Faktor-Faktor yang Mempengaruhi Niat Beli Online pada Pengguna Media Sosial di Masa Pandemi di Jakarta

Factors Affecting Online Purchase Intention on Social Media Users During the Pandemic in Jakarta

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Abstrak

Penelitian ini menganalisis faktor-faktor yang mempengaruhi niat pembelian online di kalangan pengguna media sosial di Jakarta selama pandemi Covid-19. Dalam literatur, banyak variabel yang dapat digunakan untuk menjelaskan fenomena pembelian online. Pada penelitian ini dibatasi pada beberapa variabel utama seperti pemasaran media sosial, kepercayaan pelanggan, e-Word of mouth, citra merek, dan ulasan pelanggan online. Metode pengumpulan data melalui kuesioner dengan teknik purposive sampling, memanfaatkan Google form yang disebar melalui grup WhatsApp dan Facebook yang merupakan platform media sosial populer di tanah air. Hubungan masing-masing variabel independen terhadap variabel dependen diuji dengan pendekatan Structural Equation Modeling (SEM) menggunakan Smart PLS versi 3. Sebanyak 238 sampel dari wilayah DKI Jakarta berhasil dikumpulkan dan diolah. Hasil analisis data menunjukkan bahwa dari lima hipotesis yang diajukan, hanya satu hipotesis yang signifikan yaitu ulasan pelanggan online mempunyai hubungan yang signifikan terhadap niat pembelian online pada masa pandemi Covid-19 di DKI Jakarta.

Abstract

This study analyzes the factors influencing online purchase intention among social media users in Jakarta during the Covid-19 pandemic. In the literature, many variables can be used to explain the phenomenon of online purchases. However, this research is limited to the main variables such as social media marketing, customer trust, e-Word of mouth, brand image, and online customer reviews. The data collection method was carried out through a questionnaire with a purposive sampling technique via a Google form, which was distributed using social media networks, namely WhatsApp group and Facebook, which are popular platforms in the country. The relationship of each independent variable to the dependent variable was tested using the Structural Equation Modeling (SEM) technique using Smart PLS version 3. 238 sample units spread across the DKI Jakarta area were successfully collected and processed. The results of the data analysis show that of the five hypotheses proposed, only one is significant: online customer reviews have a significant relationship to online purchase intention during the Covid-19 pandemic in DKI Jakarta.

1. Introduction

Almost all human activities are connected to the internet. This condition became clearer when Covid-19 attacked, emphasizing that internet penetration was getting deeper and becoming an inseparable part of activities. Hermann et al. (2016) stated that the principles of Industry 4.0 are characterized by several things, such as interconnection, information transparency, and an internet network that is expanding almost without limits. Sibero (2017) emphasized that internet penetration is increasingly widespread, making it possible for every computer to be connected globally. This condition causes the distance between consumers and producers to become increasingly thin. Through gadgets, consumers can search for products they are interested in, look for discussions about specific products, actively disseminate information electronically, and consider brands offered by various manufacturers.

In short, the role of the Internet is vital in the transaction process. Through gadgets, consumers can access anything in cyberspace (Pujianto & Muzdalifah, 2022). This situation became more intense during Covid-19, where activity restrictions gave consumers more time at home to surf the Internet to find what they were looking for. The question is, what factors influence social media users to make online purchases during the Covid-19 pandemic?

Explaining this phenomenon is very interesting. Since Covid-19 hit two years ago, pressure has not only pushed the way consumers view transactions but has also changed how producers place their wares. Previously, most of them did it traditionally, namely promoting offline. When Covid came, activities became very limited. The Internet and social media have also gained new space. The online area has become a new arena for searching for information to meet consumer needs. Manufacturers must also find the most effective ways to reach consumers wherever they are. Therefore, conducting research in this area will enrich online marketing literature and explain the phenomenon of online shopping intentions in a local context so that it can contribute to marketing practitioners in optimizing their efforts to reach the expected consumer targets.

From the description above, researchers build a relationship between each variable, which is theoretically related to each other in influencing consumers' online shopping intentions. These factors include Social Media Marketing, Customer Trust, Word of Mouth, Brand Image, and Online Customer Reviews. This study will describe how these factors can explain online purchasing intention behavior, especially for social media users in Jakarta during the Covid-19 period. Researchers try to investigate how selected independent variables, such as Social Media Marketing, Customer Trust, Word of Mouth, Brand Image, and Online Customer Reviews, can be used to explain the phenomenon of online purchasing. Several hypotheses were developed to explain the relationship between these variables in the context of social media users during the Covid-19 pandemic in Jakarta.

2. Literature Review and Hypotheses

2.1. Behavioural Intention

The intention always begins with someone's motivation for something or a conscious plan to take specific actions or behaviors (Kim et al., 2013). This motivation drives a person to make a purchase, even though the intention has not been carried out, but a firm intention is a way to make a purchase. Purchase intention, as described by Kotler & Keller (2018), is a consumer behavior that appears in response to a particular object. An object can send a certain stimulus that can trigger a stimulus in the form of a customer's desire to make a purchase. These stimuli can be in the form of marketing advertisements, product reviews, consumer conversations, and brand images, and obviously, consumer trust can encourage purchase intentions for a product. Purchase intentions are also closely related to the plans made by consumers to make purchases within a certain period, including in the current Covid context. Schiffman & Kanuk (2000) mention intention as something that appears in response to an object. It can also be in the form of repurchase interest, which shows the customer's strong desire to make repeat purchases.

2.2. Relationship between Social Media Marketing and Online Purchase Intention

Social media is growing, not only limited to sharing information but as an effective means of carrying out essential marketing activities to reach the growing younger generation of consumers. It

emphasizes that the online world plays a vital role in modern marketing because it allows marketers to reach customers more quickly and efficiently (Balakrishnan et al., 2014). In research conducted by Rizky and Soedarsono (2021) on the intention to visit tourist attractions, there is a significant relationship between the influence of social media on the decision to visit on Instagram. In line with this, the research of Krisnayani et al. (2021) states that marketing information presented through social media can encourage consumers to visit a particular tourist destination. It is understandable, considering that social media's visualization ability is powerful in attracting viewers. During the Covid-19 pandemic, when consumers face the reality of limited mobility, social media can provide solutions through online shopping so that consumers' online shopping activities show a very significant increase (Pantelimon et al., 2020). Research conducted by Eti et al. (2021) in Bangladesh found that social media marketing through Facebook, Instagram, and YouTube was able to provide a significant stimulus to consumers' purchase intentions during the COVID-19 pandemic. In line with the description above, this research formulates the following hypotheses:

Hypothesis 1: Social media marketing significantly influences online purchase intention during the Covid-19 pandemic.

2.3. *Relationship between Customer Trust and Online Purchase Intention*

The relationship between trust variables and intentions has received much attention from marketing researchers. The literature also often says there is no specific definition regarding the concept of trust, and it is very context-dependent. However, trust in online shopping can be interpreted as a binding force in online transactions between buyers and sellers. Regarding this condition, Yuen et al., (2018) stated that trust includes three important elements: predictability, reliability, and fairness. These elements are essential and form the basis for including online shopping activities. Meanwhile, Qi and Yao (2020) research show a strong influence between consumer brand trust and purchase intention. The hypothesis tested in this study is the effect of trust on purchase intention. The result is that the trust variable has a positive and significant effect on purchase intention. The research also found that brand trust has a mediating effect between service quality and purchase intention. This finding is reinforced by Eti et al. (2021), who found the critical role of trust in the context of online stores and social media during the pandemic on consumer purchase intention. With the same assumptions, this study also formulated the following hypotheses:

Hypothesis 2: Customer trust significantly influences online purchase intention during the Covid-19 pandemic.

2.4. *Relationship between e-WOM and Online Purchase Intention*

Electronic Word of Mouth (e-Wom) is a positive or negative statement from potential or current customers about a product conveyed to other parties via the Internet (Henning et al., 2004). E-WoM reflects word-of-mouth communication via digital means regarding certain products (Pedersen et al., 2014). It is generally understood that E-WOM is built from impressions, forming consumer perceptions of the products consumed. These statements from consumers can encourage other consumers to take specific actions (Rakhmawati et al, 2019). In other words, consumer involvement in conveying their statements, perceptions, and impressions through certain digital content can be a medium for seeking and exchanging information (Damarsiwi & Wagini, 2018). Göker and Ayar (2020) conducted research by testing the e-Wom variable on visit intention, and the results showed a positive and significant effect. It means that e-Wom can be accepted as a variable that can explain a person's intention to take specific actions. Furthermore, in line with research conducted by Illah et al. (2019), e-WOM significantly affects decisions to visit certain destinations. The same research from Then and Felisa (2021) found that electronic word of mouth (eWOM) significantly affects consumer decisions in determining culinary tourism choices. Even someone's comments through digital channels influence their decision to visit certain culinary outlets. Based on the arguments above, the following hypotheses are formulated:

Hypothesis 3: Electronic Word of Mouth significantly influences online purchase intention during the Covid-19 pandemic.

2.5.   Relationship between Brand Image and Online Purchase Intention

Previous studies that tested the brand image variable on repurchase intention showed a significant effect. Research on Vivo brand smartphones by Larasati and Baehaqi (2022) found a positive and significant influence between the brand image on repurchase intention. Likewise, research by Prabowo et al. (2020) on the intention of guests staying at budget hotels in Semarang City shows that brand image significantly influences repurchase intention. Furthermore, in the context of private brands, Soltani et al. (2016) tested how the influence of brand image on repurchase intentions in the store distribution network. They found that brand image positively and significantly affected consumers repurchase intentions. These results are in line with Wu et al. (2011), who found a significant relationship between brand image variables and the intention to repurchase private label brands. However, contrary to the research above, Intan (2021) on the Good Day brand biscuit products found that the brand image variable is not a variable that affects consumers repurchase intentions. Based on the explanation above, a hypothesis was developed to look at how the relationship between the two variables is as follows:

Hypothesis 4: Brand image significantly influences online purchase intention during the Covid-19 pandemic.

2.6.   Relationship between Online Customer Review and online purchase intention

Research on the relationship between these two variables has received attention, considering that online shopping has a different experience from traditional shopping. In online shopping, customer reviews can influence other consumers' intentions to take specific actions. Research conducted by Rachmawati et al. (2019) on property customers in Selangor, Malaysia, found that online consumer reviews positively and significantly affected purchasing decisions. Similarly, Wang et al. (2017), who examined the influence of online consumer reviews on purchasing decisions among students, showed a positive and significant impact. Guo, Wang, and Wu (2020) also examined the role of the emotional content of online customer reviews on purchasing decisions in Chinese universities, finding that online reviews had a positive and significant influence on buying decisions. In line with this research, Devedi et al. (2017) researched 300 samples to determine how consumers can consider online review content before purchasing a product. The research results show that online consumer reviews positively and significantly affect purchasing decisions. Based on the description above, this research formulates the following hypothesis:

Hypothesis 5: Online Customer Reviews significantly influences online purchase intention during the Covid-19 pandemic.

Based on the arguments above, there is an interconnection among the selected research variables that become the focus of this research: Social Media Marketing, Customer Trust, e-Word of Mouth, Brand Image, Online Customer Review as the independent variable, and Purchase Online Intention as the dependent variable. Then the research framework can be seen as follow:
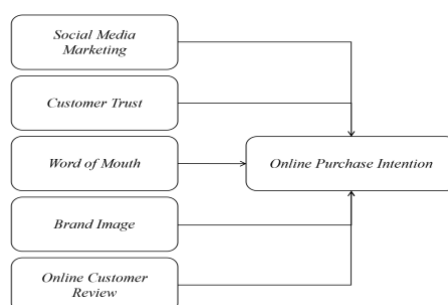

Figure 1 Research Framework

3. Methodology

3.1. Quantitative Approach

This research uses quantitative methods. The data collected is in the form of numbers to determine whether respondent behavior influences the antecedents of the selected variables and online shopping intentions. Data collection using quantitative methods was carried out through closed-ended questionnaires (Castellan, 2010). This approach can save resources because apart from being easy to reach respondents, it is also easy to process the data (Babbie, 2001). There are 49 main questions related to research variables measured on a 5-point Likert scale consisting of: strongly disagree (1) - disagree (2) - agree (3) - strongly agree (4) - strongly agree (5). The size of this scale can minimize disturbances that can affect the quality of respondents' answers (Sachdev & Verma, 2004).

3.2. Population, Sample, and Analysis

The research population is the entire object or phenomenon to be investigated (Canvana et al., 2001). In this study, the selected population is DKI Jakarta residents who meet the predetermined criteria: legal residents of DKI Jakarta who conducted any online transactions during the Covid-19 pandemic and are aged 18 years and above. The purposive sampling method was applied in selecting sample units according to predetermined criteria (Supangat, 2007). This method allows researchers to take samples relatively easily, cheaply, and quickly. To obtain simultaneous results, data analysis used the Structural Equation Modeling (SEM) approach. The PLS3 software was chosen because it can accommodate a relatively small number of samples, where samples between 100 and 200 are considered sufficient for processing (Anderson & Gerbing, 1988). The number of samples in this study was 238, so it was sufficient to analyze (Comrey and Lee, 2013).

4. Results and Discussion

4.1. Sample Description

A total of 238 samples were collected in this study during June-August 2022, and all met the sample criteria for analysis. To get a comprehensive picture of the sample's demographics, the researchers grouped respondents based on gender, age, education, marital status, and income. The complete profile of the respondents can be seen in table 1 below:

Tabel 1. Profile of Respondents

	Characteristics	Frequency	Percentage
Gender	Male	134	56%
	Female	104	44%
	Total	238	100%
Ages	17 – 24 years	31	13%
	24 – 32 years	127	53%
	33 – 40 years	47	20%
	41 – 48 years	23	10%
	49 – 56 years	8	3%
	> 56 years	2	1%
	Total	238	100%
Domicile	Central Jakarta	57	24%
	North Jakarta	37	16%
	East Jakarta	45	19%
	West Jakarta	24	10%

	South Selatan	75	32%
	Total	238	100%
Income	< IDR 1.000.000	12	5%
	IDR 1.000.000 – 3.000.000	56	24%
	IDR 3.000.001 – 5.000.000	124	52%
	IDR 5.000.001 – 7.000.000	12	5%
	> IDR 7.000.000	34	14%
	Total	238	100%
Education	Doctor	9	4%
	Master	23	10%
	Undergraduate	127	53%
	Senior High School	59	25%
	Junior High School	20	8%
	Total	238	100%

Source: Data processing results

The value of Discriminant Validity shows that the respondent can distinguish the question items of each variable. Besides, based on the cross-loading table displayed by the Smart PLS output, evaluation of discriminant validity values can also be observed from the average variance extracted (AVE) table, as shown below.

Table 2. Discriminant Validity

	Image	Inten	Review	SocMed	Trust	eWom
Image	**0,847**					
Inten	0,613	**0,795**				
Review	0,765	0,825	**0,786**			
SocMed	-0,115	-0,147	-0,183	**0,827**		
Trust	-0,098	-0,125	-0,152	0,761	**0,782**	
eWom	-0,043	-0,136	-0,138	0,551	0,723	**0,835**

Source: Data processing results

The table above shows that the correlation values between variables show a smaller number when compared to all diagonal values in bold, so it can be concluded that the existing research model has good discriminant validity.

4.2. Construct Reliability and Cronbach's Alpha

In addition, to assessing the two forms of validity above (construct reliability and Cronbach's alpha), the values of the outer model must also be assessed for reliability, namely the extent to which these items have consistency if used more than once for the same phenomenon. Reliability can be seen through the values indicated by: composite reliability and Cronbach alpha. According to Latan & Ghozali (2012), a latent variable is said to be reliable if the value of composite reliability and Cronbach's alpha has a value of > 0.7, as shown in Table 3 below.

Tabel 3. Value of Construct Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Image	0,868	0,910
Inten	0,884	0,912
Review	0,911	0,928
SocMed	0,942	0,951
Trust	0,896	0,917
eWom	0,792	0,873

Source: Data processing results

The entire value of composite reliability and Cronbach's alpha on all of the above variables shows the number > 0.7, which means that all variables have high reliability.

4.3. Structural Model Evaluation

The next phase is to analyze the structural model (structural model). In this section, two parts need to be considered, namely the magnitude of the coefficient of determination and the results of hypothesis testing. The coefficient of determination shows how much (percentage) the dependent variable is influenced by the independent variables. That is, in this study, how much the Online Purchase Intention variable is influenced by the variants of the independent variables in this study which include: Social Media Marketing, Customer Trust, e-Wom, Brand Image, and Online Customer Reviews. The percentage value of the coefficient of determination can be seen through R2. In this study, the value is 0.683, which can be interpreted that there is about 68 percent of the variation in the dependent variable data can be explained by the independent variables in this research model. The R2 value of 68% can be categorized as relatively high (Chin, 1998).

Hypothesis Testing is conducted to see whether the proposed research hypothesis is significant or not. The conclusion can be seen through the p-value or t-value, as presented in table 4 below.

Tabel 4. Hypothesis Test Results

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Information
Image → Inten	-0,039	0,633	0,527	Not significant
Review → Inten	0,855	15,966	0,000	Significant
SocMed → Inten	0,011	0,222	0,824	Not significant
Trust → Inten	0,023	0,374	0,709	Not significant
eWom → Inten	-0,042	0,942	0,347	Not significant

Source: Data processing results

Hair et al. (2011) stated that the two-tailed significance level was 1.64 = 0.10; 1.96 = 0.05; and 2.58 = 0.01, so it can be concluded that only hypothesis 5: Online Customer Review has a significant relationship with online purchase intention during the Covid-19 pandemic. This is indicated by the P-Value value of 0.000 < 0.05, while the other hypothetical relationships are not significant. Meanwhile, the path coefficient values indicated by the Original Sample (O) value describe how strong the influence of a variable is on other variables. It means that the greater the value, the stronger the effect on other variables. Based on the original Sample (O) value, the regression equation can be written as follows: Online Purchase Intention = 0.855*Online Customer Review + Ɛ. The value of Ɛ

is the potential for other variables that may influence Online Purchase Intention but are not taken into account in this study.

5. Conclusions and recommendations

Based on the results of the analysis above, the following conclusions can be drawn. First, Online customer review is the only independent variable in this study that has a significant influence on online purchase intention during the Covid-19 pandemic. In contrast, the other four independent variables are not individually or collectively significant. Second: The data processing results also show that online customer reviews are the only antecedent variable contributing significantly to online customer reviews. It indicates that during the Covid-19 pandemic when there are social restrictions and people stay at home for long periods, one's intention to shop online is heavily influenced by online customer reviews.

Furthermore, several suggestions can be used as input for further research. First, findings of this study can open up opportunities for future research to do several things, such as comparing the research context during and after the pandemic. Or compare behaviour by gender and group to understand how strongly other variables influence or differentiate in the context of online shopping intentions. Second: Some potential variables, such as consumer personality traits factors, can be used to expand the research framework to provide in-depth research results regarding individual behavior in online shopping.

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