

Purchase Decision During The Covid-19 Pandemic: Implementation of Digital Mareting and Brand Awareness in E- Commece Shopee

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ABSTRACT

The COVID-19 pandemic conditions have created a challenging environment, not only for health but also for the business sector, including e-commerce. For food products, the highly contagious COVID-19 virus is also changing the way consumers buy goods. While in normal situations visiting a restaurant is a pleasant experience, in this pandemic, activities that were previously safe are often unpleasant and, for some of the most vulnerable people, it can be very dangerous. The severity of the COVID-19 pandemic conditions in some areas that are under lockdown, visiting restaurants is completely prohibited. The strategy or way for the community to avoid being infected with the COVID-19 virus, the community as consumers tend to fulfill all their needs including buying food, preferring to use mobile applications rather than visiting providers of all their needs including food needs, such as restaurants or food stalls. This study aims to partially determine the effect of implementing digital marketing and brand awareness on e-commerce shopee on purchasing decisions during the COVID-19 pandemic. The sample of this research used non-probabilty sampling method with accidental sampling technique. The sample is 100 shopee consumer respondents. The data analysis technique in this study used multiple regression with the variant-based SEM method assisted by the SmartPLS software. Collecting data using a google form questionnaire. The results show that the application of digital marketing and brand awareness partially has a positive effect but has a weak effect on purchasing decisions. The discussion on the final results of this study was conducted to determine the effect of partially implementing digital marketing and brand awareness on e-commerce shopee on consumer purchasing decisions during the COVID-19 pandemic. As for the results of this study based on the distribution of questionnaires and data processing using the SmartPLS software that has been described in the previous chapter, the researchers can draw the following conclusions: first, the application of digital marketing in e-commerce shopee has a significant positive effect (30.1%) on Purchase decisions during the COVID-19 pandemic. The weak influence is thought to be caused by respondents who stated that I have never received e-mails about attractive offers from shopee. The calculated T value on the digital marketing variable (X1) to the purchasing decision variable (Y) is (3.061), the t-count value is greater than the t-table value (1.96) which means the first hypothesis (H1) is accepted. Second, brand awareness on e-commerce shopee has a significant positive effect (47.2%) on purchasing decisions during the covid-19 pandemic. The weak influence is thought to be caused by respondents who stated that when they heard the word e-commerce/online shop, it was not only shopee that first appeared in the minds of consumers, but also other e-commerce such as Tokopedia, Lazada and other online stores. The calculated T value for the brand awareness variable (X2) on the purchasing decision variable (Y) is (5.261), the t-count value is greater than the t-table value (1.96) which means the second hypothesis (H2) is accepted.

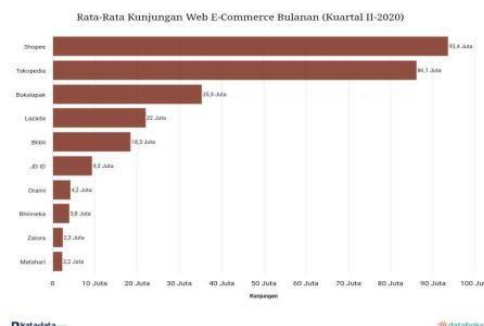
Keywords:

Brand Awareness; Digital Marketing; Purchase Decision

Preliminary

The condition of the spread of the COVID-19 virus and since it was announced by the WHO on March 11, 2020, has made all activities limited since the government implemented large-scale social restrictions (PSBB). The implementation of the PSBB has changed people's lifestyles, especially in terms of shopping, which was previously conventional, now it is online. Restrictions on community activities have caused shopping habits to turn into ordering through applications. In a survey conducted by Redseer, there were 51% of respondents who admitted to using a shopping application for the first time when the PSBB was implemented, this made the volume of e-commerce requests soar between 5-10 times compared to before the pandemic (Yosepha Pusparisa, 2020). The COVID-19 pandemic conditions have created a challenging environment, not only for health but also for the business sector, including e-commerce. For food products, the highly contagious COVID-19 virus is also changing the way consumers buy goods. While in normal situations visiting a restaurant is a pleasant experience, in this pandemic, activities that were previously safe are often unpleasant and, for some of the most vulnerable people, it can be very dangerous (Addo et al., 2020). The severity of the COVID-19 pandemic conditions in some areas that are under lockdown, visiting restaurants is completely prohibited. The strategy or way for the community to avoid being infected with the COVID-19 virus, the community as consumers tend to fulfill all their needs including buying food, preferring to use mobile applications rather than visiting providers of all their needs including food needs, such as restaurants or food stalls (Kolodinsky et al., 2020). However, this does not mean that the public as consumers already feel safe from contracting the COVID-19 virus, because even without direct contact with food providers when buying food online, customers can still potentially be infected with the virus from food, packaging, or from interactions with delivery staff. Faced with this risk, when deciding to buy food through a mobile application, customers tend to choose a trusted provider carefully (Park et al., 2019). This finding shows that intine in this pandemic, understanding customer trust and health risks associated with their purchasing experience will help online food businesses to develop the right strategies to satisfy their customers.

The number of people who shop online in Indonesia as stated by the Global Web Index and Wearesocial and Hootsuite, 2020 it is noted that Indonesia has a high level of e-commerce. The highest in the world, about 96% of internet users have looked for a product or service to buy online. Visits to online retail stores or related sites are made by 91% of total internet users. Internet users also make payments for products and services online by 90% (Yosepha Purparisa, 2020). The high level of e-commerce in Indonesia causes competition in the business industry to increase, for now e-commerce players in Indonesia are dominated by several companies as follows:



Source: Dwi Hadya Jayani, 2020

Figure 1. Indonesia E-commerce Map

The data above shows that shopee is the most visited e-commerce by Indonesian people to make online purchases with a total of 93.4 million visits per month. The second position with a total of 86.1 million visits per month was filled by Tokopedia, followed by Bukalapak in the third position with a total of 35.3 million visits per month, then in the next position followed by Lazada 22 million, Bilibli 18.3 million, JD.ID 9, 3 million, Orami 4.2 million, Bhineka 3.8 million, Zalora 2.3 million, Matahari 2.2 million. Shopee is one of the e-commerce sites in Indonesia that uses a marketplace and mall business model. Shopee was launched in 2015. Shopee provides a complete range of products, there are 26 categories of goods offered, ranging from daily necessities to items related to hobbies. product. Consumers are free to choose, rate, and be interested in a product or brand. Whether it's for daily needs, hobbies, and lifestyles that appear in the minds of consumers. There are five decision-making processes, namely need recognition, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler & Armstrong, 2016).

In less than 10 years, Shopee was able to dominate the e-commerce market in Indonesia. Application of marketing mix and promotional mix in which shopee e-marketers take various ways to attract more consumers, including by utilizing digital technology as a means of promotion and increasing brand awareness. E-commerce research conducted by Markplus Inc describes brand awareness during the third quarter of 2020. Shopee is the e-commerce with the top of mind or most remembered by consumers with 71%, in addition to releasing its campaign during the third quarter of 2020, e-commerce also strengthens interaction with consumers. through digital marketing (digital marketing) as a means of promotion through various advertising programs and TV shows, live streaming, and other collaborations (Arfyana Citra Rahayu, 2020). The application of digital technology that forms online channels to the market (website, e-mail, database, digital TV, and through the latest innovations including blogs, feeds, podcasts, and social networks) that contributes to marketing activities (Chaffey, 2002:14).

Research conducted (Wisnu Saputra & Sri Ardani, 2020) suggests that there is an influence of digital marketing on the purchasing decision of PT. Pegadaian (Persero) Regional Office VII Denpasar. The evidence for this description is also strengthened by the results of research conducted by Eleftherios Varkaris, Barbara Neuhofer in 2017, in the study "The influence of social media on the consumers hotel decision journey", with research results showing that social media plays an important role in influencing the decision making process. consumer decisions. e-mail, databases, digital TV, and through the latest innovations in blogs, feeds, podcasts, and social networks) that contribute to marketing activities (Chaffey, 2002:14).

Total spending on TV advertisements in the e-commerce sector was recorded at Rp. 4.44 trillion, this period recorded 126,607 advertisements. Shopee spent a total of 825.62 billion on television advertising, bringing it to the top, followed by Bilibli.com with a total of 500 billion (Rima Sekarani, 2019). "Brand awareness is a matter of whether a brand's name comes to mind when consumers think about a particular product category and there is a convenience when the name is raised (Shimp, 2014)". It means that brand awareness is a matter of whether the brand name appears when consumers think of a particular product category and there is ease when that name is raised. (Hafidz and Hafzi, 2017) in their research suggest that brand awareness has a positive influence on purchasing decisions at Smesco Indonesia.

Researchers will find out the causes of purchasing decisions in e-commerce shopee through digital marketing and brand awareness as factors that might influence purchasing decisions, the researchers formulate the following problems: Is the application of digital marketing to e-commerce shopee and brand awareness to e-commerce shopee will partially affect purchasing decisions during the covid-19 pandemic? and the purpose of this research is to find out whether digital marketing can influence the purchasing decisions of shopee e-commerce consumers, as well as brand awareness that is most remembered in consumers' minds

so that it can influence consumers in making decisions to purchase products at shopee e-commerce. .

Marketing using the application of digital technology. One form of digital marketing using electronic media or the internet (Nadya, 2016). The use of digital marketing is very necessary with the development of the business world and also the increasing number of target markets that depend on digital technology to be researched every day, evaluate and buy products and services that are consumed by customers (Ryan & Jones, 2014: 21). There are eight indicators to measure digital marketing according to (Ryan & Jones, 2014: 35-36), namely: Website, Search Engine Optimization (SEO), PPC Advertising (pay per click), Affiliate marketing, Online Public Relations, Social Networks, E-mail marketing, Customer Relationship Management. According to (Aaker in Tjiptono, 2008) brand awareness is the ability possessed by consumers to recognize various attributes attached to a product compared to other brands and products. According to (Durianto, et al, 2004: 54) the ability of a potential buyer to recognize or recall a brand that is part of a product category. The ability of consumers to recognize and remember brands plays a major role in someone's decision to buy a product. There are four levels in measuring brand awareness according to (Durianto, et al, 2004:55), namely: Unware of Brand (not aware of the brand), Brand Recognition (brand recognition), Brand Recall (brand recall), Top of Mind (top of mind). These two things influence people's purchasing decisions in the current COVID-19 pandemic period, where (Buchari Alma, 2013: 96) argues that purchasing decisions as a consumer decision are influenced by economics, finance, technology, politics, culture, products, prices. , location, promotion, physical evidence, people and process, so as to form an attitude in consumers to process all information and draw conclusions in the form of responses that appear what products are purchased. purchase decision as the stage where consumers actually buy products (Kotler and Keller translated by Tjiptono, 2012: 193). Purchasing decision indicators according to (Kotler & Keller translated by Tjiptono 2012: 184) consumer decisions to purchase a product include five sub-decisions.

Research Method

The data needed in this study were collected using a questionnaire technique as primary data and library techniques as secondary data, and then the primary data was tested for feasibility and validity. The data analysis method in this study uses the SmartPLS 3.0 software. PLS (Partial Least Square). The SmartPLS analysis method is carried out using a structural model. The initial step before conducting data analysis is to test the feasibility of the initial outer model data module using 2 stages, namely: validation test and reliability test and then proceed with data analysis test using 3 stages, namely: path path diagram analysis, inner model module analysis, and hypothesis testing.

Respondents were taken from the population of e-commerce shopee users in North Cikarang. The population in this study is very large and not limited, therefore it is necessary to take a sample using a non-probabilty sampling method with an accidental sampling technique. The total population in North Cikarang is 230,563 people. The sample size that is suitable for use in the study is between 30 to 500 respondents (Hair et al., 2011) (Roscoe in Sugiyono, 2012:9), therefore this study used 100 respondents.

Research Results

The results of the study were translated in two steps, namely the initial step of testing the feasibility and validity of the data collected and then proceeding with data processing and analysis, and the results are as follows:

Data Feasibility Test

First, the validity test of reflective indicators with the SmartPLS program can be seen from the loading factor value for each construct indicator (Ghozali & Latan, 2015:74). The rule of thumb for assessing convergent validity is that the loading factor value must be more than 0.7 for confirmatory research and between 0.6-0.7 for exploratory research, as well as for initial research from developing a measurement scale, the loading factor value of 0.5-0.6 is considered sufficient, and average variance inflation factor (AVE) must be greater than 0.5 (Ghozali & Latan, 2015:74).

Table 1. Outer Loading

	Brand Awareness (X2)	Digital Marketing (X1)	Purchase Decision (Y)
BA1	0.819		
BA2	0.743		
BA3	0.755		
BA4	0.732		
BA5	0.763		
BA6	0.720		
BA7	0.726		
BA8	0.759		
DM1		0.827	
DM10		0.527	
DM11		0.601	
DM12		0.688	
DM13		0.732	
DM14		0.737	
DM15		0.733	
DM16		0.722	
DM2		0.760	
DM3		0.786	
DM4		0.766	
DM5		0.704	
DM6		0.638	
DM7		0.839	
DM8		0.719	
DM9		0.862	
KP1			0.823
KP2			0.725
KP3			0.704
KP4			0.753
KP5			0.735
KP6			0.732
KP7			0.763
KP8			0.716
KP9			0.725
KP10			0.712

It can be seen that all indicators for digital marketing variables, brand awareness and purchasing decisions already have a loading factor value > 0.50 which means that the indicators for forming digital marketing constructs, brand awareness and purchasing decisions can be accepted or can be categorized as valid.

Table 2. Value (AVE)

	Average Variance Extracted (AVE)
Brand Awareness (X2)	0.566
Digital Marketing (X1)	0.536
Decision Purchase (Y)	0.547

The AVE value for the three constructs already has a value > 0.50 , meaning that the three constructs can be accepted or can be said to be valid.

Second, this reliability test can be measured using SmartPLS 3.0 by using Cronbach's alpha (α) > 0.60 for all constructs that have composite reliability > 0.70 then have high reliability.

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability
Brand Awareness (X2)	0.891	0.913
Digital Marketing (X1)	0.941	0.948
Buying decision	0.908	0.923

Construct Reliability and Validity 0.908. All composite reliability values are > 70 and Cronbach's alpha is > 60 . So, digital marketing constructs, brand awareness, and purchasing decisions have good reliability or can be said to be reliable.

Data Analysis Test

Path Analysis Path Diagram Test

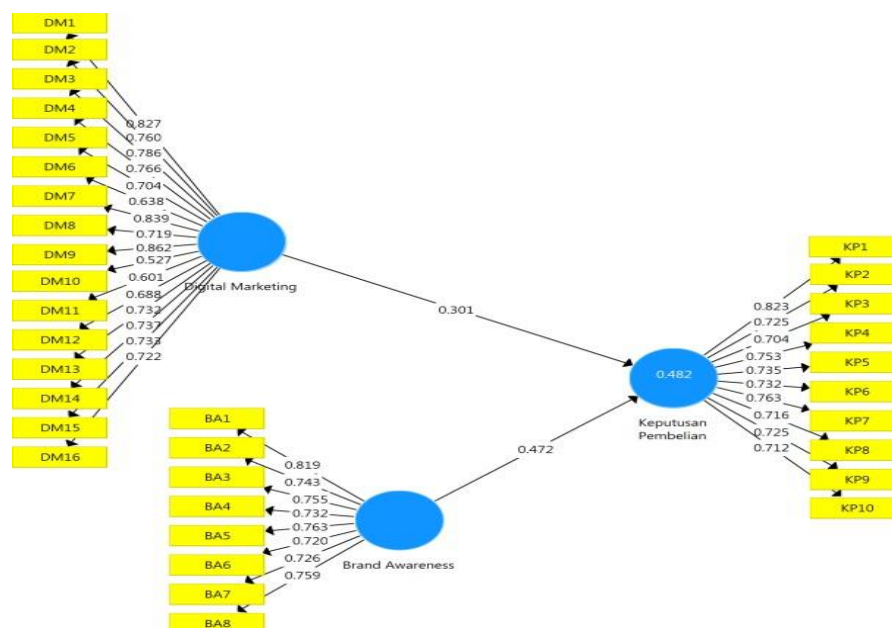


Figure 3. Path Chart

Information:

H1 = X1 \rightarrow Y: Ryan & Jones, 2014

Gede W., S. & I Gusti Agung K.S.A., year 2020

Glen Irwanto Laluyan, et al, 2019

Eleftherios Varkaris & Barbara Neuhofer 2017

H2 = X2->Y: Durianto, et al, 2004

Monica Nggilu, et al, 2019

First, (a) The digital marketing variable (X1) as measured through the instrument "Information conveyed through online promotions can be trusted" (DM9) has the highest role in influencing purchasing decisions (Y) of 0.862. (b) The brand awareness variable (X2) as measured by "The brand of online shopping site that first appeared in my mind is shopee" (BA1) has the highest role in influencing the purchasing decision variable (Y) of 0.819. (c) Analysis of the Inner Model Module shows that the R-Square values of 0.75, 0.50, and 0.25 respectively indicate that the model is strong, moderate, and weak (Ghozali & Latan, 2015:82)

Second, the composite reliability value for the brand awareness construct = 0.913, digital marketing = 0.948, and purchase decision = 0.923. and Cronbach's alpha value for the brand awareness construct = 0.891, digital marketing = 0.941, and purchase decisions

Third, (a) The value of R Square Digital Marketing (X1) on Purchase Decision (Y) is 0.301 which means Digital Marketing (X1) has a positive effect on purchasing decisions but is weak. (b) The value of R Square Brand Awareness (X2) on Purchase Decision (Y) is 0.472 which means Brand Awareness (X2) has a positive effect on Purchase Decision (Y) but is weak. (c) The value of R Square Digital Marketing (X1) and Brand Awareness (X2) on the purchasing decision variable (Y) is 0.482, which means that the value is included in the weak category.

Hypothesis testing

To test the hypothesis in SmartPLS using the significance criteria. The significance value used (two-tailed) t-value 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%) (Ghozali & Latan 2015:85).

Table 5. Mean, STDEV, T-Values, P-Values

	Original Sample(O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Awareness (X2) -> Decision Purchase(Y)	0.472	0.473	0.090	5.261	0.000
Digital Marketing (X1) -> Buying decision (Y)	0.301	0.315	0.098	3.061	0.002

The Digital Marketing variable (X1) on Purchase Decision (Y) has a t-count value of 3.061 which is greater than the t-table value of 1.96 (significant 5%). So the first hypothesis (H1) has a significantly positive but weak effect. Meanwhile, the Brand Awareness variable (X2) on Purchase Decision (Y) has a t-count value of 5.261 which is greater than the t-table value of 1.96 (significant 5%). So the first hypothesis (H2) has a significant positive effect.

Discussion

The Application of Digital Marketing (X1) on E-Commerce Shopee has an Effect on Purchase Decisions (Y) during The Covid-19 Pandemic.

Digital marketing (X1) has a positive and significant effect of 30.1% (0.301) on Purchase Decisions (Y), this is evidence that digital marketing (X1) has a weak role in purchasing decisions (Y). This weak influence is caused by the respondent's reasoning that "I have never received an e-mail about attractive offers from shopee" This statement is based on the results

of the narrative answers of several respondents who have been willing to fill out research questionnaires. The most dominant instrument in the digital marketing variable (X1), namely "Information conveyed through online promotions can be trusted" (DM9) has the highest role in influencing purchasing decisions (Y) of 0.862. The calculated T value for the digital marketing variable (X1) on the purchasing decision variable (Y) is (3.061), the t-count value is greater than the t-table value (1.96) which means the first hypothesis (H1) is accepted.

The theory put forward by (Ryan and Jones, 2014: 21) states that the use of digital marketing is very necessary with the development of the business world and also the increasing number of target markets that depend on digital technology to be researched every day, evaluate and buy products and services that are consumed. by the customer. From the results of the descriptive data analysis shown in table 4.2, it states that the highest mean value of 10 Digital Marketing statements (X1) with 100 respondents. DM9 (the search site in shopee makes it easier for me to get the product I want) has the highest score of 4.21 (Strongly Agree). Based on the results. What is obtained is proven that Shopee provides a search site to make it easier for consumers to get the products they want. This is in line with what consumers want in making it easier to get the products they want by using available search sites.

The results of this study are in line with the research conducted by Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani in 2020 which examined the "Effect of Digital Marketing, Word of Mouth, and Service Quality on Purchase Decisions of PT. Pegadaian (Persero) Regional Office VII Denpasar". The research results of Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani stated that there was a positive and significant influence between Digital Marketing on the Purchase Decision of PT. Pegadaian (Persero) Regional Office VII Denpasar. This means that the use of Digital Marketing can improve Purchase Decisions. The results of this study are also in line with the research conducted by Glen Irwinto, et al, in 2019, in the research "Implementation of Digital Marketing on the Purchase Decision of JD consumers. id Jakarta" with research results showing that there is an effect of implementing social media marketing, pay per click, email marketing on purchasing decisions, either partially or simultaneously. The results of this study are also in line with research conducted by Eleftherios Varkaris, Barbara Neuhofer in 2017, in the research "The influence of social media on the consumers hotel decision journey", with research results showing that social media plays an important role in influencing the decision-making process. consumer.

Brand Awareness (X2) on E-Commerce Shopee has an Effect on Purchase Decisions (Y) during The Covid-19 Pandemic

Brand awareness (X2) has a positive and significant effect of 47.2% (0.472) on purchasing decisions (Y), this proves that brand awareness (X2) plays a weak role in purchasing decisions (Y). This weak influence is due to the respondent's reasoning stating that "when they hear the word e-commerce/online shop, it is not only shopee that appears first in the minds of consumers, but other e-commerce such as Tokopedia, Lazada and other online stores." The statement is based on the results of the narrative answers of several respondents who have been willing to fill out the research questionnaire. The most dominant instrument in the brand awareness variable (X1) is "The online shopping site brand that first appeared in my mind is shopee" (BA1) has the highest role in influencing the purchasing decision variable (Y) of 0.819. The calculated T value for the brand awareness variable (X2) on the purchasing decision variable (Y) is (5.261), the t-count value is greater than the t-table value (1.96) which means the second hypothesis (H2) is accepted.

The theory put forward by (Durianto, et al, 2004: 54) The ability of a potential buyer to recognize or recall a brand that is part of a product category. The ability of consumers to

recognize and remember brands plays a major role in someone's decision to buy a product. Therefore, the second hypothesis states that brand awareness of shopee has a significant positive effect of 47.2% on consumer purchasing decisions. The results of this study are in line with the research submitted by Monica Nggilu, Altje L. Tumbel, and Woran in 2019, which examined "The Influence of Viral Marketing, Celebrity Endorsers, and Brand Awareness on Purchase Decisions at Geprek Benu Manado" with the results of research stating that Brand Awareness partially positive and significant effect on purchasing decisions on Geprek Benu Manado. The results of this study are also in line with research conducted by Hafidz Novansa & Hapzi Ali in 2017 which examined the "Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study of SMECO Indonesia SME product)" with research results stating that Brand awareness partially has a positive and significant effect on purchase decisions at Smesco Indonesia.

Conclusion

The discussion on the final results of this study was conducted to determine the effect of partially implementing digital marketing and brand awareness on e-commerce shopee on consumer purchasing decisions during the COVID-19 pandemic. As for the results of this study based on the distribution of questionnaires and data processing using the SmartPLS software which has been described in the previous chapter, the researchers can draw the following conclusions: first, the application of digital marketing in e-commerce shopee significantly positive effect (30.1%) on Purchase decisions during the COVID-19 pandemic. The weak influence is thought to be caused by respondents stating that I have never received e-mails about attractive offers from shopee. The calculated T value for the digital marketing variable (X1) on the purchasing decision variable (Y) is (3.061), the t-count value is greater than the t-table value (1.96) which means the first hypothesis (H1) is accepted. Second, brand awareness on e-commerce shopee has a significant positive effect (47.2%) on purchasing decisions during the covid-19 pandemic. The weak influence is thought to be caused by respondents who stated that when they heard the word e-commerce/online shop, it was not only shopee that first appeared in the minds of consumers, but also other e-commerce such as Tokopedia, Lazada and other online stores. The calculated T value for the brand awareness variable (X2) on the purchasing decision variable (Y) is (5.261), the t-count value is greater than the t-table value (1.96) which means the second hypothesis (H2) is accepted.

Based on the description of the results of these conclusions, pay attention to business actors in online businesses to pay more attention to the application of online marketing and increase their brand awareness because these factors greatly impact consumer purchasing decisions.

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