

## ANALYSIS OF CONSUMER REVIEWS ON E-COMMERCE PLATFORMS FOR FURNITURE QUALITY PERCEPTION

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### Abstract

*The rapid growth of e-commerce in Indonesia, especially in the furniture industry, offers a significant opportunity for producers to expand their consumer base through digital platforms. Consumer reviews on e-commerce platforms play a crucial role in shaping perceptions of product quality, influencing purchase decisions. This study aims to explore the impact of consumer reviews on perceptions of furniture product quality in e-commerce and examine the effects of positive and negative reviews on consumer trust and purchase intentions. Using a qualitative approach and literature review method, the study identifies that consumer reviews significantly influence product quality perceptions. Positive reviews enhance consumer trust, strengthen product and store reputation, and encourage purchasing decisions. Conversely, negative reviews can reduce consumer confidence and interest in a product, although responsive handling of such feedback can mitigate adverse impacts and even foster improved trust and loyalty. This research underscores the importance of consumer reviews as a feedback mechanism for furniture producers to improve product quality, optimize customer service, and maintain competitive advantages. The findings highlight the need for producers to actively manage and respond to consumer reviews, leveraging both positive feedback and constructive criticism. By analyzing consumer reviews, producers can identify market preferences, enhance product features, and address service deficiencies. This study provides actionable insights for furniture producers seeking to thrive in the dynamic e-commerce landscape, emphasizing the strategic value of integrating consumer feedback into product development and brand reputation management efforts.*

**Keywords:** consumer reviews, product quality perception, furniture e-commerce, e-commerce platforms.

### Introduction

The furniture industry in Indonesia, particularly in Jepara, has experienced significant growth in recent years. Jepara, renowned for its distinctive wood craftsmanship, is now home to many furniture manufacturers who sell their products not only in local markets but also globally. A significant shift in this sector is the transition from traditional sales methods relying on physical stores to digital sales leveraging e-commerce platforms. This transition has opened opportunities for manufacturers to expand their market reach both domestically and internationally. As illustrated in **Figure 1**, the growth of the furniture industry in Indonesia has shown a remarkable upward trend over the years. This trend reflects the increasing demand for high-quality furniture, emphasizing Indonesia's potential as a key player in the global furniture market.



**Figure 1.**  
**Growth of the Furniture Industry in Indonesia, 2011 - 2024.**

E-commerce platforms such as Shopee, Tokopedia, Bukalapak, and Lazada provide consumers with convenient access to purchase products more practically. Additionally, these platforms enable consumers to assess product quality based on reviews from previous buyers. Consumer reviews or product ratings have become crucial factors influencing purchase decisions in the e-commerce market. A previous study

indicated that consumer reviews on e-commerce platforms offer highly valuable information about product quality, shaping potential buyers' perceptions.

Consumers shopping through e-commerce generally cannot see or feel the products directly. Therefore, consumer reviews play a critical role as a guide for prospective buyers in evaluating the quality and durability of products. This is particularly relevant for products like furniture, where quality and durability are key factors considered by consumers. Poor-quality furniture, despite having an attractive design, can disadvantage buyers in the long term. Hence, consumer reviews are vital in the product selection process.

One of the furniture stores in Jepara, where nearly 100% of sales are conducted via e-commerce platforms, consumer reviews significantly impact store and product ratings. Products receiving numerous positive reviews tend to attract more attention from new buyers, potentially increasing sales. Conversely, products with negative reviews may decrease buyer interest and harm the store's reputation. Thus, consumer reviews serve not only as feedback for other consumers but also as a means to shape overall perceptions of product quality. Even negative reviews can lead to a decline in the number of buyers, regardless of the product's actual quality.

This research aims to analyze the impact of consumer reviews on the perception of furniture quality sold through e-commerce platforms. Specifically, it seeks to identify how positive and negative reviews shape consumer perspectives on product quality. Additionally, the study will explore how consumer reviews can provide insights for manufacturers to improve product quality and meet the growing expectations of the market. Considering the importance of consumer reviews in shaping product images on digital platforms, the research will also investigate the impact of reviews on consumer loyalty and how manufacturers can respond to such reviews to enhance their reputation and customer satisfaction. The research questions for this study are as follows:

1. How do consumer reviews on e-commerce platforms influence perceptions of furniture quality among consumers?
2. What role do positive and negative reviews play in shaping consumer perceptions of furniture product quality?
3. How can consumer reviews help furniture manufacturers understand consumer expectations and requirements regarding product quality?
4. What is the impact of consumer reviews on customer loyalty towards specific stores or brands?

This study aims to provide significant contributions to efforts in managing product reputation and offering valuable insights for manufacturers to enhance quality and services in the e-commerce market. Furthermore, it is expected to offer recommendations for furniture manufacturers in Indonesia, particularly in Jepara, to better understand the dynamics of the digital market and optimize consumer reviews as tools to improve customer satisfaction and the competitiveness of their products in the global market.

## **Literature Review**

Consumer reviews play an important role in purchase decisions on e-commerce platforms, as they provide the information needed for consumers to assess product quality before buying.

Research by Bayu Tri Cahya et al. (2024) reveals that consumer reviews provide social proof, helping build trust and reduce uncertainty in online purchases. According to Zhang et al. (2022), ratings and reviews from previous consumers serve as quality signals for potential buyers. More detailed and substantial reviews, especially in the context of products like furniture, can offer clearer insights into the quality and durability of these products. This is also supported by Baek et al. (2012), who state that positive online reviews can reduce uncertainty during the purchasing process, which is crucial for product categories like furniture.

Product quality perceptions are greatly influenced by various factors, including consumer reviews that provide information on prior experiences and satisfaction. Jumawan et al. (2024) demonstrate that in online purchases, consumers tend to rely on the available information, such as product descriptions and consumer reviews, to assess product quality. Research by Hasanat et al. (2020) also indicates that consumer reviews significantly impact purchasing decisions, with consumers often assessing product quality based on feedback from previous buyers.

Research by Nurdiansyah et al. (2022) identifies that product features clearly visible in photos or videos, as well as informative product descriptions, play a significant role in shaping perceptions of product quality, particularly for products like furniture that require consideration of both visual and functional aspects. This is also emphasized by Floh et al. (2013), who explain that clear product

information and visual quality on e-commerce platforms can strengthen consumer perceptions of product quality.

The furniture industry in Indonesia has seen significant growth on e-commerce platforms, with more consumers opting to shop online. Research by Masyhur et al. (2024) reveals that e-commerce enables furniture producers to reach a wider market without high distribution costs. Alongside this, Wirianson et al. (2024) show that consumers prefer to buy furniture online because of the convenience, but they tend to rely on consumer reviews to assess product quality, especially regarding materials and durability. Alves and Reis (2020) also add that the convenience of online shopping has driven increased transactions in the furniture sector, with clear and detailed reviews having a positive impact on purchasing decisions.

Positive reviews enhance product quality perception and encourage purchase decisions. Asakdiyah et al. (2023) found that positive reviews, especially those that describe real-life usage experiences, contribute significantly to consumer trust and brand loyalty. Baek et al. (2012) also emphasize that positive reviews provide social proof, reinforcing purchasing decisions, particularly for products that require careful consideration, like furniture.

On the other hand, negative reviews can damage the product's reputation and decrease purchase interest. However, Kristanto et al. (2022) add that a timely response from producers to negative reviews can reduce their negative impact and improve consumer perception of product quality. Fernando et al. (2024) explain that good reputation management, including quick responses to complaints and issues, can turn negative perceptions into more positive ones.

According to Ginting et al. (2023), a quick and proactive response to negative reviews is essential in maintaining online reputation. Companies that respond with appropriate solutions, such as offering product returns or repairs, can restore relationships with consumers and increase their satisfaction. Findings from Hasanat et al. (2020) also mention that producers who respond appropriately to negative reviews can increase customer loyalty and maintain competitiveness in the e-commerce market.

Dwi et al. (2024) state that producers who wisely respond to negative reviews, by offering solutions or adequate explanations, can enhance the positive perception of their products and improve consumer loyalty. In this context, Fernando et al. (2024) also reveal that effective reputation management strategies can improve product quality perceptions and support consumer purchase decisions.

## Methods

This study employs a qualitative method with a literature review approach to analyze the impact of consumer reviews on the perception of furniture product quality sold through e-commerce platforms. The qualitative method was chosen as it allows researchers to explore the phenomenon in depth and gain a more holistic insight into the relationship between consumer reviews and product quality perception.

The literature review approach serves as the primary strategy for data collection, where researchers gather information from various articles, journals, books, research reports, and other academic sources relevant to the topics of consumer reviews, product quality, and e-commerce. This approach was selected because it provides the opportunity to delve into theories and findings from previous research conducted by other scholars, enriching the analysis and offering a more comprehensive understanding of the subject under study.

By using this approach, the research does not solely rely on primary data but also incorporates secondary data that has been previously published. This enables the researcher to identify patterns, trends, and key findings relevant to the relationship between consumer reviews and product quality in the furniture industry. Additionally, the literature review allows the researcher to explore diverse theoretical perspectives and examine findings from past studies that can support or enhance the arguments developed in this study.

The collected data from various sources will be analyzed thematically, focusing on two main aspects: (1) how consumer reviews on e-commerce platforms influence perceptions of product quality, and (2) the role of positive and negative reviews in shaping consumer views on the quality of furniture products. The study will also examine the correlation between consumer reviews and market expectations of product quality, as well as their impact on customer loyalty and purchasing decisions.

This qualitative method with a literature review approach enables the researcher to understand the phenomenon in a broader context, encompassing the dynamics of the e-commerce market and consumer behavior. By leveraging existing literature, the study aims to contribute to a better understanding of the influence of consumer reviews on product quality perceptions in the furniture industry and provide useful insights for manufacturers in responding to consumer reviews to improve the quality and service of their products.

This research is expected to offer recommendations for furniture manufacturers to better understand the importance of consumer reviews in shaping market perceptions of product quality and how they can leverage these reviews to enhance brand reputation and maintain customer loyalty.

## **Results and Discussions**

### **Analysis of Consumer Reviews on E-Commerce Platforms and Their Impact on Perceived Product Quality in the Furniture Industry**

Consumer reviews on e-commerce platforms play a significant role in shaping the perceived quality of products, particularly in the furniture industry. According to Adyas and Nur Cahyani (2020), consumer reviews are one of the key indicators reflecting product quality. They note that consumer reviews act as an indirect evaluation of product quality, which can influence purchasing decisions. For example, in the furniture industry, when consumers provide positive reviews regarding the quality of materials, durability, or comfort, this can build a positive image and strengthen consumer trust in the product. Conversely, negative reviews that highlight product flaws or shipping issues can damage the positive perception that has been established, thereby reducing potential consumer interest.

In this regard, Bayu Tri Cahya et al. (2024) argue that positive reviews can reinforce the perception of product quality by demonstrating that the product meets consumer expectations. Consistent positive reviews related to durability, design, and functionality of furniture products are also crucial in building trust and encouraging consumers to make a purchase. This suggests that in highly competitive markets such as e-commerce, consumer reviews are not merely testimonials, but also serve as indicators of quality that can significantly impact a product's success in the market.

However, negative reviews present challenges for producers and sellers. Dwi et al. (2024) point out that negative reviews often reflect consumer dissatisfaction with the product, whether it is due to quality issues that do not meet expectations, delayed shipping, or damaged packaging. Masyhur et al. (2024) add that discrepancies between the product description on e-commerce platforms and the actual product received are often a primary source of consumer complaints, which can potentially harm the brand or store's reputation. Therefore, producers must closely monitor reviews and respond appropriately to avoid damaging the product's reputation.

### **The Role of Positive and Negative Reviews in Shaping Consumer Perception of Furniture Product Quality**

Positive reviews play a crucial role in strengthening the product and brand image. Nurfauzi et al. (2023) state that positive reviews, whether about product quality or service, can enhance consumer loyalty. This is reinforced by Kristanto et al. (2022), who add that satisfied consumers are more likely to make repeat purchases and recommend the product to others. Positive reviews received by a store or product not only build trust with new customers but also strengthen relationships with existing customers, which contributes to sustained sales.

However, negative reviews are not merely obstacles but also provide opportunities for producers to improve their products and services. Fernando et al. (2024) explain that producers who respond quickly to negative reviews and offer adequate solutions, such as replacing defective products or offering compensation, can repair their brand image and maintain consumer trust. Quick responses to complaints demonstrate that producers care about customer satisfaction and are willing to correct shortcomings. This is an example of how negative reviews can be leveraged to improve long-term relationships with customers.

It is also important to remember that negative reviews can help other consumers make more informed decisions. Dwi et al. (2024) add that constructively expressed negative reviews can provide a clearer picture of the product's strengths and weaknesses, allowing potential consumers to make more informed choices. Therefore, while negative reviews can lower perceptions of a product in the short term, proper management of these reviews can have a positive impact in the long term, benefiting both producers and consumers.

### **Consumer Reviews Can Help Furniture Producers Understand Consumer Expectations and Needs Regarding Product Quality**

Consumer reviews offer many benefits to producers, one of which is providing deeper insights into market preferences and needs. Zhang et al. (2022) mention that consumer reviews reflect needs that have not been fully identified by producers, such as demand for more modern designs, eco-friendly materials,

or additional features that enhance product comfort. Understanding what consumers want can help producers innovate and improve the quality of their products in line with market expectations.

Additionally, Ginting et al. (2023) add that reviews also provide insights into other aspects of service that impact consumer satisfaction, such as shipping speed and packaging quality. If many reviews mention that shipping is too slow or packaging is damaged, producers can take immediate action to address these issues. This not only improves customer satisfaction but also builds stronger customer loyalty. Therefore, consumer reviews can be used as highly valuable feedback to improve both product quality and overall service.

### **The Impact of Consumer Reviews on Customer Loyalty to Specific Stores and Brands**

Consistent positive reviews can strengthen customer loyalty to a particular store or brand. Wirianson et al. (2024) state that consumers who are satisfied with the products and services they receive tend to leave positive reviews and make repeat purchases. The trust built through these positive reviews also increases the likelihood that consumers will recommend the product to others, which can bring in more customers. Asakdiyah et al. (2023) also mention that positive reviews enhance consumer trust in the product and service, which in turn strengthens the relationship between producers and consumers.

However, it is important to note that negative reviews can also affect consumer loyalty if not managed properly. Fernando et al. (2024) highlight that consumers who feel their complaints are not taken seriously or addressed with adequate solutions tend to become disappointed and may switch to other brands or products. On the other hand, if negative reviews are handled promptly and professionally, this can improve the brand image and maintain customer loyalty. Producers who show a good response to negative reviews will earn consumer trust and increase the likelihood of repeat purchases and continued loyalty.

### **Conclusions**

Based on the research conducted, it can be concluded that consumer reviews have a significant impact on the perception of product quality, particularly in the context of e-commerce for furniture products. Both positive and negative reviews play a key role in shaping potential buyers' views of the products being sold. Positive reviews that highlight the product's quality, such as material durability, comfort, and attractive design, can enhance the perception of product quality and strengthen the brand's reputation. This, in turn, leads to increased consumer trust, potentially influencing purchasing decisions.

However, negative reviews cannot be ignored. Although they have the potential to damage the perception of product quality, when handled appropriately, negative reviews can become an opportunity for improvement. If producers or sellers provide quick responses and adequate solutions to negative reviews, it can improve the product and brand image. Furthermore, good responses to negative reviews also demonstrate a commitment to quality and consumer satisfaction, which can ultimately enhance customer loyalty.

Consumer reviews, especially those on e-commerce platforms, not only serve as a means of product evaluation but also as a tool for understanding market needs and desires. By utilizing reviews as constructive feedback, producers can make improvements and innovations that align more closely with consumer expectations. Therefore, consumer reviews serve a dual purpose: as an evaluation tool and as a means to develop better products.

It is important to note that producers need an effective system to monitor and respond to consumer reviews. Without adequate responses, reviews will not provide maximum benefit to the producer. Therefore, properly managing consumer reviews can be a key factor in building long-term relationships with consumers and maintaining brand sustainability in the competitive e-commerce market.

### **Acknowledgement**

Based on the findings, several recommendations can be made for producers, especially those in the furniture industry selling products through e-commerce platforms:

#### **Proactively Treat Consumer Reviews as Valuable Feedback**

Consumer reviews provide a clear picture of both the strengths and weaknesses of products, as well as the quality of service. Therefore, it is important for producers to actively monitor and respond to reviews. Quick and professional responses, whether positive or negative, can strengthen relationships with consumers and demonstrate a commitment to improving product quality and service. Positive reviews can enhance the brand's reputation, while negative reviews, if handled well, can mitigate negative impacts and even improve the brand image.



### Analyze and Address Critical Reviews

Producers should proactively pay attention to and analyze reviews provided by consumers. Reviews that critique product quality, such as material durability or product description accuracy, should be addressed promptly. For example, if numerous reviews mention poor material durability in furniture products, producers should consider using more durable materials. In this way, consumer reviews not only serve as evaluations but also drive innovation and improvements in product quality.

#### 1. Focus on Customer Service Quality

In addition to product quality, the service provided to consumers greatly affects their perception. Producers must ensure that processes like shipping, packaging, and customer complaint responses are efficient. Fast shipping, secure packaging, and friendly, responsive customer service can increase consumer satisfaction, which in turn can lead to positive reviews and customer loyalty.

#### 2. Encourage More Reviews through Incentives

To increase the number of reviews, producers can offer incentives to consumers who provide honest and constructive feedback. For instance, offering discounts or rewards to consumers who write reviews after purchasing products can not only encourage more reviews but also prompt consumers to provide more detailed and useful feedback for producers to improve their products and services.

#### 3. Utilize Technology for Review Analysis

With technological advancements, producers can use software or AI-based tools to analyze reviews more effectively. This technology can assist in assessing the sentiment of consumer reviews and identifying areas that need improvement more quickly. By integrating review analysis technology, producers can make more accurate, data-driven decisions to enhance product quality and customer experience.

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