating something new to meet all consumer needs and desires (Pradana & Soebiantoro, 2023). Product innovation aims to increase the value of a product or service (Meilani & Wangdra, 2024). According to Kotler & Keller (2016:454) in Putri & Mugiono (2022), product innovation is defined as a combination of various processes that produce products with high selling value, where these processes influence each other. Product innovation is a new idea that can improve a product or service (Arifah & Suryoko, 2021).

### **Online Consumer Reviews**

Online consumer reviews are information submitted online by consumers to sellers which includes an assessment of a product (Melati & Dwijayanti, 2020). Online consumer reviews are online assessments that contain information and recommendations after consumers purchase a product (Najwah & Chasanah, 2023). Online consumer reviews are a feature that consumers can use to provide information about the products they expect from the market (Cahya & Prabowo, 2023). Online consumer reviews are posts that reflect consumer satisfaction with products and sellers that are uploaded after consumers purchase goods or services through third party or company sites (Fauziah et al., 2023). Online consumer reviews are a tool that consumers use to search for information on various online platforms including marketplaces (Harli et al., 2021).

### **Purchase Decisions**

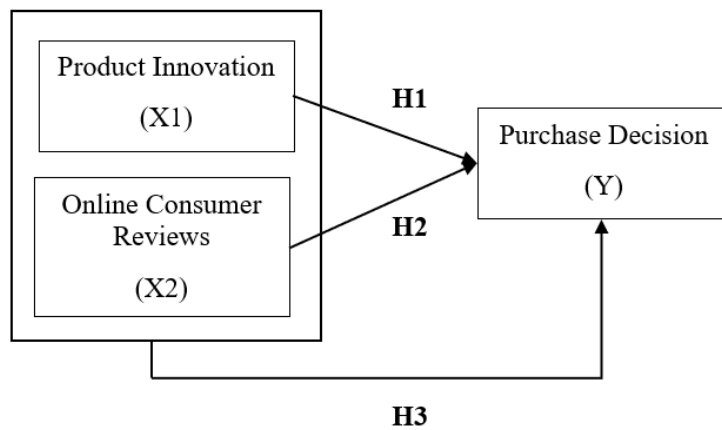
Purchasing decisions can be interpreted as a series of processes carried out by consumers to find problems (Rahmadani & Astuti, 2023). According to Peter & Olson (2010) in Ulhaq et al. (2023), purchasing decisions are a process of selecting several alternatives to produce a choice based on knowledge. According to Kotler & Keller (2018) in Febriani & Sudarwanto (2023), purchasing decisions consist of several stages before consumers make a purchase. The attitude displayed by consumers in making decisions by selecting and determining an option in a real purchase is also called a purchasing decision (Ernawati, 2021). Purchasing decisions can be interpreted as a series of processes carried out by consumers to find problems (Rahmadani & Astuti, 2023). Purchasing decisions are consumers' desire to buy a product which is determined by other people's attitudes towards the product and the situation desired by the consumer (Mita et al., 2021).

### **Hypothesis**

$H_1$ : Product innovation partially influences the decision to purchase Bittersweet by Najla puff pastry layer products on Shopee.

$H_2$ : Online consumer reviews partially influence purchasing decisions for Bittersweet by Najla puff pastry layer products on Shopee.

$H_3$ : Product innovation and online consumer reviews simultaneously influence the decision to purchase the Bittersweet by Najla puff pastry layer product on Shopee.



**Figure 1.** Hypothesis and Research Framework  
Source: Authors (2024)

## Methods

The method used is explanatory to test the influence between each variable studied. This method is used to explain research. This research uses Product Innovation (X1), Online Consumer Reviews (X2), Purchase Decisions (Y). A detailed explanation of the research method will be explained in the following table:

**Table 1.** Operational Research Variables

No.	Variable	Indicator	Scale
1.	Independent Variable (X1) Product Innovation (Anggara et al., 2023)	New product for the world	Likert
		New product line	Likert
		Additions to existing products	Likert
		Improvements and revisions to existing product	Likert
		Re-determination	Likert
		Cost reduction	Likert
2.	Independent Variable (X2) Online Customer Reviews (Melati & Dwijayanti, 2020)	Usefulness of online consumer review	Likert
		Review expertise	Likert
		Timeline of online consumer review	Likert
		Volume of online consumer review	Likert
		Valence of online consumer review	Likert
3.	Dependent Variable (Y) Purchase Decision (Kotler & Keller, 2012)	Comprehensiveness of online consumer review	Likert
		Need recognition	Likert
		Information search	Likert
		Alternative evaluation	Likert
		Purchase decision	Likert
		Post-purchase behavior	Likert

The method used in the research is a quantitative approach based on primary data obtained through surveys using questionnaires. The questionnaire contains statements regarding the research topic prepared on the Google Form service. This questionnaire uses a Likert scale containing 5 answers with the information Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Neutral (N) with a score of 3, Disagree (TS) with a score of 2, and Strongly Disagree with a score 1. The research uses a purposive sampling method with respondents who have certain criteria. The criteria for respondents from this research are consumers who have purchased Bittersweet by Najla puff pastry layer products on Shopee and live in DKI Jakarta.

## Discussion

This research is quantitative research that produces data containing numbers using SPSS as a data processing tool. Data comes from 100 respondents who have filled out a questionnaire on Google Form. Researchers applied a purposive sampling method with respondents who had the criteria of having read online reviews and purchased the puff pastry layer variant of the Bittersweet by Najla product on Shopee. Characteristics are distinguished based on gender, age, education level, income, and product purchasing intensity. The results of data processing are shown in table 2.

**Table 2.** Respondent Characteristic

Category	Information	Frequency	Percentage
Gender	Man	28	28%
	Woman	72	72%
Age	17-21 years	43	43%
	22-26 years	29	29%
	27-31 years	7	7%
	> 31 years	21	31%
Education Level	SMA/Sederajat	46	46%
	D1	2	2%
	D2	0	0%
	D3	5	5%
	D4/S1	45	45%
	S2	2	2%
Income	S3	0	0%
	≤ Rp500.000	27	27,3%
	> Rp500.000 – Rp1.000.000	10	10,1%
	> Rp1.000.000 – Rp1.500.000	9	9,1%
	> Rp1.500.000 – Rp2.000.000	10	10,1%
Intensity of Product Purchase	> Rp2.000.000	43	43,4%
	Once	50	50%
	Twice	27	27%
	3 times	12	12%
	> 3 times	11	11%

Source: Primary data processed (2024)

Tests carried out on the statements that have been collected can be said to have valid results if the significance value is less than 0.05 and  $r_{count} > r_{table}$ , this research uses an value of 0.1966. Meanwhile, the validity of the data results can be determined using SPSS by looking at the Pearson

Correlation table. Based on the results of the validity test that has been conducted, all question items in the questionnaire have a calculate  $r_{count} > r_{table}$  0.1966 and a significance value  $< 0.05$ . So, the variables of product innovation, online consumer reviews and purchasing decisions are valid and can be used as research measuring tools. The reliability test aims to assess the consistency of each variable indicator in this survey with the condition that Cronbach's alpha is  $> 0.6$ , which means the variable is considered reliable. The result of reliability test shows that each variable has a Cronbach's alpha value  $> 0.6$  with details of product innovation variables (X1) of 0.899, online consumer reviews (X2) of 0.917, purchasing decisions (Y) of 0.869.

This research uses the Kolmogorov-Smirnov method with a significance value of 0.05. The purpose of the normality test is to test whether the properties of the independent variable, dependent variable or both are normal or not. The normality test shown in the table shows that the 2-tailed significance test is  $0.2 > 0.05$ , meaning that this research has a normal distribution. Following are the results of the normality test:

**Table 3.** Normality Test Result

One-Sample Kolmogorov-Smirnov Test	
Asymp.Sig (2-tailed)	Unstandardized Residual 0.200

Source: Primary data processed (2024)

Multicollinearity testing is intended to determine the relationship between independent variables used in research. In the regression model, analysis is needed to determine whether multicollinearity occurs or not. These results can be seen from the tolerance value and variance inflation factor (VIF) value provided that the tolerance value is  $> 0.1$  and  $VIF < 10$ . The table shows the tolerance value  $> 0.1$  and  $VIF < 10$ , meaning that the independent variable is free from multicollinearity or can be said to be In this study there was no relationship between variables.

**Table 4.** Multicollinearity Test

Model	Collinearity Statistic	
	Tolerance	VIF
Product Innovation	0.361	2.769
Online Consumer Review	0.361	2.769

Source: Primary data processed (2024)

Heteroscedasticity test aims to test whether there is a residual difference in variance. The results of the heteroscedasticity test shows that the significance of each variable is  $> 0.05$ , meaning that there is no proven similarity between the independent variables or there are no symptoms of heteroscedasticity. The following are the consequences of heteroscedasticity:

**Table 5.** Heteroscedasticity Test

Variable	Sig.
Product Innovation	0.491
Online Consumer Review	0.398

Source: Primary data processed (2024)

Multiple linear analysis aims to test the extent to which the independent variables, namely product innovation (X1) and online consumer reviews (X2) influence the dependent variable (Y). The following are the results of the multiple linear regression analysis test:

$$y=10.128+ 0.368x_1+0.175x_2+e$$

Multiple linear analysis has a constant value of 10.128 which means that when product innovation and online consumer reviews are zero, the purchasing decision has a value of 10,128 units. Positive values on each variable indicate that product innovation and online consumer reviews has a positive influence on purchasing decisions. If there is an increase in product innovation by 1 unit, then product innovation will increase by 0.368 units while other variables remain constant, this also applies to online consumer reviews variable. If there is an increase of 1 unit in online consumer reviews, then product innovation will increase by 0.368 units while other variables remain constant.

**Table 6.** Result of Multiple Linear Analysis

Variable	Unstandardized Coefficients B
(Constant)	10.128
Product Innovation	0.368
Online Consumer Review	0.175

Source: Primary data processed (2024)

The T test aims to measure the extent to which the independent variables, namely product innovation and online consumer reviews, influence the dependent variable, namely purchasing decisions. Therefore, partial testing was carried out in this research to determine the influence of each independent variable, namely the product innovation variable and online consumer reviews on purchasing decisions.

Based on the T test table, the results of the product innovation variable on purchasing decisions have a significance value of  $0.000 < 0.05$  and the calculated t value is  $4.709 > t_{table} 1.98472$ , meaning that product innovation has a positive and significant effect on purchasing decisions.  $H_1$  is accepted and  $H_0$  is rejected. Meanwhile, the online consumer review variable has a significance value of  $0.003 < 0.05$  and a calculated t value of  $3.089 > t_{table} 1.98472$ , meaning that online consumer reviews have a significant influence on purchasing decisions.

**Table 7.** Partial Test Result

Variable	T count	T table	Sig.
Product Innovation	4.709	1.98472	0.000
Online Consumer Review	3.089	1.98472	0.003

Source: Primary data processed (2024)

The F test is carried out to test whether there is a simultaneous influence between the independent variables, namely product innovation and online consumer reviews on the dependent variable, namely purchasing decisions, provided that if the significance value is  $< 0.05$  or  $F_{count} > F_{table}$  then there is an influence between variables X1 and X2 on the variable Y simultaneously. or together.

Based on testing the dependent and independent variables in the table above, a significance value of  $0.000 < 0.05$  and  $F_{count} > F_{table}$  or  $76.106 > 3.09$  is obtained, so the conclusion from the F test is that there is a positive and significant influence between the variable X1 or product innovation and

variable X2 or online consumer reviews on purchasing decisions simultaneously.  $H_1$  is accepted and  $H_0$  is rejected.

**Table 8.** Simultaneoud Test Result

Variable	F Count	F Table	Sig.
Regression	76.106	3.09	0.000

Source: Primary data processed (2024)

Testing the coefficient of determination  $R^2$  in this research is to determine the ability of the independent variable to explain the dependent variable, provided that if the value is close to 0 then the coefficient of determination  $R^2$  has a limit on the independent variable. in this research. explain the dependent variable. The coefficient of determination  $R^2$  obtained an R-squared value of 0.603 or 60.3%, meaning that product innovation (X1) and online consumer reviews (X2) are able to explain the purchasing decision (Y) of the Bittersweet by Najla puff pastry layer variant at Shopee of 60.3 % while the remaining 39.7% was influenced by other factors outside this research.

**Table 9.** Determinant Coefficient Test Result

Model	R Square
Regression	0.603

Source: Primary data processed (2024)

Data that has been processed using SPSS produces a significance value for product innovation (X1) of  $0.000 < 0.05$  and a calculated  $t_{value}$  of  $4.709 > t_{table}$  1.98472, meaning that there is a positive and significant influence between product innovation on purchasing decisions. Bittersweet by Najla product, puff pastry layer variant on Shopee. Descriptive analysis produces an average score of 3.97 on the product innovation variable. It can be concluded that  $H_1$  is accepted and  $H_0$  is rejected.

The online consumer review variable (X2) has a significance value of  $0.003 < 0.05$  and  $t_{count}$  3.089  $> t_{table}$  1.98472, meaning that there is a positive and significant influence between online consumer reviews on purchasing decisions. Based on the results of descriptive analysis, a total average score of 4.03 was obtained. It can be concluded that  $H_1$  is accepted and  $H_0$  is rejected.

Based on the results of the F test, a significance value of  $0.000 < 0.05$  was obtained and the  $F_{count} > F_{table}$  value was  $76.106 > 3.09$ , meaning that product innovation and online consumer reviews simultaneously had a positive and significant influence on the decision to purchase Bittersweet for Najla Puff Pastry Layer Products at Shopee, it means  $H_1$  is accepted and  $H_0$  is rejected.

## Conclusion

The focus of the research is to find out whether product innovation and online consumer reviews have an influence on purchasing decisions for puff pastry products with the Bittersweet by Najla layer variant on Shopee through a sample of 100 respondents who have seen online reviews and purchased the product puff pastry layer variant of Bittersweet by Najla product at Shopee. Based on the results of research and testing of the conceptual framework, the conclusions of this research are product innovation has a positive and significant influence on purchasing decisions for Bittersweet by Najla puff pastry layer products on Shopee, online consumer reviews have a positive and significant influence on purchasing decisions for the Bittersweet by Najla puff pastry layer variant on Shopee, product innovation and online consumer reviews have a positive and significant influence on purchasing decisions for the Bittersweet by Najla puff pastry variant on Shopee and the adjusted r-

square result of 0.603 shows that product innovation and online consumer reviews contributed 60.3% to the decision to purchase the puff pastry layer variant of the Bittersweet by Najla product on Shopee. Meanwhile, the remaining 39.7% was caused by factors outside the research.

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