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Broadcasting Act (UU Penyiaran), broadcast system network, centralization, democratization Communication, Constructivist paradigm, Symbolic Convergence Theory Consumer Decision-Making Process, Integrated Marketing Communication, Marketing Public Relations Content Analysis, Corporate Website, Public Relations, Relationship Maintenance Strategies, PT Pertamina (Persero) Corporate Social Responsibility Information Society, Information Communication Technology, Media Interference Media convergence, media policy, new media, old media Publication site, visitors' experience, website analysis, website characteristics and performance Regulation Tobacco industry attitude of local media (local newspaper), corruption, editorial cartel politics, websites, social media, web practices, party system communication management employability, empowerment, entrepreunership, globalization, social partnerships, youth environment news group opinion, message construction, negative campaigns, social movements, social media, public relations, public opinion, mass opinion news production public sphere, communication, media, internet social media, community, nonprofit brand utilization of media advertising, information source, Giant Supermarket.

CONSUMERS' COMMENTS ON ONLINESHOP: DISRUPTION OR JUST CANDID COMMENTS?

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ABSTRACT

Online shop is an Internet-based business, which is increasing in Indonesia, such as Lazada, Zalora, Tokopedia, Elevenia, Bukalapak, and so on. They attempt to provide maximum service, especially related with security transactions and interesting promotion to capture consumers as much as possible. In an online shop business, usually C to C business, where online shop serves as an intermediary party between merchants with consumers. This can be the weakness because quality of products and services depend on retailers, not the online shop itself, but the responsibility is imposed to the retailers. In this case, numerous comments are given by the consumers who made purchases. Not only positive comments, but also negative ones. The comments typically are on the quality and condition of item, condition of packaging, delivery time, and so on. In this study, researchers looked at the experiences from the consumers of online shops, who tend to respond to comments of other consumers who bought the goods. This research used the concept of e-commerce, and consumer behavior. To deepen understand the experience of consumers, researchers conducted in-depth interviews as the primary data. The informants are consumers who usually purchase through online shops. Authenticity and triangulation of method are used as data validity technique. The results stated that informants pay attention with the comments from previous buyers. They also noticed whether the goods are a favorite (many buyers) or not, including the number of followers (if sold via Instagram), and star sign. If the online shop and sellers' partners ignore such comments, it will be a disruption for themselves. These findings provide input to online shops to realize the importance of comments from consumers and increase better services, including coaching to the retail merchant partners.

Keywords: Consumers' comments, disruption, online shop

INTRODUCTION

Along with the development of technology, the use of the Internet has changed the way of interaction in marketing communications from face to face (conventional) into a screen-to-face (Internet marketing). The increase in Internet users and users of social media accounts in Indonesia have an impact on increased interest in online shopping (Nisaputra, 2013). Moreover, if we look at the terms of the ease of shopping, saving time and travel costs, make more people interested in buying through online.

In online shop business, usually C to C business, where online shop serves as an intermediary party between merchants with consumers. This is the weakness because quality of products and services depend on retailers, not in online shop itself. The responsibility was imposed to retailers. In this case, numerous comments are given by the consumers who has made purchasing. Not only positive comments, but also the negative comments. The comments typically include quality and

condition of item, condition of packaging, delivery time, and so on. How about the comment given, it can be a disruption or just candid comment of consumers?

This research is to understand the experiences from the consumers who often purchase through online shops and responding to the comments of consumers of the goods bought.

LITERATURE REVIEW

Bloom and Boone (2006) stated the use of the Internet today is not only for research, but as sources of news, play game online, as a medium for promoting the business. In addition, many purchases via Internet are done today for reasons of time savings.

One application of information technology that can be used to support the sales system is E-commerce. E-commerce is the sale or trade done through electronic media. Surawiguna (2010) described the E-commerce as a kind of mechanism business electronically that focus on transaction, based business individuals with using the Internet (technology-based digital network) as a medium of exchange of goods or services between two institutions (business to business) or consumers direct (business to consumer), past the constraints of space and time that had been the dominant stuff.

E-Commerce is one means to transact online. Users will be satisfied if e-commerce provides a sense of security, convenience to shopping, site design attractive, informative and communicative. For the sellers, e-commerce will help to expand the marketing area product to be sold, while for the buyer, will make it easier to obtain and compare information about the product to be bought.

Turban (2004) stated that E-commerce is a process of buying, selling, transfer or exchange of products, services, and information via computer networks including the Internet. Meanwhile, Kotler (2006) said the purchase and sales processes are supported by the electronics, especially the internet.

Kotler and Armstrong (2001) mentioned that marketing through online media were demanded because it has some benefits for consumers. These purchases online are convenient, customers do not have to wrestle with traffic, finding a parking place, and walking from store to store and consumers can order goods as long 24 hours a day from anywhere and anytime. Moreover, Kotler and Armstrong said, purchasing on online shop is interactive and immediate, the buyer can interact with the vendor's site to find information and then make a reservation in place. This shows that today some people are comfortable with shopping online due to easily accessible and less hassle.

As online shopping continues to grow at the expense of store visits, the premium in the future will be on creating unique, brand-defining experiences that keep customers coming back—whatever the channel. (www.pwc.com/totalretail).

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in

consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post-purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not. (Khan, 2006).

I.   METHODS

This study used a qualitative approach. Qualitative research is research that uses inductive way of thinking, ways of thinking that departing from the special things (empirical facts) towards common things (concept level) (Kriyantono, 2012). As also described by Newman, that "qualitative researchers are more concerned about issues of the richness, texture, and feeling of raw data because their inductive approach emphasizes developing insights and generalizations out of data collected" (Newman 2003).

Qualitative research tends to be descriptive, naturalistic, and dealing with "data properties" which are purely qualitative (Irawan, 2007). In this study, researchers use descriptive approach as a type of research. The research with a descriptive nature is used to describe the reality that is going on without explaining the relationship between variables (Kriyantono, 2012). This study sought to describe consumer's behavior of online shop especially related with their

responses to other consumer comments on the website online shop. Qualitative research focuses on the constructed reality of the research participants (VanderStoep and Johnston, 2009). So, that researchers want to know the consumer experience in purchasing or shopping on the website online shop.

Data collection techniques are the most strategic step in the research, since the main goal of the study is to obtain data (Sugiyono, 2011). To obtain the data, researchers must determine the data collection techniques appropriate to the required information so that it can be obtained properly.

The data needed are primary data and secondary data. As the primary data, researchers conducted in-depth interviews because it is a major source of data in qualitative research and a way of exploring informant perspectives and perceptions (Daymon and Holloway, 2011). In-depth interviews are a means of collecting data or information by the way of a direct face to face with the informant to obtain complete data and in-depth (Kriyantono, 2012). Therefore, researchers need to do an interview to several informants to seek the wide information with natural setting. informants expected to have important information (Kriyantono, 2012). Informants were selected based on criteria that have been set earlier by researchers.

In this study, the informants are online shop consumers who often purchases through online shop. Researchers will analyze the comments from the consumers of online shop. In this case, numerous comments were given by the consumers who have made purchasing. Not only positive comments, but also the

negative comments. The comments typically include quality and condition of item, condition of packaging, delivery time, and so on.

The comments from the consumers of online shop can be source of information gained from the extraction of data that researchers do. The comments from the consumers of online shop can be source of information too and reference in the planning to buy to other consumer on the website online shop. The various comments from the consumers could be input to the operator of online shops in improving their service. While in secondary data, researchers use literature study from the appropriate literature and relevant to this study.

From the data obtained, the researchers then perform the processing of the data and then analyze it. Data analysis is performed at any time in collecting data on the field with an ongoing basis (Bungin, 2008). Bogdan & Biklen (in Irawan, 2007) said the data analysis is the process of systematically finding and arranging the interview transcripts, field notes, and other materials that you get, all of which you collect to improve your understanding (against a phenomenon) and help you to present your findings to others.

To maintain the quality of this research, the researchers used a validity technique of data. Data validation techniques that researchers used is trustworthiness. Trustworthiness is to test the truth and honesty in expressing the reality of the subject based on what is experienced, perceived, or imagined (Kriyantono, 2012).

Although qualitative interviewers try to develop an open and honest relationship with informants, they must be alert to exaggerations and distortions in their informants' stories (Taylor, Bogdan, and DeVault, 2016). That is why, to validate the data, the researchers used triangulation. Triangulation is not a tool or a strategy of validation, but an alternative to validation (Flick, 2002 as cited in Denzin and Lincoln, 2005). Triangulation of method is an attempt to check the validity of the data or check the validity of research findings. Triangulation method can be done by using more than one data collection techniques to get the same (Dwidjowinoto in Kriyantono, 2012). Researchers used triangulation method to match what the informant expressed and comparing by the observations of researchers, mainly related online shop consumers' comments. Researchers also used authenticity as a data validation technique. It means that the researchers let the informants say what they feel related to their experience in purchasing via online shop.

RESULTS AND DISCUSSION

In this section, researchers presented the result of the online shop consumers' comments.

Reasons to make a purchase via the online shop

The advances in information technology and communications have brought the changes in people's lives. Not only related to individual lives, but in terms of business development. Primarily associated with consumer behavior in purchasing, that were previously carried on shopping places, but now, simply by facing in front of a computer and an

Internet connection, consumers can make a deal and choose the goods based on their needs.

Consumers can make an alternative to do shopping in line with the growing of online shop, as if the consumers are in the market or shopping center with various types of shops.

There are a variety of reasons why consumers choose online shopping. Among them some argue that the price is cheaper, related to unnecessary time spent to go to the shopping center especially with the condition of the traffic jams, save travel costs, and so on. Here are some explanations of the informants related to the reason they make a purchase through the online shop.

Based on the explanation of Evina, a student from University Persada Indonesia Y.A.I, Jakarta, she chose to make a purchase via online because it saves time and is also related to the availability of goods needed in the online shop. The following citation statement, "Because I have no time to buy to the mall, and there are already many online stores in social media that sell the items I was looking for, so I prefer to buy via online."

While for Juli, a student from Jakarta, she revealed the reason for choosing to shop via online as follows: "Usually cheaper than the store and more efficient not-congestion traffic jam on the road." July prefer to shop via online as it is cheaper than the store price. Also, associated with avoiding traffic jams if it should go to the shopping center.

Annisa, a student in Jakarta also said the reason related to the online shopping

because a wide selection of products and many online stores, so we don't need to go to the store. We just order and the goods will be escorted to the house.

Ika and Faisal had similar reasons associated with online shopping. They said shop via online due to save time and costs. Moreover, if they go to the shopping areas certainly need to use the vehicle. Not only the cost of fuel, but also a parking fee.

Practicality is one of the reasons why the informants of this research prefer to buy via online. Especially with the road conditions were increasingly jammed, it makes people reluctant to go to the mall or shopping center. In addition, the high workload, so they have no time to go on shopping center. While the daily needs must be fulfilled.

With the alternative on shopping through online, their needs remain unmet. The reason people shopping online are to save parking fees and costs. It makes perfect sense, because by shopping online, we do not need to pay those costs. We are at home, in the office, or in a place our daily activities, but we still can shop our needs.

Consumers' consideration in deciding to purchase some goods via online

Various online shops have sprung up so that consumers can choose the reliable online shop. Here are the comments of the informants associated with their considerations in choosing an online store.

Evina usually buy products in Zalora. She said, "I always buy in Zalora, because in addition to its many brand choice, the quality is also good and appropriate with the picture."

While Juli said, "@moizkynyl because I used to buy face cream for daily care and @ rumahcantik-khameswari because the prices make up in the online shop are cheaper than stores in the mall and products sold guarantee its authenticity."

Annisa is a consumer who tends to be cautious in choosing the online shop. Usually she is referring to the recommendations of the closest people. She said, "Usually from reliable Instagram account, or a recommendation from a friend, i.e. zigzagbatam, jualancoklat, sash.id. Also, in Bukalapak, Tokopedia, the reason is because my father bought on Bukalapak and Tokopedia as well."

While Ika chose an online shop that has many ways to make a payment. The following commentary: "Normally I choose Tokopedia, because a lot of options for how to make a payment."

Faisal chose Bukalapak and Kaskus. The reason is because a lot of people keep an eye on the shop online. That is, Faisal also saw the transparency of the online shop.

From the comments of the informants, they chose a reliable online shop. Mainly related to the authenticity of goods and compliance with existing items in the image or photo displayed. If once they are disappointed, it could be the next they would not choose to shop at the online shop.

Recommendations from people nearby could also be a consideration for someone to buy in the online shop. Because usually these people had already had experience of shopping at an online shop. So, based on their experiences, we can have more confidence.

Someone also chose an online shop because offering a variety of ways of payment systems that enable them to conduct transactions. In addition, it is also associated with a system of control by the online shop so that they can make consumers more confident and secure in shopping.

Associated with the information sought as consideration make online purchases, among informants tend to see the discount information from the latest goods, the price comparison offered from other vendors, promotions offered, and related to the details of the goods sold either excess or lack of these products.

The informants also note comments from previous buyers and recommendation from other sellers. Another thing they notice is related to whether the goods are a favorite (many buyers) or not, including the number of followers (if sold via Instagram). That is, a lot of things to be informants' consideration to purchase through online.

Presumption about the comments of other consumers in online shop

Specifically, researchers tried to explore the presumption of the informants associated with the comments written by the previous consumers on the online shop where they buy goods.

Evina stated, "From looking comment testimony that has been bought and usually there is a star sign. The five stars mean good quality and became a best-seller."

Further Evina said related comments of previous customers as follows:

"I definitely see, if I am fit and view testimonials with many nice comments rather than say no, I still buy, but if testimonials with many not good comments rather than say good, I would think about it and find another option of recommendation."

While Juli, she usually saw the number of the followers and the testimony of other buyers. Here is her presumption as follows.

"Of course, I always read a preview of the customers. If the review is good, I would be interested. If there is no preview, I'll undo buying. If it has a good preview, I will immediately contact the admin of online shop. If the service is not good, I will cancel due to what for I proceed if the service is not good and makes me not interested."

Although Annisa was not too affected by previous buyers' comments, but she still saw the number of the followers of online shop. The more the number the more she believes. Also, with the thumb comments (liked) which is also a lot, it can increasingly make more confident in buying a product.

While Ika argues that:

"The thing that can convince me if the response from the online store quickly and convincingly, I furthermore see the reviews from someone who was ever ordered in that store. I always read the reviews from previous buyers. If the reviews are good, I continue to process the payment. If it is not, I cancel the purchase."

Faisal flatly stated:

"Back again from the consumer comments who have purchased and proof of payment receipts. If the previous consumer comments are not so good, I chose the other vendors. Because I have ever deceived when purchasing goods."

Various experiences of informants when buying goods via online have provided an understanding that among them are very concerned about the comments from previous buyers. Moreover, like Faisal, who have had experience deceived when purchasing goods, so makes him more careful. Faisal rely heavily on the comments of the previous consumer and to be a reference whether will buy or not.

The comments given are not just a fad comments from buyers, but based on the experience of the buyer. They give honest comments. As fellow shoppers, they do not want if other buyers experience the same thing related with their order items that are not in line with expectations.

On the contrary, if the goods received are nice, of course buyers will also share their good experiences with goods bought and recommend other potential buyers to purchase the product.

From the experience of the informants, it can be concluded that the informants consider the comments from previous buyers as a reference in the

decision to buy in the online shop. That is, they can cancel the intention to purchase an item if it turns out comments from previous buyers ugly or not good. Of course, this will be a disruption, not only to the online shop itself, but also a partner of the seller of the online shop. You can imagine if the comments are very likely to be read a lot of people who access the online shop.

CONCLUSION

Today, consumers are facilitated in shopping their needs. By using the Internet, consumers can do shopping via online. Various online shops have sprung up, so that consumers have alternatives shops that they trust. Consumers prefer shopping through online due to save time and costs. Especially with the high workload and to avoid road congestion.

In buying via online, consumers also consider, among which are the recommendations of the closest people who have had a previous experience in buying an item; different ways of payment systems are offered, so that makes it easier for them to do transactions; the system of supervision by the online shop, so that can make consumers more confident and secure in shopping.

Information sought as consideration to make online purchases are the latest discount information on goods; comparison of prices offered from other sellers; promotions offered; details of the goods sold both advantages and disadvantages of such products; comments from previous buyers and recommendation from other vendors; whether the goods are a favorite (many buyers) or not, including the number of followers.

Associated with the usual commentary given by previous buyers, the informants very concerned about these comments. They usually review all the comments and make a basic consideration for continuing to buy or not. Despite offering discounts or information provided is quite complete, but if the comments from previous buyers is not good, so they could undo an order. If the online shop and sellers' partner of online shop ignores such comments, it will be a distraction for themselves.

RECCOMENDATIONS

Increasing consumer confidence is very important to always be done by the online shop, especially to minimize the negative comments on the product review. Some advice that can be given include the following: (1) Maintaining the quality of the product. The quality of the products offered in the online shop should display in accordance with that given to consumers. Do not let the goods offered and received different and not accordance with the consumer; (2) With limited display in the store online (only in the form of photos), so online shop should provide detailed information related to the goods being sold; (3) Negative comments from the previous buyer became a consideration for other consumers. So, that online shop seller partners and the online shop should continue to pay attention to such comments to the subject of evaluation and provides feedback as a response from the seller to the buyer. If the negative comments left alone, will certainly have an impact on consumer confidence further.

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