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Post Covid-19 Pandemic Condition: Online Consumer Purchase Intention

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ABSTRACT

The Covid-19 pandemic that hit the world in early 2020 forced the economic sector to adapt and innovate. One of them is by switching to using an online system. This shift can be seen in many online businesses that are growing and diversifying. So this of course changes consumer buying behavior, especially online consumer purchase intentions. This study aims to conduct an in-depth analysis of the purchase intention factors of online consumers after the Covid-19 pandemic. This test is carried out by looking at whether there is an influence between social present factors, psychological distance, trust, and engagement influencing online consumer purchase intentions and the impact of mediation by engagement. Research data was obtained by distributing questionnaires to a sample of 170 online consumers in Batam City. The research data was processed and analyzed using SmartPLS 3 software. The results of data processing and analysis show that social presence, trust, and engagement affect online consumer purchase intentions. While psychological distance does not affect. Engagement does not have a mediating effect on these relationships.

Keywords: Engagement, Social Present, Psychological Distance, Trust, Purchase Intention.

1. Introduction

The beginning of 2020 to 2022 was a difficult time for the people due to the co-19 pandemic that hit the whole country. But this disaster doesn't always have a negative impact, the pandemic that hit has caused a significant increase in online business performance in Indonesia. Online business has received a lot of attention and interest due to policies that require people to keep their distance and implement a Work from Home (WFH) system. This online buying and selling system is considered safer and more effective because consumers and sellers are not required to meet in person. So that this increases the demand for purchases and increases sales (Handayani, 2021). The Covid-19 pandemic has also accelerated the development of the digital economy, this is due to the implementation of social distancing regulations which require all activities to be digital and automated. In addition, this situation also shows an increase in the number of micro and macro businesses using digital platforms by 59% in October 2020. Changes in the behavior of consumers and sellers can also be seen due to Covid-19 (Pristy, 2022).

The Large-Scale Social Restrictions (PSBB) policy during the pandemic triggered the emergence of new habits in society, such as shopping activities that switched to an online system. The Shopee and Tokopedia applications are the two largest e-commerce in Indonesia which have experienced an increase in the number of visits. This increase in number certainly increases online buying and selling transactions (Hernikawati, 2021). Advances in systems and technology in online business certainly cause changes in consumer behavior such as their purchase intention. such as the existence of an online credit system that allows consumers to shop and make payments at a later date (Cuandra, 2022).

Technological advances have made more and more interesting features of online business, one of which is live streaming. With this feature, consumers not only make purchase transactions but also receive entertainment that can stimulate their desire to buy the product or service that is being promoted (Rasool Lakhan et al., 2021). Consumer purchase intentions on e-commerce platforms can be influenced by external factors such as social present, psychological distance, trust, and engagement. In addition, engagement between sellers and consumers is very important

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and can mediate the relationship between other factors to consumer purchase intentions, especially online consumers (L. Ma et al., 2022). Trust is an important factor in influencing consumer purchase intention because, with an online system, consumers and sellers cannot make transactions directly (Athapaththu & Kulathunga, 2018).

The Covid-19 pandemic that occurred certainly brought changes and influences on various sectors, especially the economy, and business. Online business developments and innovations can change consumer buying behavior, such as purchase intention. Therefore this study aims to conduct an in-depth discussion and analysis of online consumer purchase intentions after the Covid-19 pandemic which examines factors that are likely to influence online consumer purchase intentions in Batam City, namely social factors present, psychological distance, trust, and engagement. As well as testing the impact of mediation by the engagement factor.

Purchase Intention

Purchase intention is a form of consumer behavior that has the desire to purchase a product or service based on their experiences, uses, and desires (Kotler et al., 2001). Purchase intention refers to subjective behavioral attitudes and the possibility of consumers buying the products or services offered (Rasool Lakhan et al., 2021). In this study, the intended purchase intention is the possibility of consumers purchasing a product or service through a live broadcast platform.

Social Present

Social present in online shopping through live broadcasts is an important instrument in communication between sellers (streamers) and consumers. Through live broadcasts, consumers, and sellers (streamers) carry out small online communications and discussions that form emotional reactions and then gradually build social relationships. When sellers (streamers) can build relationships and interact with consumers, this can increase the social present which will ultimately affect the consumer's purchase intention (L. Ma et al., 2022). Social present influences consumer purchase intention online according to (Amin et al., 2021), Jiang et al. (2019), Khwaja et al. (2019), X. Ma et al. (2022) and Ye et al. (2020).

H1: Social present influence online customer purchase intention.

Psychological Distance

Online consumers face wider risk, uncertainty, and psychological distance. When the distance between consumers and sellers is felt far, then the psychological distance that is felt is also greater. This distance can provide changes to consumer psychology and affect consumer purchase intentions (Hanjani & Widodo, 2019). The psychological distance can have a negative impact on online consumer purchase intentions through live broadcasts (L. Ma et al., 2022). Psychological distance influences consumer purchase intention online according to Hsieh et al. (2022), Liu et al. (2020), Yang (2022), Yosse and Wuisan (2021) as well as (Zhao et al., 2020).

H2: Psychological Distance influence online customer purchase intention.

Trust

Trust is a factor that is very important in business transactions. Trust in the context of e-commerce trust, namely trust or confidence in other parties such as sellers or consumers in the process of buying and selling transactions. Trust can mediate and influence the purchase intention of consumers who shop through e-commerce (Athapaththu & Kulathunga, 2018). Trust can also directly affect purchase intention, the existence of live-streaming feature technology used on e-commerce platforms can also have an impact on the level of consumer trust. In e-commerce, the existence of boundaries between distance and time makes a lack of direct interaction (physical contact) between sellers and consumers which creates a lack of trust (L. Ma et al., 2022). With live streaming, consumers can see products and information and communicate directly with sellers (streamers), which of course can increase their trust and raise intentions to make purchases (L. Ma et al., 2022) In this study, trust is focused on the consumer's or individual's sense of trust in the seller or e-commerce in fulfilling their obligations. Trust influences consumer purchase intention online according to Gamama (2022), Jiang et al. (2019), J. Wang et al. (2022), Karunasingha and Abeysekera (2022), Khwaja et al. (2019) as well as Zhao et al. (2020).

H3: Trust influence online customer purchase intention.

Engagement

Engagement refers to consumer behavior that represents the level of participation and usage effort. Engagement is an important factor in promotion through social media to predict and describe the behavior of consumers. Because the level of consumer engagement with sellers (streamers) or product brands will affect their purchase intention (L. Ma et al., 2022). Consumer engagement through social media plays an important role in increasing the purchase intention of consumers who shop through online systems (Putra et al., 2020). Engagement influences consumer purchase intention online according toAddo et al. (2021), Bilal et al. (2020), Clarence (2022), Joshi and Srivastava (2019) as well as S. Wang et al. (2022).

H4: Engagement influence online customer purchase intention.

Engagement in marketing strategies through social media is often used to understand and predict consumer buying behavior. The influence of factors such as social presence, psychological distance, and trust on online consumer purchase intentions can be mediated by engagement (L. Ma et al., 2022). The social aspect of e-commerce is a dynamic process related to interactions between providers. The social aspect is support for meeting the social needs of present consumers and inspires them to form useful interactions. This

interaction can strengthen and provide relationship satisfaction to consumers which increases their engagement with a brand (Busalim et al., 2019). This brand social engagement was also found to influence the purchase intention of consumers using social media (Osei-Frimpong & McLean, 2018). Engagement mediates the relationship between social present and consumer purchase intention online (L. Ma et al., 2022).

H5: Engagement mediates the relationship between social present and online consumer purchase intention.

Engagement is an important key in attracting consumer interest, (Hsieh et al., 2022) stated that without engagement, companies will not be able to maintain consumer use intentions in a sustainable manner and consumer loyalty to the brand. Psychological distance is one of the keys that plays a role in consumer engagement which will ultimately affect the intention to use the product sustainably. Engagement mediates the relationship between psychological distance and online consumer purchase intention (L. Ma et al., 2022).

H6: Engagement mediates the relationship between psychological distance and online consumer purchase intention.

Sellers or e-commerce can build engagement with their online consumers by building a level of trust which plays a role in efforts to increase purchases and sales (Wongkitrungrueng & Assarut, 2020). Trust, good service, and value felt by engaged customers are willing to purchase or use the company's products in the future (Badenes-Rocha et al., 2019). Trust is the foundation for building positive and long-term relationships with consumers. Trust is an important component in building consumer engagement with a company or brand (Pansari & Kumar, 2017). Engagement mediates the relationship between trust and online consumer purchase intention (L. Ma et al., 2022).

H7: Engagement mediates the relationship between trust and online consumer purchase intention.

Research Concept Framework

The following is the research model that will be studied by the author:

Figure 1. Research Model of the Influence of Social Present, Psychological Distance, Trust and Engagement on Purchase Intention and the Effect of Mediation by Engagement Variables.

(Source: L. Ma et al. (2022)).

2. Research Method

Based on the background of the problems and research objectives that have been described by the author, the research discusses the purchase intention of the people of Batam City, especially online consumers who use the live streaming shopping service feature. This topic was raised based on changes in economic conditions and daily activities and technology after the Covid-19 pandemic which, of course, will bring changes to consumer purchase intentions and shopping habits. This researcher will test and analyze the effect of the social present, psychological distance, trust, and engagement on consumer purchase intention through live-streaming features on various sites, social media, and e-commerce platforms. In addition, this study will also examine the effect of mediation by engagement on these variable relationships. The research method used is the quantitative method because the data used for analysis and testing is numerical.

The population to be tested in this study are people who live in the city of Batam. The number of research samples was determined using theory Hair et al. (2014) 1: 5, so that the number of samples in this study was at least 170 samples. Collecting research data using a questionnaire with a Likert scale. This study applied a survey technique using a tool in the form of a questionnaire containing questions about the research variables. This questionnaire was made in the form of a Google form which will be disseminated using social media, the internet, and other media. Questionnaires were randomly distributed to online consumers in Batam City who have experience doing online shopping using the live streaming feature.

The data quality test aims to test or see whether the data and samples studied to pass the validity and reliability standards. The validity of a question can be seen from the outer loading value test, if the data has an outer loading value > 0.6, then the research questionnaire questions are valid (Suhartanto, 2020). In addition to testing the validity of the research construct, it can also be seen from the Average Variance Extracted (AVE) value with the condition that the AVE value must be > 0.5 so that it can be declared valid (Hair et al., 2017). Measurement of reliability usually uses an assessment between 0 to 1 regarding the results of the composite reliability value, namely the variable value must be greater than 0.7 or the same to be declared reliable (Hair et al., 2014) and Cronbach's alpha, which is more than 0.6 (> 0.6) (Hair et al., 2017). The direct effect relationship is shown in the results of the path coefficient test contained in the t-statistics column, the relationship between variables can be stated to be significant with a t-statistic value greater than (> 1.96) and this relationship is also listed in the p-values column, if the p-value – the value of a relationship between variables is less than 0.05 (<0.05) then the relationship is declared significant (Hair et al., 2014). Significant mediating variables mediate or not the relationship is listed in the table of indirect effects. A variable can be declared to mediate if it has a t-statistic value greater than (> 1.96) and a p-value less than 0.05 (<0.05) then the variable is declared to mediate the relationship (Hair et al., 2014).

3. Result and Discussion

Characteristics Respondent

The sample who became respondents to this study was divided into several categories, namely, respondents based on gender, age, education level, online shopping experience, frequency of watching live streaming, and amount of money that can be spent per month.

Table 1. Characteristic of Respondents

Characteristics	Information	Amount	Percentage
Gender	Male	62	39,2%
	Female	96	60,8%
Age	18-24 years	153	90 %
	25-30 years	7	4,1%
	31-36 years	4	2,4%
	37-45 years	2	1,2%
	46-50 years	1	0,6%
	> 50 years	3	1,8%
Education	Senior high school	146	85,9%
	Bachelor's degree	23	13,5%
	Magister or above	1	0,6%
Occupation	Employee	32	18,8%
	Self-employed	5	2,9%
	Student	133	78,2%
Live streaming shopping experience	1 year or less	127	74,7%
	2-3 years	28	22,4%
	4-5 years	4	2,4%
	6-7 years	1	0,6%
Budget for live streaming shopping per month	Rp 500.000,- or less	91	53,5%
	Rp 500.001,- up to Rp 1.500.000,-	40	23,5%
	Rp 1.500.001,- up to Rp 2.500.000,-	16	9,4%
	Rp 2.500.001,- up to Rp 3.500.000,-	4	2,4%
	Rp 3.500.001,- up to Rp 4.500.000,-	5	2,9%
	Rp 4.500.001,- up to Rp 5.500.000,-	8	4,7%
	More than Rp 5.500.001,-	6	3,5%

Source: Data Processing Research Result (2023)

Validity and Reliability Test

Testing outer loading and average variance extracted (AVE) aims to determine the validity of research data, an indicator or variable is declared valid if it has an outer loading value of >0.6 (Suhartanto, 2020) and an AVE value of more than 0.5 (> 0.5) (Hair et al., 2017). Then Cronbach's alpha and composite reliability tests were carried out to test the reliability of the research variables. A variable is declared reliable if it meets the requirements of Cronbach's alpha value, which is more than 0.6 (> 0.6) (Hair et al., 2017) and the composite reliability value is more than 0.7 (> 0.7) (Hair et al.,2014).

Table 2. Validity and Reliability Test

Variables	indicators	*Outer Loading*	AVE	Cronbach's Alpha	Composite Reliability
Engagement	EN1 <- Engagement	0,814	0,709	0,794	0,879
	EN2 <- Engagement	0,877			
	EN3 <- Engagement	0,832			
Psychological Distance	PD <- Psychological Distance	0,707	0,645	0,725	0,842
	PD2 <- Psychological Distance	0,874			
	PD3 <- Psychological Distance	0,814			
Purchase Intention	PI1 <- Purchase Intention	0,875	0,775	0,854	0,912
	PI2 <- Purchase Intention	0,890			
	PI3 <- Purchase Intention	0,875			
Social Present	SC1 <- Social Present	0,779	0,625	0,850	0,892
	SC2 <- Social Present	0,816			
	SC3 <- Social Present	0,808			
	SC4 <- Social Present	0,800			
	SC5 <- Social Present	0,743			
Trust	T1 <- Trust	0,857	0,765	0,846	0,907
	T2 <- Trust	0,906			
	T3 <- Trust	0,860			

Source: Data Processing Research Result (2023)

Through the table of validity (outer loading & AVE) and reliability (Cronbach's alpha & composite reliability), test results show that all

variables and indicators have met the requirements for validity and reliability values. So that all variables in this research model can be declared valid and reliable.

Adjusted R Square Test

The adjusted r square test serves as a measure of how many of the independent variables that make up the research model explain the dependent variable (Hair et al., 2017).

Table 3. R Adjusted Square Test

Variables	R Adjusted Square
Engagement	0,353
Purchase Intention	0,606

Source: Data Processing Research Result (2023)

The results of the adjusted r square test above show that the dependent engagement is explained by the independent variables contained in the research model of 0.353 (35.3%), while the remaining 0.647 (64.7%) is explained by external variables or factors that are not present in the research model. Then the dependent purchase intention is explained by the independent variables contained in the research model of 0.606 (60.6%), while the remaining 0.394 (39.4%) is explained by external variables or factors that are not present in the research model.

Quality Index

The quality index can be calculated using the formula from Jörg Henseler (2013), through the output of the research test above it can be calculated that the average communities (AVE) is 0,704 and the average R square adjusted is 0,480. The following is the calculation of the research model assessment using the quality index formula:

$$GoF = \sqrt{0.704\ X\ 0.480}$$

$$\text{GoF} = 0{,}581$$

The value of the index quality calculation results above shows a GoF value of 0,581, so this value can be classified into a large GoF, namely > 0,36.

Hypothesis Testing

Direct Effect and Indirect Effect

The Path Coefficient test is used to see the relationship or direct effect of the independent variable on the dependent in the research model. A variable can be stated to significantly affect other variables if it meets the conditions, namely having a t-statistic value greater than (> 1.96) and p-values <0.05 (Hair et al., 2017).

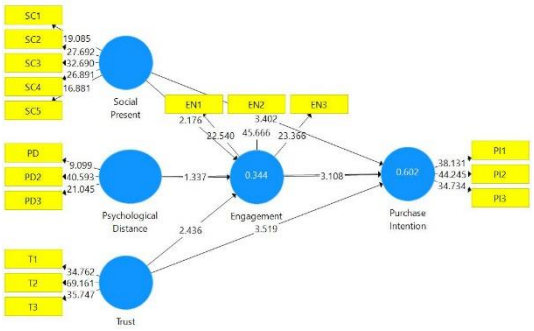

Figure 2. Test Result of the Influence of Social Present, Psychological Distance, Trust and Engagement on Purchase Intention and the Effect of Mediation by Engagement Variables.

(Source: Data Processing Research Result, 2023)

Table 4. Path Coefficient Test

Path X -> Y & X -> Y -> Z	Sample Mean	T Statistics (|O/STDEV|)	P values	Result
Engagement -> Purchase Intention	0,224	3,108	0.002	Sig Positive
Psychological Distance -> Purchase Intention	0,077	1,008	0.314	Not Sig
Social Present -> Purchase Intention	0,284	3,402	0.001	Sig Positive
Trust -> Purchase Intention	0,330	3,519	0.000	Sig Positive
Psychological Distance -> Engagement -> Purchase Intention	0,031	1,191	0,234	Not Sig
Social Present -> Engagement -> Purchase Intention	0,052	1,770	0,077	Not Sig
Trust -> Engagement -> Purchase Intention	0,065	1,798	0,073	Not Sig

Source: Data Processing Research Result (2023)

Based on the results of the path coefficient test above, the social present variable significantly influences purchase intention, the relationship is indicated by a t-statistic value of 3.402 (> 1.96) and a p-value of 0.001 (<0.05). The relationship with the psychological distance variable does not significantly affect purchase intention, the relationship is indicated by a t-statistic value of 1.008 (<1.96) and a p-value of 0.314 (>0.05). The trust variable relationship significantly influences purchase intention, the relationship is indicated by a t-statistic value of 3.519 (> 1.96) and a p-value of 0.000 (<0.05). The relationship between the engagement variable significantly influences purchase intention, the relationship is indicated by a t-statistic value of 3.108 (> 1.96) and a p-value of 0.002 (<0.05).

The results of the total indirect effect test above show that the social present does not affect purchase intention, this means that engagement has not succeeded in mediating the relationship. This relationship has a t-statistic value of 1.770 (<1.96) and a p-value of 0.077 (> 0.05). Psychological distance does not affect purchase intention, this means that the engagement is not successful in mediating the relationship. This relationship has a t-statistic value of 1.191 (<1.96) and a p-value of 0.234 (> 0.05). Trust does not affect purchase intention; this means that engagement is not successful in mediating the relationship. This relationship has a t-statistic value of 1.798 (<1.96) and a p-value of 0.073 (> 0.05).

Discussion

H1: Social present influences online consumer purchase intention in Batam City.

The social present is an important key in online buying and selling transactions, especially when making transactions using the live streaming feature. The social present is important because these factors can shape and build communication between viewers (customers) and sellers (streamers). The existence of a social present creates this relationship and communication more fun and feels warm. The findings of this study are consistent with the findings of previous research conducted by (Amin *et al*., 2021), Jiang *et al*. (2019), Khwaja *et al*. (2019), X. Ma *et al*. (2022) and Ye *et al*. (2020). But this finding contradicts previous research conducted by (L. Ma *et al*., 2022).

H2: Psychological distance does not affect online consumer purchase intention in Batam City.

Psychological distance has no impact on consumer purchase intentions, especially online consumers. This can be caused by advances in communication technology that can eliminate or overcome these problems. Consumers and sellers can establish relationships without any barriers of distance and time. The findings of this study are consistent with the findings of previous research conducted by (Yosse & Wuisan, 2021)**.** But this finding contradicts previous research conducted by (L. Ma *et al*., 2022).

H3: Trust influences online consumer purchase intention in Batam City.

Trust is of course an important factor in online shopping transactions. The level of consumer trust in a store or e-commerce determines their purchase intention. If the seller can provide a sense of trust in consumers, of course, these consumers will purchase the product or service being sold. In live-streaming shopping, the level of consumer trust in the streamer's will determine the consumer's purchase intention. Consumer trust can be caused by various factors, one of which is the credibility of the seller or streamer's. The findings of this study are consistent with the findings of previous research conducted by Gamama (2022), Jiang *et al*. (2019), J. Wang *et al*. (2022), Karunasingha and Abeysekera (2022), Khwaja *et al*. (2019), L. Ma *et al*. (2022) as well as Zhao *et al*. (2020).

H4: Engagement influences online consumer purchase intention in Batam City.

Engagement between consumers and sellers or with brands and e-commerce can determine their purchase intention. The higher the level of consumer engagement with a particular company (brand) product or service, the higher the consumer's tendency to make purchases. The level of consumer engagement can be measured by the time spent by consumers watching the store's live streaming, liking, commenting, and chatting with sellers or streamers. The findings of this study are consistent with the findings of previous research conducted by Addo *et al*. (2021), Bilal *et al*. (2020), Clarence (2022), Joshi and Srivastava (2019), L. Ma *et al*. (2022) as well as S. Wang *et al*. (2022).

H5: Engagement does not mediate present social relations with online consumer purchase intentions in Batam City.

This means that in influencing the level of purchase intention, social present consumers do not need mediation from consumer engagement. Because the social present can directly influence consumer purchase intentions. Technological sophistication and communication skills between online sellers and consumers make engagement not affect the present social relationship to purchase intention. This finding contradicts previous research conducted by (L. Ma *et al*., 2022).

H6: Engagement does not mediate the relationship between psychological distance and the purchase intention of online consumers in Batam City.

The psychological distance itself cannot directly affect consumer purchase intentions, nor can it be through engagement. Consumer engagement with a product or brand may not necessarily help reduce the impact of psychological distance on consumer purchase intention. This finding contradicts previous research conducted by (L. Ma *et al*., 2022).

H7: Engagement does not mediate trust relationships with online consumer purchase intentions in Batam City.

Consumer trust in sellers or e-commerce is of course a major factor in shopping online. Engagement cannot mediate this relationship, because consumer engagement with a product or brand does not guarantee that consumers can fully trust the seller. Even though good engagement has been built between consumers and sellers or e-commerce, there is still a lot of fraud or fraud that occurs when buying and selling transactions are carried out, especially online transactions. Therefore, engagement does not mediate the relationship between the influence of trust on purchase intention. This finding contradicts previous research conducted by (L. Ma *et al*., 2022).

4. Conclusion

This study aims to test and analyze the topic of online consumer purchase intention in Batam City. The focus of this research is to examine the effect of the relationship of the independent variables, namely social present, psychological distance, trust, and engagement on the dependent variable, namely purchase intention. In addition, this study further analyzes the effect of engagement mediation on present social relations, psychological distance, and trust with purchase intention. The results of data processing and analysis show that social present, trust, and engagement affect online consumer purchase intentions. While psychological distance does not affect. Engagement does not have a mediating effect on these relationships.

Limitation and Recommendation

This study has several limitations, the results of this study only reflect and represent an analysis of online consumer purchase intentions in Batam City. So, the results of the analysis and output of this study cannot explain and reflect the purchase intention of online consumers from other cities. Then the next limitation is the distribution of research questionnaires carried out personally by the author, this can limit the spread of the age factor. Most respondents in this study came from the young age group. Thus, allowing for differences in results or outcomes. The final limitation is the lack of access to information, articles, and data needed to support research results.

Subsequent research with topics or variables like this research can add other independent variables, such as information quality and sense of power. Adding moderators such as age and gender can also make research results more complex. Further research can also increase the number of respondents and expand the range of distributed questionnaires. Then the addition of information, data, and journals supporting research results also helps discussion and analysis of research data, which of course can broaden the reader's horizons.

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