

The Effectiveness of Digital Marketing in Fostering Consumer Buying Interest during the Covid-19 Pandemic (Case Study on Shopee E-Commerce Users at University of Merdeka Malang, Indonesia)



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ABSTRACT: This study aims to determine the effectiveness of Shopee's digital marketing in growing people's buying interest. This research uses descriptive and quantitative methods, using a Likert scale as a measure. The sampling method uses a non-probability sample. The data analysis method used in this research article is simple linear regression analysis, which is processed using SPSS software. The population in this study were students of Merdeka University Malang, and the sample studied was 70 samples. The results of this study have proven that digital marketing variables have a large positive effect on consumer purchase intentions.

KEYWORDS: Digital Marketing, E-commerce, Consumer Buying Interest

I. INTRODUCTION

The Covid-19 outbreak that occurred in Wuhan at the end of 2019 caused many community activities to become less effective. As a result of the rapid spread of the virus through physical contact and the air, governments around the world have implemented lockdown policies, many retail companies such as Giant, Matahari and Centro have gone out of business. However, there are quite a few companies that can reap excess profits due to Covid-19, such as companies operating in the health sector and also companies operating in the digital sector. The very fast development of information technology has created many innovations in the business sector, especially in the marketing sector. One of them is the development of digital marketing. It cannot be denied that with Covid-19, digital marketing has become a trend that is increasingly in demand in marketing company products.

Digital marketing itself is a form of marketing for a brand or company product through digital media or the internet, the aim is to get consumers quickly. According to Chaffey and Chadwick (2016:11) digital marketing is a form of marketing application from the internet and digitalization which is still closely related to traditional communication in achieving marketing targets.

The Covid-19 outbreak has made many changes to human activity patterns throughout the world. Previously, humans could carry out activities and interact freely, but now they have to implement health protocols and implement mobility restrictions. This problem is certainly the main factor driving digitalization in almost all sectors. The marketing sector is no exception. Reporting from idx channel.com, the Indonesian E-Commerce Association stated that e-commerce in Indonesia will grow by more than 40% in 2021. Then, citing Kontan.co.id, the effect of the Covid19 pandemic has increased the value of buying and selling in e-commerce by as much as 19.83% (year-on-year). Then, in terms of volume, it will increase by 38.43% (year-on-year) in the first quarter of 2022. However, it doesn't stop there, the total value of e-commerce transactions is predicted to continue to increase until it reaches IDR 526 trillion or an increase of 31.1 trillion. % (year-on-year) and volume is estimated to grow 58.1% yoy. The increase in the total value of e-commerce transactions and volume is influenced by the increasing volume of online shopping by people due to the security and ease of the payment system and the many marketing strategies in e-commerce.

From the data above, it can be concluded that digital technology in marketing can be a problem solution for business entrepreneurs to survive amidst the Covid-19 outbreak. There are factors that can influence people's buying interest, for example a combination of the form of a brand that is attached to the company, product diversity, product innovation, service to potential consumers, and how the company uses digital media as a marketing tool, in this case Shopee is an example clearly as an e-

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commerce that has successfully utilized the factors above by remaining in the top 3 e-commerce ranks with the largest number of visits per month in Indonesia.

Shopee itself is an e-commerce company under the Sea Group from Singapore. With a period of 7 years from 2015, Shopee has succeeded in becoming the second largest e-commerce in Indonesia. Quoting from Katadata.co.id, Shopee's monthly visits reached 132.77 million during the first quarter of 2022. This fantastic number of monthly visits cannot be separated from the track record of Shopee's marketing strategy which intensively carries out campaigns involving several well-known Korean artists such as Blackpink, RedVelvet, Mamamoo, ITZY, and others. Then the promotion of the various services provided also provides stimulation in increasing people's buying interest.

Quoted from katadata.co.id. The following are the ten largest e-commerce in Indonesia. E-commerce with the most total visits in the first quarter of 2022.

Figure 1. E-Commerce Site with the Largest Number of Visitors in Indonesia (Q1 2022)

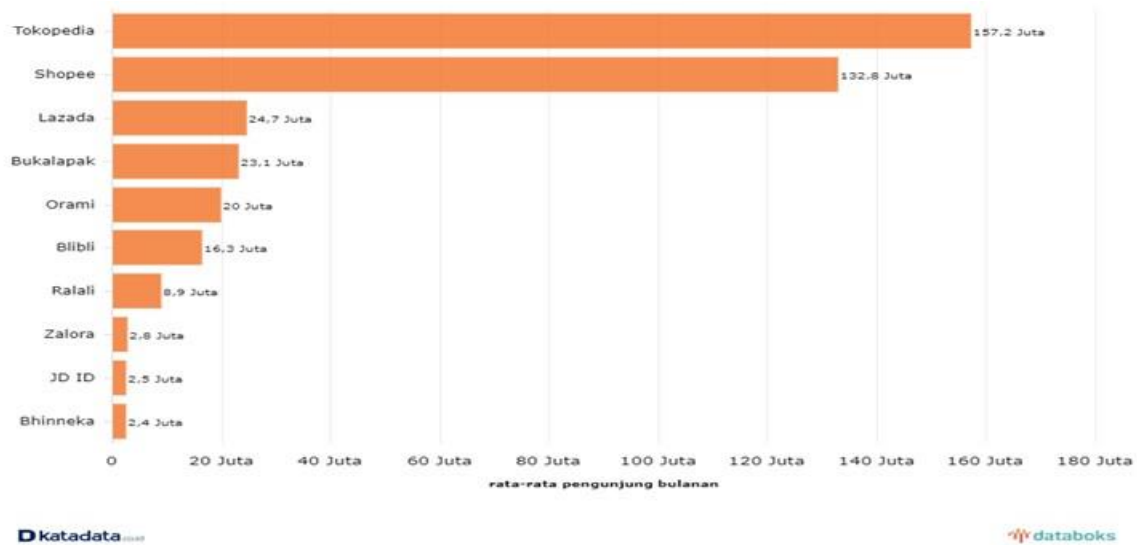


Figure 1. Graph of the largest growth in e-commerce visitors during the first quarter of 2022

Source: katadata.co.id

If you look at the data above, Tokopedia and Shopee still dominate the market today. The tight competition between the two can be seen from the average number of visits per month. According to iPrice data, Tokopedia's average monthly e-commerce visits reached 157.2 million in the first quarter of 2022. It grew by 5.1% from the fourth quarter of 2021 with total visits of 149.6 million visits. Then, Shopee is in second place with an average monthly visit of 132.77 million in the first quarter of 2022, growing by 0.6% from the previous quarter, namely 131.9 million visits. Meanwhile, Lazada, which rose to third place, overtook Bukalapak in the first three months of 2022. The average monthly visits from Lazada and Bukalapak were 24.68 million and 23.1 million respectively.

By seeing the extraordinary growth in visitors, researchers were interested in writing a research article about "The Effectiveness of Digital Marketing in Growing People's Interest in Buying During the Spread of the Covid-19 outbreak." Case study of students using e-commerce Shopee using non-probability sampling with 70 student respondents at the University of Merdeka Malang.

II. LITERATURE REVIEW

A. Marketing Management Approach

Kotler and Keller (2016) explain that marketing management is the work and knowledge of targeting, acquiring, retaining and developing customers by providing and declaring primary value to them. Referring to Assauri (2017:5) marketing is the provision and delivery of the right goods or services to the intended target market through appropriate promotion and communication.

B. Digital Marketing Technology Approach

Digital technology is being progressively applied by companies to respond positively to customer needs. And at the same time as helping to drive sales and increasing efficiency by reducing costs, quality information can be obtained through digital

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technology. Digital marketing technology has changed how companies act and make decisions. Digital marketing is related to the 4P marketing mix, especially promotions, the following is the scope of digital marketing (Ryan Dan Jones, 2009:32-33):

- 1) A website is a combination of several interconnected websites that contain information and are provided either individually, by groups or by organizations. The web is one of the most important parts of a digital marketing strategy, where digital marketing activities will lead directly to target consumers.
- 2) Search Engine Optimization (SEO)
Using SEO is a choice that must be made because search engine optimization can increase a site's ranking, so that it is easily found by search engines
- 3) PPC Advertising
Pay Per Click is a digital advertising method where the site owner will get paid for every click on an advert displayed on a website or blog.
- 4) Affiliate Marketing and Strategic Partnerships
It is a partnership activity in terms of product or service promotion with certain organizations or companies with the aim of achieving mutual benefits.
- 5) Online Public Relations
Online PR is a relationship that exists in online media, including SEO, blogs, discussion forums, communities, etc.
- 6) Social network
Social networking is a forum for people who are interested in certain things to expand their influence, in this case marketing.
- 7) Email Marketing
Marketing via email is an important component in digital marketing to get consumers quickly.
- 8) Customer Relationship Management Establishing relationships with consumers can increase the added value of the company so that it does not rule out the possibility that these consumers will become regular customers and carry out word of mouth promotion which will definitely benefit the company.

C. Consumer Purchase Interest Approach

Consumer buying interest is the stage when customers make choices from various brands, which are concentrated in a series of choices which ultimately lead to purchasing the product they are most interested in or a process where consumers buy a product or service due to various considerations (Pramono, 2012: 136). Durianto (2013) explains that buying interest is a desire for an item, which occurs if consumers are influenced by quality, product quality and product information. Kotler & Keller (2012:27) buying interest is a customer tendency that arises in response to the desire to be shown an object to buy a product. Refer Ferdinand (2002:129) buying interest forms a collection of indices as follows:

- 1) Transaction interest refers to the state in which consumers are likely to purchase the products they are interested in.
- 2) Referral interest is a consumer's tendency to recommend a particular product to other potential customers.
- 3) Priority interests are a person's interests The main points of the product that he is interested in.
- 4) Exploratory interests, personal behavior, always Find information about products that interest them from various sources.

D. E-Commerce Approach

Laudon & Traver (2016) in their book explain that e-commerce is the use of websites, the internet, digital applications that run on mobile devices to carry out business activities involving external parties such as suppliers and consumers.

According to Kotler & Armstrong (2012), e-commerce is defined as an online network that can be accessed via a computer. Used by business people to carry out their business activities by consumers to obtain information in making choices. So, from the definition above, it can be concluded that e-commerce is a media or digital means of buying and selling transactions on a global scale via the internet.

E. Digital Marketing Relationship Regarding Consumer Buying Interests

According to Shofwan Azhar Sholihin, Mutiara Annissa Oktapiani in research entitled "The Strategic Influence of Digital Marketing Regarding Consumer Buying Interests in the Era of the Covid-19 Outbreak: Case Study of Marketplace Shoppe Users in West Java Province", explained that the variable X (Digital Marketing) has a significant influence Very large impact on variable Y (Consumer Purchase Interest) for users of the Shopee market place in West Java.

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F. Conceptual framework

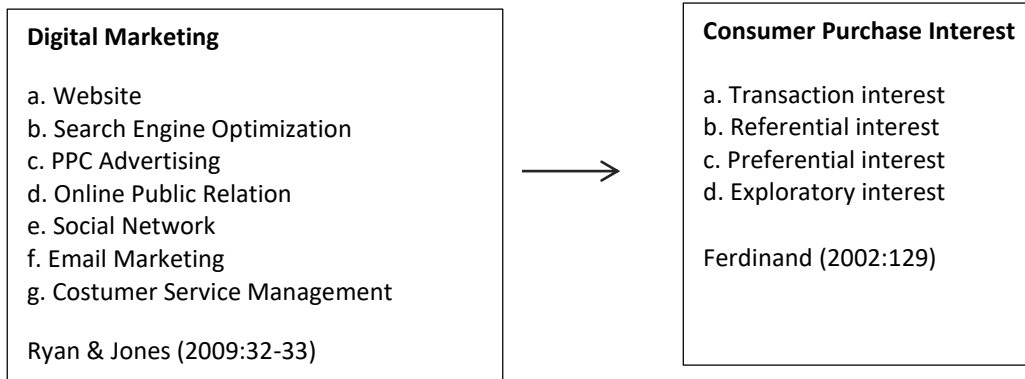


Figure 2. Researcher's Conceptual Framework

Source: Processed Researcher Data

G. Hypothesis

The hypothesis in this article is that Digital Marketing (X) has a very large influence on Consumer Purchase Interest (Y)

III. RESEARCH METHODS

This research article applies quantitative qualitative methods and case study techniques, which are descriptive research methods that have been designed to dig deeper into the context of a topic. Descriptive research method is a statistic that is used as a medium to describe data that has been collected without the intention of leading to a particular conclusion (Sugiyono, 2015: 254). The population used in this research is students using e-commerce Shopee at the University of Merdeka Malang.

This research uses a non-probability sampling method with purposive samples. Purposive sampling is a method of determining samples using certain conditions, the conditions in question are students at the University of Merdeka Malang who use Shopee e-commerce. Solimun (2002:78) states that in a study with an unknown population, the minimum sample size is 5 to 10 times the number of indicators. The number of indicators in this research article is 11, so the sample size is $11 \times 5 = 55$ respondents. This number meets the requirements for an unknown population, however, to obtain more accurate results, a sample of 70 respondents was taken.

Data collection in this article was carried out online using Google forms and a Likert scale to measure certain opinions on the subject of discussion. In this research article the researcher asks 20 questions about variables X and Y. The aim is to find answers to the questions identified by the data collected. Researchers used simple linear regression analysis

IV. RESULTS AND DISCUSSION

A. Research result

1. Validity test

Validity testing was carried out to gain an understanding of whether the research questionnaire was genuine or not. The digital marketing variable (X) and the consumer purchasing interest variable (Y), each variable has 10 questions, so that the value of $r_{count} < r_{table}$ (0.235), significance $0.01 < 0.05$, the questions in the questionnaire can be asked "valid"

2. Reliability Test

The output in the "Reliability Statistics" table shows that the Guttman Split-Half Coefficients correlation value is $0.870 > 0.80$ for variable

3. Descriptive Analysis Results

Table 1. Results of Descriptive Digital Marketing Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Influence of Covid19	70	1	5	4.26	.973
Effectiveness of Advertising on Electronic Platforms	70	1	5	3.70	.968
Effectiveness of Advertising in Online Media	70	2	5	4.21	.849

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Effectiveness of COD promos	70	1	5	3.49	1.282
Effectiveness of Social Media Advertising	70	1	5	3.81	1.067
User Interface Effectiveness	70	1	5	3.93	.968
Influencer Effectiveness	70	1	5	3.06	1.371
Google Ads Effectiveness	70	1	5	3.17	1.167
Effectiveness, ease of access and security	70	2	5	4.04	.859
Effectiveness of Discount Promotions	70	2	5	4.23	.765

Source: SPSS Processed Results.

4. Respondents' Opinions on Digital Marketing

Based on data obtained through online questionnaires, Shopee e-commerce has been successful in implementing digital marketing strategies during the Covid-19 outbreak. This can be seen from the opinions of the majority of consumers who expressed interest in using Shopee e-commerce after seeing advertisements on electronic media. lots of attractive promos, well-known influencers, top SEO search engine rankings, display comfort and customer security.

Table 2. Results of Descriptive Analysis of Consumer Purchase Interest

	N	Minimum	Maximum	Mean	Std. Deviation
Consumer Satisfaction	70	3	5	4.30	.667
Recommend	70	1	5	3.99	.940
Main Choice of Online Shopping	70	1	5	4.24	.970
Effect of Special Date Promos	70	1	5	4.23	.920
Product Diversity	70	3	5	4.57	.579
Research Before Shopping	70	3	5	4.37	.765
Main Ecommerce Interests	70	1	5	4.29	.870
Service Convenience	70	3	5	4.31	.790
The pleasure of shopping at Shopee	70	1	5	4.09	1.060
The Influence of Internet Reviews	70	1	5	4.01	.876

Source: SPSS Processed Results.

5. Respondents' Opinions on Purchase Interest

Based on data obtained through online questionnaires, Shopee has succeeded in increasing consumer buying interest through its digital marketing strategy. Like how customers want to recommend the Shopee e-commerce application to their relatives and friends, being the main choice when they want to shop, the large variety of products, doing research when they want to make a purchase, the convenience of service, and the main e-commerce interests.

6. Simple Linear Regression Analysis Test Results

Table 3. Simple Linear Regression Analysis Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	18.383	2.522			7.288	,000
Digital Marketing	.640	.065	.764		9.776	,000

a. Dependent Variable Consumer Purchase Interest

Source: SPSS Processed Results.

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Considering that the constant (a) has a value of 18.383 and the regression coefficient (b) has a value of 0.640, the regression equation can be formulated as below:

$$Y = a + bX + e \quad Y = 18.383 + 0.640X + 2.522$$

The x regression coefficient of 0.640 shows that for every 1% increase in the value of consumer purchasing interest, the value of digital marketing increases by 0.640. The regression coefficient value is positive, it can be said that the direction of growth of (Y).

7. T Test Results

Table 4. Simple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.383	2.522		7.288	.000
Digital Marketing	.640	.065	.764	9.776	.000

a. Dependent Variable: Consumer Purchase Interest

Source: SPSS Processed Results.

Referring to the t value, it can be seen that the t count score is $9.776 > t$ table 1.997, with a significance score of $0 < 0.05$, then H_0 is rejected and H_1 is accepted so that it can be concluded that Digital Marketing (X) has a big influence on consumer buying interest (Y).

8. Coefficient of Determination Test Results

Table 5. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764a	.584	.578	3.848

a. Predictors: (Constant), Digital Marketing

Source: SPSS Processed Results.

Referring to the table above, it can be seen that the R-square is 0.584. This is an interpretation of the relationship between Digital Marketing regarding Consumer Purchase Interest, which is 58.4% and the remaining 41.6% is influenced by several other things outside of the variables studied.

Based on the data analyzed above, it can be found that digital marketing has proven to be effective in growing people's buying interest. Such as maximizing the potential of social media, SEO systems, relationships with consumers regarding ease, comfort and security in accessing the Shopee e-commerce platform. And then, how Shopee can follow trends that develop all the time.

B. Discussion

Digital marketing has a positive influence on the buying interest of students using Shopee e-commerce. This is because students are active users of social media and the internet. Students more often use social media to search for information and shop online. Digital marketing can help companies increase student awareness of the products or services offered. Companies can use social media to promote their products or services by using relevant hashtags and targeting students who have an interest in the product or service. Digital marketing can help companies build students' trust in the products or services they offer. Companies can use social media to interact directly with students and answer their questions or complaints. This makes students feel closer to the company and have more confidence in the products or services offered. In its digital marketing strategy, Shopee can utilize target advertising and retargeting to attract student attention based on student online behavior. Interesting and relevant content, such as product reviews and shopping guides, can be developed through digital campaigns to attract students' buying interest. Special offers, discounts, or loyalty programs advertised through social media, email, and online ads can stimulate purchasing interest and build customer loyalty. An influencer marketing strategy involving popular figures among students can also be an

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effective means of strengthening Shopee's image. Digital media, such as social media and e-commerce, have high accessibility for students. Students can access product or service information from anywhere and at any time. This makes it easier for students to find out about the products or services offered by a company. Digital marketing can help companies increase student awareness of the products or services offered, build student trust, and encourage students to make purchases.

V. CONCLUSION

Based on research results from "Effectiveness of Digital Marketing During the Covid 19 Pandemic Regarding Consumer Buying Interests, Case Study of E-Commerce Shoppe Users at Merdeka University Malang, it was concluded that Shopee has succeeded in implementing digital marketing to the point that it has become one of its main weapons to remain in the ranks e-commerce giant in Indonesia. This can be seen from the suitability of Shopee's digital marketing, which always follows trends to increase consumer buying interest.

Digital marketing variables have a large positive influence on consumer buying interest. This can be seen from the positive regression coefficient of digital marketing with a value of 0.640, then the significance of $0 < 0.05$ states that the digital marketing variable has a large positive influence on consumer buying interest.

Digital marketing variables play a crucial role in growing consumer buying interest. This is known from the digital marketing percentage stated in the R-Square, namely 58.4% with the remaining 41.6% being other factors that were not researched.

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