

The Influence of Online Marketing and Online Customer Review towards Purchase Decisions with Prevention of COVID-19 Spread as a Moderating Variables on the Women's Clothing Consumers in Medan City

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ABSTRACT

The development of technology during Pandemic has an impact on the pattern of consumer behavior undergoing digitization, especially in terms of fulfillment of needs. The ease to market products on various online marketing platforms makes various product spread so fast, but on the other hand, it makes consumers feel to be careful and wise before making purchase decisions, including women's clothing products. The increase online marketing in Indonesia was strengthened when Indonesia officially confirmed the Covid-19 case in early March, 2020. The fact of transmission through direct contact resulted in a high level of consumer alertness as a preventive measure, especially direct purchases of women's clothing at malls/shopping centers. Although consumers can't see and feel directly the physical products and services of the seller, but from the online customer reviews, consumers will consider everything before making a purchase decision. The purpose of this study was to analyze the effect of Online Marketing and Online Customer Review on Purchase Decision with Prevention of Covid-19 Spread as a moderating variable. This type of research is an associative research and the population in this study are female consumers in Medan City who have purchased women's clothing in e-commerce during the pandemic (April, 2020- April, 2021). One hundred and sixty five (165) respondents are chosen as the samples with the accidental sampling method is

used. The data are analyzed with PLS-SEM using SmartPLS 3.0 Program. The results show that Online Marketing influences positive and significantly on the Purchase Decision, Online Customer Review influences positive and significantly on the Purchase Decision, Prevention of Covid-19 Spread doesn't significantly moderate the influences Online Marketing through Purchase Decision, and Prevention of Covid-19 Spread doesn't significantly moderate the influences of Online Customer Review through Purchase Decision.

Keywords: Online Marketing, Online Customer Review, Prevention of Covid-19 Spread, Covid-19, Purchase Decision.

INTRODUCTION

Technological developments during the current pandemic have an impact on the behavior of consumers who are also experiencing digitalization, especially in terms of meeting needs. The majority of consumers try to fulfill their needs by shopping on online marketing platforms that sellers use to market products. This makes it easier for consumers when they want to shop but feel afraid of contracting the Covid-19 Virus. The ease of marketing products on various online marketing platforms makes various product variants spread quickly, but on the other hand this makes consumers feel the need to be careful

and wise before making purchasing decisions, including women's clothing products. The rapid increase in online marketing in Indonesia was further strengthened when Indonesia officially confirmed cases of Covid-19 in early March 2020. WHO (2020) explained that the Corona Virus spreads from person to person through small droplets from the nose or mouth and spreads when someone coughs or exhales. Efforts to prevent the spread of Covid-19 by women when shopping for clothes to keep looking beautiful and fashionable also contributed to purchasing decisions. The Indonesian Internet Service Providers Association (APJII) stated that the number of internet users in Indonesia until January 2022 had reached 204.7 million out of a total population of 277.7 million (an increase of 1% from the previous year). This means that the internet penetration rate in Indonesia at the beginning of 2022 reached 73.7 percent, especially when the government issued a policy on the Enforcement of Community Activity Restrictions (PPKM) which detailed the rules for working, studying, and worshipping from home behind the significant increase even more in the use of internet data in Indonesia.

Online customer review is a form of e-WOM that refers to user-generated content posted on online sites or third-party websites (Mudambi and Schuff, 2010). The existence of online customer reviews is a tool to measure product quality, delivery time, service, and others. Reviews from these consumers can be taken into consideration for other buyers in deciding to purchase. Having a lot of positive ratings and reviews from consumers will make seller's products a priority when consumers are looking for products. The purpose of the research is to find out the influence of Online Marketing, Online Customer Reviews on purchasing decisions, also to find out that Prevention of the Spread of Covid-19 can moderate the relationship between Online Marketing, Online Customer Review with Purchase Decision

on Women's Clothing Consumers in Medan City.

LITERATURE REVIEW

Marketing

Tjiptono (2014) states that marketing is closely related to efforts to create and provide value to customers. In simple terms, customer value is determined by the difference between the total benefit and the total cost to the customer

Online Customer Reviews

Online customer review is an opinion or experience given by consumers of services obtained or products from a business. According to Z. Mo et al. (2015) online customer reviews are reviews given by consumers related to information from evaluating a product about various aspects, with this information consumers can get the quality of the product they are looking for from reviews and experiences written by consumers who have bought products from sellers on line.

Prevention of the Spread of Covid-19

The key to preventing transmission of the Covid-19 virus includes breaking the chain of transmission by means of self-isolation, early detection, and basic protection (WHO, 2020). Breaking the chain of transmission by isolation, trying to get out of the house if necessary. Basic protection which consists of washing hands regularly with alcohol or soap and water, keeping a distance from someone who has symptoms of coughing or sneezing, practicing coughing or sneezing etiquette, and seeking treatment when they have a complaint that fits the suspect category.

Buying decision

According to Kotler and Keller (2012), purchasing decisions are consumers forming an intention to buy the most preferred brand. Purchasing decisions are decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to buy it (Sumarwan, 2011). According to Kotler and Armstrong (2016), "Consumer

buyer behavior refers to the buying behavior of final consumers-individuals and households that buy goods and services for personal consumption", which means that purchasing decision behavior refers to the final buying behavior of consumers, both individual, as well as households that buy goods and services for personal consumption. Based on the various understandings above, it can be concluded that purchasing decisions are consumer behavior to buy goods or services that they like.

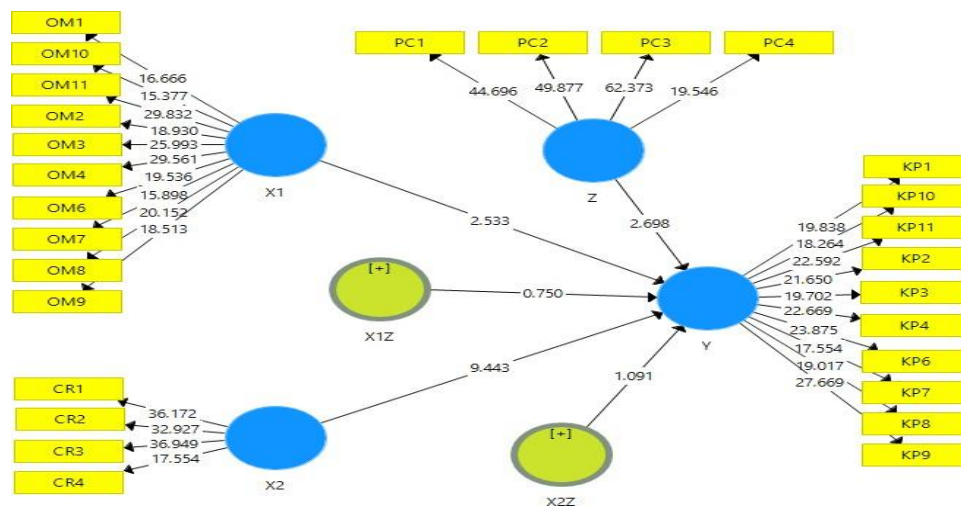
MATERIALS & METHODS

This type of research is associative research, namely research that connects two

or more variables. In this study, researchers used a quantitative approach. The population in this study were female consumers in Medan City who had purchased women's clothing in e-commerce during the pandemic (April 2020-April 2021), the number of samples taken in this study were 165 respondents. The data analysis of this research used Structural Equation Modeling (SEM) with Smart Partial Least Square (SmartPLS) software.

RESULT

The results of calculations with SmartPLS are summarized in Figure 1 and Table 1 shows the direct effect between variables.



	Original Sample (O)	Sample Average (M)	Standard Deviation(STDEV)	T Statistics (O/STDEV)	P Values
OCR ANDPPC → BUYING DECISION	0.070	0.069	0.064	1.091	0.275
OM AND PPC → BUYING DECISION	-0.039	-0.041	0.052	0.750	0.454
ONLINE CUSTOMER REVIEW → BUYING DECISION	0.579	0.576	0.061	9.443	0.000
ONLINE MARKETING → BUYING DECISION	0.155	0.162	0.061	2.533	0.011
PREVENTION OF THE SPREAD OF COVID19 → BUYING DECISION	0.203	0.203	0.075	2.698	0.007

From Table 1 it can be concluded that:

1. Online Marketing has a significant effect on Purchase Decisions with an influence coefficient of 0.155.
2. Online Customer Review has a significant effect on Purchase Decisions with an influence coefficient of 0.579.
3. Prevention of the spread of Covid-19 moderates the insignificant influence of

- Online Marketing on Purchase Decisions with an influence coefficient of -0.039.
4. Prevention of the spread of Covid-19 moderates the insignificant influence of Online Customer Review on Purchase Decisions with an influence coefficient of 0.070.

From the coefficient of influence in Table 4.18, it can be determined the influence model of Online marketing, Online Customer Review on Purchase Decisions by Preventing the Spread of Covid-19, as follows:

$$KP = 0.155OM + 0.579OCR + 0.203PPC - 0.039OM * PPC + 0.070OCR * PPC$$

From this model it can be stated that the most influencing factor in purchasing decisions is Online Customer Reviews.

DISCUSSION

The Influence of Online Marketing on Purchase Decisions

Based on the results of the hypothesis test, it shows that Online Marketing has a positive and significant effect on Purchase Decisions, where the path coefficient value of Online Marketing is 0.155 which is positive and also has a significance value of 0.011 with an alpha of 0.05, meaning that the Online Marketing research hypothesis has a positive and significant impact on Purchase Decisions accepted.

The Effect of Online Customer Reviews on Purchase Decisions

Based on the results of hypothesis testing, it shows that Online Customer Reviews have a positive and significant effect on Purchase Decisions, where the path coefficient value of Online Customer Reviews is 0.579 which is positive and the significance value is 0.000 with an alpha of 0.05, meaning that the Online Customer Review research hypothesis has a positive and significant effect to the Purchase Decision is accepted.

Prevention of the Spread of Covid-19 Moderates the Effect of Online Marketing on Purchase Decisions

Based on the results of the hypothesis test, it shows that the Prevention of the Spread of Covid-19 does not significantly moderate the influence of Online Marketing on Purchase Decisions,

where the path coefficient value of Prevention of the Spread of Covid-19 is 0.039 which is negative and also has a significance value of 0.454 with an alpha of 0.05, meaning that the Prevention research hypothesis The spread of Covid-19 moderates the influence of Online Marketing on the Decision to Buy Rejected.

Prevention of the Spread of Covid-19 Moderates the Effect of Online Customer Reviews on Purchase Decisions

Based on the results of the hypothesis test, it shows that the Prevention of the Spread of Covid-19 does not significantly moderate the influence of Online Customer Review on Purchase Decisions, where the path coefficient value of Prevention of the Spread of Covid-19 is 0.070 positive and also the significance value is 0.275 with an alpha of 0.05, meaning the research hypothesis Prevention of the spread of Covid-19 moderates the influence of online customer reviews on the decision to reject purchases.

CONCLUSION

Based on the analysis and discussion, several conclusions and suggestions can be drawn as follows:

1. Online Marketing has a positive and significant effect on Purchase Decisions for Women's Clothing Consumers in Medan City.
2. Online Customer Reviews have a positive and significant impact on purchasing decisions for women's clothing consumers in Medan City.
3. Prevention of the spread of Covid-19 does not significantly moderate the influence of online marketing on purchasing decisions for women's clothing consumers in the city of Medan.
4. Prevention of the spread of Covid-19 does not significantly moderate the influence of Online Customer Reviews on Purchase Decisions for Women's Clothing Consumers in Medan City.

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