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Purchasing Decisions in the New Normal Period: Implementation of Digital Marketing, Brand Awareness, and Viral Marketing at Shopee E-Commerce on the Use of SPayLater

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Abstract

Indonesia has one of the highest levels of e-commerce in the world, with around 97% of internet users looking for products and services to buy online. Visits to online retailers are made by him 92% of all Internet users. 94% of internet users also pay for products and services online. With 94.7 million monthly visits, Shopee is the most popular online shopping destination for Indonesians. This study's goal was to assess the effects of partially or simultaneously the application of digital marketing, brand awareness and Viral Marketing in e-commerce shopee on the use of SPayLatter on purchasing decisions during the new normal period after the COVID-19 pandemic. The sample of this research used stratified random sampling method. The sample of this research is 100 shoppe consumer respondents. In this study, the data was analyzed using multiple regression with the variant-based SEM method, which was assisted by SmartPLS software. Data collection using Google Forms survey. The study found that the use of digital marketing, brand awareness, and viral marketing has a partial and simultaneous positive effect on purchasing decisions following the COVID-19 pandemic, but has a weak effect on purchasing decisions.

Keywords: Digital Marketing, Brand Awareness, Viral Marketing, Purchasing Decisions

1. Introduction

Technological developments continue from time to time, initially technology was only used to assist humans in carrying out activities. Everyday human behavior is always associated with technology because technology can improve human communication, information seeking and entertainment. The use of communication technology

can solve the problem of distance. People in one location can be linked together using technology. As a result, technological advancements have transformed human behavior in terms of communication, purchasing products, and obtaining entertainment content. Global Internet users have increased by 33% in recent years. This can increase consumer acceptance of the internet as a medium for purchasing products and services, gathering information, and completing transactions. (Gerrikagoitia et al., 2015).

Due to the Covid-19 pandemic declared by the WHO on March 11, 2020, all activities have been restricted as the government has imposed massive social restrictions (PSBB). The applied of PSBB program has transformed how people live. In particular, traditional purchases have gone online. Due to restrictions on community activities, shopping habits have changed to ordering through apps. Redseer's survey revealed that 51% of participants had never used a shopping app before they started implementing PSBB, resulting in a 5-5% increase in e-commerce inquiries compared to the pre-pandemic period. , 10x magnification. (Josefa Pusparica, 2020).

According to the Global Web Index and Wearesocial and Hootsuite, in 2020 Indonesia will have the highest level of e-commerce in the world, with approximately 96 percent of internet users searching for products or services to purchase online. 91 percent of total internet users visit online retail stores or related sites. 90% of internet users make payments for goods and services online. (Yosepha Purparisa, 2020).

The impact of Covid-19 is not only in Indonesia but also almost all over world. The emergence of world pressure due to Covid-19 has affected many countries strengthen cooperation between countries. In addition, also take preventive measures intern in each country. Hua and Shaw (2020), mention the world must be aware of the potential risks that will emerge and implement effective policies such as monetary structural policies and fiscal. Kickbusch et al, (2020) mention rapid technological developments can change the global economic order towards digital economy and finance.

Since the announcement of the first case Covid-19 in Indonesia in March 2020, the government has been promoting various measures to deal with the spread of the virus that starts with the physical distancing, and Large-scale social restrictions (PSBB) until the ban on going home. Until now the government in Indonesia nor in other countries have not been able predict when this pandemic will end. WHO (World Health Organization) itself can't predict the pandemic condition the. Until now, people all over the world have to get used to it to coexist with Covid-19 while still complying with government regulations and follow health protocols. There is no denying the existence of Covid-19 impact in all sectors in Indonesia, including the economic sector.

The existence of PSBB makes the industry must reduce production and employees. Many employees are laid off or at work Layoffs have an impact on lowering the quality of life Public. In response to this, the government already helped / issued funds to stimulate economic conditions Public. This condition makes the Indonesian government implements policies new normal / normal life order.

There is an adaptation of this new habit does not necessarily make economic actors / consumers in general easily carry out economic activities outside the home. Many people are switching to using an online system to fulfill their needs and carry out activities his efforts. They take advantage of sales products through online channels that can accessible via computer media (e-commerce).

According to Alwi (2020), the impact of the pandemic Covid-19 clustered there are three conditions business activities i.e., business survive/stable, business is declining, and business is growing. In stable business through adjustment interaction model with platform usage online application. Declining business is for the most affected consumers pandemics such as tourism, hotels, transportation public and shopping and business centers that developed because of the dynamics that developing and adjusting interactions in use of online business application platforms. In less than ten years, Shopee has successfully dominated the Indonesian e-commerce market. Using a combination of marketing and advertising by e-mail his marketing buyers to reach more consumers in a variety of ways, including using digital technology as a means to increase and build brand awareness. An e-commerce survey conducted by Markplus Inc describes brand awareness in 2020. In 2020, e-commerce will also improve the consumer experience. Through via digital marketing in the form of any various advertising programs, television

programs, live broadcasts and other co-promotions (Alfyana Zitrah Rahayu, 2020). The use of digital technology to shape online channels way in the marketplace (through modern innovations such as websites, emails, databases, digital TV, blogs, channels, podcasts, etc.) contributes to marketing efforts (Chaffey, 2002: 14).

Researchers will investigate the about who causes generators of purchasing decisions in e-commerce shoppers using digital marketing, brand awareness, and viral marketing as factors that may influence purchasing decisions. The researchers will address the following issues: Is the application of digital marketing to e-commerce shopee, viral marketing to e-commerce shopee, and brand awareness to e-commerce shopee will partially effect on the use of SPayLatter on purchasing decisions during the new normal period following the COVID-19 pandemic, and the goal of this study is to discover whether digital marketing can affect shopee e-commerce customers' decision-making, additionally to trademark/brand recognition and viral marketing campaigns to e-commerce shopee that is most prominent in consumers' minds in order to affect consumers' decisions to make purchases at shopee e-commerce on the basis of SpayLater.

1.2 Literature Review

1.2.1 New normal period:

New normal can defined as a change in behavior from community to continue their activities normally. This condition is adaptation of new habits with patterns community life that can still do activities during this pandemic with implementation of good health protocols and according to the government's recommendation (Wiku Widiastama, 2020).

Based on the explanation from the Ministry of Finance, New Normal is a policy of reopening limited economic, social and public activities using health standards that did not exist before the pandemic. The New Normal is enforced because it is impossible for residents to continue hiding at home without certainty. It is impossible for all economic activities to stop without certainty which causes total bankruptcy, mass layoffs and social chaos (Kemenkeu, 2020).

1.2.2 Purchasing decisions

Buchari Alma (2013: 96) contends that finance, economics, politics, technology, products, locations, prices, culture, promotions and procedures all have an impact on how customers make judgments about what to buy. This attitude towards consumers is formed as a result. to analyse the data and come to conclusions that show up as responses to the things bought. the stage at which consumers actually make a purchase choice (Kotler and Keller translated by Tjiptono, 2012: 193). According to (Kotler & Keller translated by Tjiptono 2012: 184) consumer chooses to buy a product, include five sub-decisions, namely:

1. Product selection,
2. Brand choice,
3. Choice of dealer,
4. Time of purchase,
5. Purchase amount.

1.2.3 Digital Marketing

Digital marketing is marketing that actually does make use of digital technology. One type of digital marketing that makes use of electronic media or the internet (Nadya, 2016). With the expansion of the corporate world and the rise of target markets that rely on digital technology for product and service research, evaluation, and purchase products and services consumed by customers, the use of digital marketing is becoming increasingly important (Ryan & Jones, 2014: 21). According to (Ryan & Jones, 2014:35-36), there are 8 parameters to assess digital marketing performance.:

1. Websites,
2. Search Engine Optimization (SEO),

3. PPC Advertising (pay per click),
4. Affiliate marketing,
5. Online Public Relations,
6. Social Networks,
7. Email marketing,
8. Customer Relationship Management.

1.2.4 Viral Marketing

Viral marketing in general is the method and process as well as the dissemination of electronic messages as a channel to communicate information about the product to the public broad and growing. Getting website visitors and asking them to share it with others they think might be interested is the key to viral marketing. They will reference the message to potential customers who will make use of the supplied products or services and spread the word to other customers about them. It will be simpler to deal with devoted internet users than casual surfers. This is due to the fact that they are more inclined to offer feedback by adding information or making ideas.

The indicators of viral marketing in the journal Hasan and Niken (2015) are as follows:

following:

1. Expressing Positive Feeling
2. Helping the Company
3. Social Benefits
4. Economic Incentives
5. Information Spreading

1.2.5 Brand Awareness

Brand awareness, according to (Aaker in Tjiptono, 2008), is the consumer's capacity to identify various characteristics associated with a product in comparison to other product brands. The capacity of a potential customer to identify or remember a brand that is one of the product categories, according to (Durianto, et al, 2004: 54). The decision to purchase a product is heavily influenced by the consumer's capacity to identify and recall brands. According to (Durianto, et al., 2004:55), measuring brand awareness can be done at four different levels:

1. Unware of Brand (not aware of the brand),
2. Brand Recognition (brand recognition),
3. Brand Recall (brand recall),
4. Top of Mind (top of mind).

1.3 Hypotheses Development

The first hypothesis (H1): it is stated that the application of digital marketing in e-commerce shopee on the Use of SPayLater has an effect on purchasing decisions during the new normal period after the COVID-19 pandemic, this hypothesis is supported by:

1. The theory put forward by (Ryan and Jones, 2014: 21) 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. According to (Ryan & Jones, 2014: 35-36) there are eight indicators that reflect digital marketing, namely: websites, search engine optimization, PPC (pay per click) advertising, digital marketing, affiliate marketing and strategic partnerships, networks, and customer relationship management.
2. The journal submitted by Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani in 2020, Digital marketing has a favorable and big impact on PT. Pegadaian (Persero) Regional Office VII Denpasar's purchase decision. This suggests that using digital marketing effectively can enhance consumer decision-making..
3. The journal submitted by Glen Irwinto Laluyan, Imam Wibowo, and Amanda Setiorini in 2019, in the research on Digital Marketing Implementation Against JD.id, the deployment of social media marketing, pay

per click advertising, and email marketing has been shown to have an influence on purchasing decisions among Jakartan customers, either partially or simultaneously.

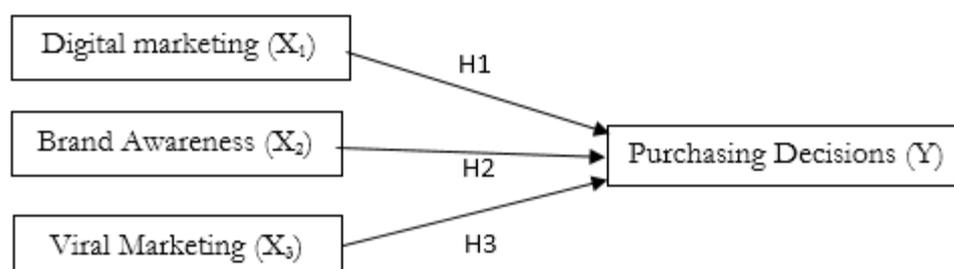
4. Eleftherios Varkaris, Barbara Neuhofer in 2017, in the research "The influence of Social media on the consumers hotel decision journey", various study findings demonstrating that social media has a significant impact on how consumers make decisions.

The second hypothesis (H2): it is stated that brand awareness in e-commerce shopee on the Use of SPayLater affects purchasing decisions during the new normal period after the COVID-19 pandemic, the hypothesis is supported as follows:

1. 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. According to (Durianto, et al, 2004: 54) there are four indicators to measure brand awareness, namely: unaware of brand (not aware of the brand), brand recognition (brand recognition), brand recall (remembrance of the brand), top of mind (peak brand awareness). thought)
2. The journal submitted by Monica Nggilu, Altje L. Tumbel, and Woran in 2019, in the study of the Effect of Viral Marketing, Celebrity Endorser, and Brand Awareness on Purchase Decisions at Geprek Benu Manado with the conclusion that Brand Awareness partially has a positive and significant effect on purchasing decisions on Geprek Benu Manado.
3. Hafidz Novansa & Hapzi Ali in 2017, in the research of Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study of SMECO Indonesia SME product). The results of his research state that brand awareness partially has a positive and significant influence on purchase decisions at Smesco Indonesia.

The third Hypotesis (H3): it is stated that viral marketings in e-commerce shopee on the Use of SPayLater affects purchasing decisions during the new normal period after the COVID-19 pandemic, the hypothesis is supported as follows:

1. In Mower and Minor (2003) consumer trust includes the knowledge possessed and all conclusions that a consumer builds regarding objects, attributes, and benefits of products and services. Schiffman and Kanuk (2000) state that purchasing decision indicators consist of product stability, product buying habits, providing recommendations to others, and repeat purchases (Muliajaya et al, 2019).
2. The use of viral marketing is a program designed and considered capable of attracting consumers and recommending the products offered by Wiranaga (2002: 95). The results of research from Demizsa Asriani in (2017) with research on the influence of viral marketing on purchasing decisions, show that the influence of viral marketing on purchasing decisions at Ngorea Bistro, Bandung City, it can be concluded that there is a fairly strong influence of viral marketing on purchasing decisions.



Picture 1: Conceptual Framework

2. Research Methods

The data required for this study were gathered through the use of questionnaires as primary data and library methods as secondary data. The primary data was then examined for validity and practicality. The SmartPLS 3.0 software is used in this study's data analysis technique. PLS (Partial Least Square). A structural model is used to

carry out the SmartPLS analysis approach. Prior to conducting data analysis, the first step is to validate and reliability test the first outer model data module's viability. After that, data analysis test is conducted using three stages: path path diagram analysis, inner model module analysis, and hypothesis testing.

Respondents were drawn from the Jakarta population of e-commerce shopee SPayLater users. Since the study's population is very large and unrestricted, a sample must be taken using a non-probability sampling approach and an incidental sampling strategy. The range of 30 to 500 respondents is the appropriate sample size for the investigation. (Hair et al., 2011) (Roscoe in Sugiyono, 2012:9), therefore the final analysis, 100 sample was maintained according to the sample calculation using stratified random sampling. The population in this study is a user SPayLater in Shopee e-commerce numbered 324 people and with the number of samples is 100. Calculation use Stratified Random Sampling. Instruments in This research is a questionnaire consisting of two parts, namely: the first part is open-ended questions containing questions about respondent's identity such as age, gender, time when to use Spaylater while the second part is an all-encompassing closed question research variable.

3. Results and Discussion

Following the initial phase of determining the feasibility and validity of the data obtained, the study's results were translated in two steps, including data processing and analysis. The results are as follows:

3.1 Data Feasibility Test

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

Table 1: Outer Loadings

Variable	Indicators	Outer Loading	Note
Digital marketing	DM1	0.813	Valid
	DM2	0.730	Valid
	DM3	0.748	Valid
	DM4	0.700	Valid
	DM5	0.812	Valid
Brand Awareness	BA1	0.776	Valid
	BA2	0.750	Valid
	BA3	0.829	Valid
	BA4	0.591	Valid
	BA5	0.676	Valid
Viral Marketings	VM1	0.834	Valid
	VM2	0.575	Valid
	VM3	0.532	Valid
	VM4	0.649	Valid
Puchasing Decisions	PD1	0.631	Valid
	PD2	0.700	Valid

	PD3	0.621	Valid
	PD4	0.687	Valid
	PD5	0.662	Valid
	PD6	0.592	Valid

As can be seen, every indicator for generating digital marketing constructions, brand awareness, viral marketing, and purchase decisions has a loading factor value more than 0.50 (loading factor value > 0,05), This suggests that the indicators can be regarded or labeled as valid.

Table 2: AVE Value

Variable	Average Variance Extracted (AVE)
Digital marketing (X1)	0.581
Brand Awareness (X2)	0.532
Viral Marketing (X3)	0.522
Purchasing Decisions (Y)	0.532

The AVE value for the three constructs is already greater than 0.50 (AVE > 0,05), indicating that the three constructs can be accepted or are valid.

Second, Cronbach's alpha (α) > 0.60 for all structures with composite reliability > 0.70 indicates high validity, which may be assessed using SmartPLS 3.0.

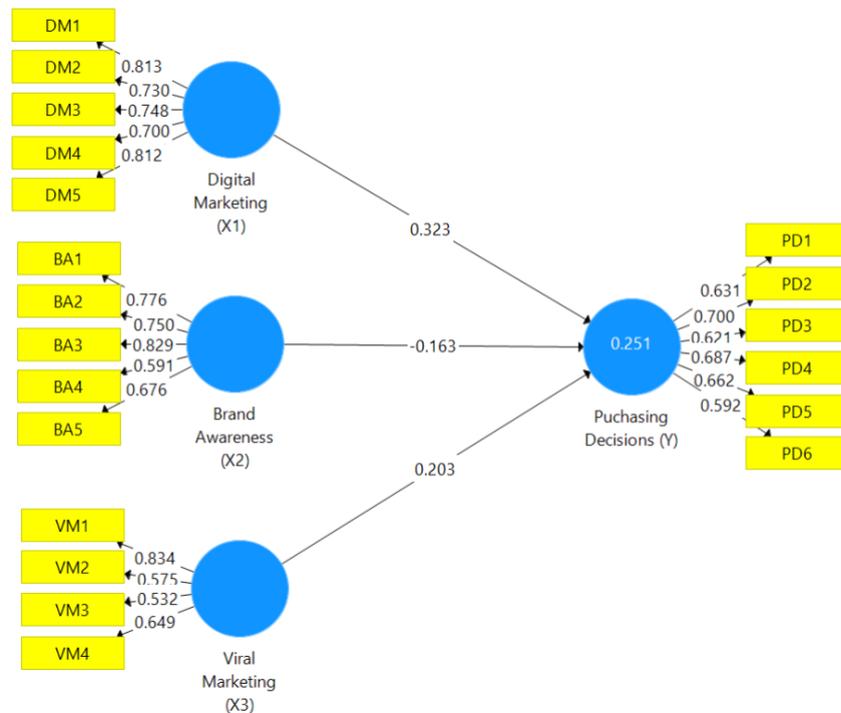
Table 3: Construct Reliability and Validity

Variable	Composite Reliability	Cronbach's Alpha
Digital marketing (X1)	0,873	0,825
Viral Marketing (X3)	0,814	0,732
Brand Awareness (X2)	0,849	0,800
Purchasing Decisions (Y)	0,747	0,602

Cronbach's alpha is above 60 (> 70) and all composite dependability ratings are greater than 70 (> 60). Therefore, it can be argued that purchase decisions, brand awareness, and digital marketing constructions have good reliability.

3.2 Data Analysis Test

Path Analysis Path Diagram Test



Information:

H1 = X1->Y: Ryan & Jones, 2014

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

Digital Marketings variable is measured by using indicators DM1-DM5. Based on the table 1 above, it can be seen that each indicator has an outer loading value above 0.5 and can be said to be valid. This means that all indicators used to measure digital marketing variables have a high correlation between indicators.

The brand awareness variable is measured using indicators BA1-BA5. Based on the graphics above, it can be seen that BA1-BA5 has an outer loading value above 0.5 and can be said to be valid. This means that the five indicators have a high correlation between the indicators.

The variable viral marketing measured using indicators VM1-VM4. Based on the table above, it can be seen that VM1-VM4 has an outer loading value above 0.5 and can be said to be valid. This means that all of these indicators are highly correlated between indicators.

The purchasing Decisions variable is measured using the PD1-PD6 indicators. Based on the table above, it can be seen that each indicator has an outer loading value above 0.5 and can be said to be valid. This means that all indicators used to measure the variables have a high correlation between indicators.

3.3 Evaluation of the Structural Model (Inner Model)

Structural Model Evaluation is a method that aims to describe the relationship between latent variables or hypotheses in the research model, whether the model is strong and accurate. This evaluation was carried out using Smart PLS with several tests, namely the Coefficient of Determination (R^2), T-statistics, Effect Size (F^2), and Predictive Relevance (Q^2).

3.4 Coefficient of Determination (R^2)

The coefficient of determination is used to measure the ability of a research model to explain the variation of the response variable or the R-square value is used to measure how much influence the independent latent variable has on the dependent latent variable. The following is the processing result of the R-square calculation.

Table 4: *Output R-Square*

	<i>R-Square</i>	<i>R-Square Adjusted</i>	Result
Purchasing Decisions	0,251	0,227	Moderate

Based on the processing data in table 4, the R-Square Adjusted value for the Purchasing Decisions construct is 0.251. It can be concluded that digital marketing, brand awareness, and viral marketing are able to explain the Purchasing Decisions construct by 22.7% and the remaining 77.3% is explained by other variables.

3.5 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).

3.6 T-statistic

In this study, researchers tested the results of the Bootstrapping Test with the aim of seeing the hypothesis that had been prepared based on 3 independent variables, namely digital marketing, brand awareness, and viral marketing on the dependent variable of Purchasing Decisions. Here are the results of the Bootstrapping test.

Table 5: Bootstrapping Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
DM -> PD	0,323	0,344	0,096	3.368	0.001	Accepted
BA-> PD	-0.163	-0.173	0.162	1.005	0.315	Rejected
VM -> PD	0,203	0,224	0,096	2,114	0,035	Accepted

Hypothesis Test Results:

1. The Effect of Digital Marketing on Purchasing Decisions

Hypothesis 1 which states that the Digital Marketing factor affects Purchasing Decisions has a path coefficient value of 0.323 so it can be said that the two variables have a positive relationship. The t-statistic value of this hypothesis is 3.368, which is higher than the 95% probability level of 1.96. This means that H1 which states that Digital Marketing affects Purchasing Decisions in the decisions process is accepted.

2. The Effect of Brand Awareness on Purchasing Decisions

Hypothesis 2 which states that the Brand Awareness factor on Purchasing Decisions has a path coefficient value of -0.163 so it can be said that the two variables have a negative relationship. The t-statistic value of this hypothesis is 1.005, which is lower than the 95% probability level of 1.96. This means that H2 which states Brand Awareness does not affect Purchasing Decisions in the decisions process is accepted.

3. Effect of Viral Marketing on Purchasing Decisions

Hypothesis 3 which states Viral Marketing on Purchasing Decisions has a path coefficient value of 0.203 so it can be said that the two variables have a positive relationship. The t-statistic value of this hypothesis is 2.114, which is lower than the 95% probability, which is 1.96. This means that H3 which states that Viral Marketing affects Purchasing Decisions in the decisions process is rejected. So, it can be concluded, Viral Marketing has an effect on Purchasing Decisions in the decisions process.

3.7 Effect Size (F2)

The value of F2 is used to determine the effect of the predictor variable on the dependent variable. The F2 category is divided into three, namely a value of 0.02 is categorized as a weak influence, a value of 0.15 is categorized as a moderate effect, while a value of 0.35 is categorized as a strong influence of latent variables at the structural level.

Table 6: *Effect Size (F²)*

	F²	Category
Digital marketing (X1)	0,115	Weak
Brand Awareness (X2)	0,034	Weak
Viral Marketing (X3)	0,047	Weak

Based on table 6, it is known that all variables in this study have a weak influence on the structural model.

3.8 Predictive Relevance (Q²)

Predictive relevance measures the authenticity of the value of the observed variable where the value of Q² which is greater than 0 indicates the exogenous construct has predictive relevance to the endogenous construct which is influenced by the value of Q².

Table 7: *Predictive Relevance (Q²)*

	SSO	SSE	Q²
Digital marketing (X1)	495.000	495.000	
Brand Awareness (X2)	495.000	495.000	
Viral Marketing (X3)	396.000	396.000	
Purchasing Decisions (Y)	594.000	550.628	0.073

Based on table 7, this predictive relevance test is carried out to see the relative influence of the structural model on the measurement of observations for the latent dependent variable. The result of the value of Q² = 0.073 > 0 means that the model has predictive relevance.

4. Discussion

The application of digital marketing in e-commerce shopee on the Use of SPayLater has an effect on purchasing decisions during the new normal period after the COVID-19 pandemic.

Based on the results of the tests carried out, the minimum value of the indicator used to measure the Digital Marketing variable is 2, while the maximum value obtained is 5 with an average of 4.4141 to 4.4848. Based on the results of the inner model test, the t-statistic value of the influence of Digital Marketing on attitudes is 3.368, greater than the rule of thumbs t-statistic of 1.96, and the p value of 0.001 is obtained so that the test results show p value (0.000) < level of significance ($\alpha = 0.05$) which means the first hypothesis (H1) is accepted.

From these results, it can be concluded that the hypothesis H1 is accepted where Digital Marketing has an effect on Purchasing Decisions. This shows that Digital Marketing is one of the determining factors in Purchasing Decisions, where the higher the user's competence, the more user will improve purchasing decisions for the decisions process carried out. The respondent's justification that "I have never received an e-mail regarding enticing offers from Shopee" is what leads to this minimal influence. This claim is supported by the outcomes of various respondents' narrative responses to research questionnaires that they voluntarily completed.

According to the concept advanced by Ryan and Jones (2014: 21), the use of digital marketing is crucial given the growth of the corporate world and the rise in the number of target markets that depend on the daily exploration of digital technologies. Evaluate and buy consumed products and services. customer. The results of this study are consistent with a 2020 study by Gede Vishnu Saputra and I Gusti Agung Ketut Shri Ardani on the study "The Impact of Digital Marketing, Word of Mouth and Quality of Service on PT Purchase Decisions. Pegadaian (Persero)". I'm doing it.) Regional Office VII in Denpasar. A study by Gede Vishnu Saputra and I Gusti Agung Ketut Shri Ardani revealed that the influence of digital marketing on PT's buying choice was both favorable and significant. The usage of digital marketing can enhance purchasing decisions, according to Pegadaian (Persero) VII regional office in Denpasar.

This finding also aligns with a 2019 study by Glen Irwinto et al. Embedding Digital Marketing in JD.id Consumer Purchasing Decisions. The impact of adoption on purchasing decisions, in part or in combination with the media," and research shows that social media plays an important role. The role of influence on the decision-making process.

That brand awareness in e-commerce shopee on the Use of SPayLater affects purchasing decisions during the new normal period after the COVID-19 pandemic.

Based on the results of the tests carried out, the minimum value of the indicator used to measure the purchasing decisions variable is 1, while the maximum value obtained is 4 with an average of 1.6667 to 1.8081. Based on the results of the inner model test, the t-statistic value of the influence of purchasing decisions on attitudes is 1.005, smaller than the rule of thumb t-statistic of 1.96, and the p-value is 0.315 so that the test results show p-value (0.315) > level of significance ($\alpha = 0.05$) which means the first hypothesis (H2) is rejected.

Based on these results, hypothesis H2 is rejected, as brand awareness has no effect on purchasing decisions. This demonstrates that Brand Awareness does not influence purchasing decisions. However, according to the analysis, there are some indicators that do not have a positive and significant correlation with purchasing decisions.

This weak impact is attributed to the respondents' reasoning that "when they hear the word e-commerce/online shop, the first thing that pops up in consumers' minds is not only shoppers, but other e-commerce such as Tokopedia, Lazada, etc." It is due to online store". This statement is based on the results of the narrative responses of multiple respondents who willingly completed the research questionnaire. (Duriyanto, et al, 2004: 54) the theory put forward by potential purchasers' ability to be able to name or remember a brand that belongs to a certain product category. The decision to buy a product is heavily influenced by a consumer's capacity to recognize and recall a brand. The second hypothesis therefore contends that brand awareness among consumers has a large positive impact of 47.2% on consumer purchase decisions.

The results of this study examine "The Impact of Viral Marketing, Celebrity Endorsements, and Brand Awareness on Purchase Decisions at Geprek Bensu Manado," submitted by Monica Nggilu, Altje L. Tumbel, and Woran in 2019. consistent with studies that Findings that brand awareness partially positively and significantly influences purchase decisions of Geprek Bensu Manado. It is also consistent with the research that explored "Analysis of Brand Awareness, and Pricing (A Case Study of SME Products from SMECO Indonesia)." It said that brand awareness has a positive and significant impact in part on purchasing decisions at Smesco Indonesia.

That viral marketing in e-commerce shopee on the Use of spaylater affects purchasing decisions during the new normal period after the COVID-19 pandemic

Based on the results of the tests carried out, the minimum value of the indicator used to measure the viral marketing variable is 2, while the maximum value obtained is 5 with an average of 4.4141 to 4.6465. Based on the results of the inner model test, the t-statistic value of the influence of viral marketing on attitudes is 2.144, greater than the rule of thumb t-statistic of 1.96, and the p-value of 0.035 is obtained so that the test results show p-value (0.035) < level of significance ($\alpha = 0.05$).

From these results, it can be concluded that the hypothesis H3 is accepted where viral marketing has an effect on purchasing decisions. This shows that with a high attitude of viral marketing, the user will not run out of initiative in seeking more in-depth information from management regarding the decisions they take and seeking information that is as logical as possible in seeking user evidence. So that viral marketing is one of the determining factors in purchasing decisions.

This result is in line with the theory P. Kotler (2005) which states that viral marketing (contagious like a virus) is the internet version of word-of-mouth marketing word of mouth that drives consumers tell about the products and services developed by the company to people others online. In reality consumers tend to always do buying items that are going viral on social media. In other words, according to Schiffman and Kanuk, (2000) viral marketing affects purchase decision due to external factors and internal factors influence purchasing decisions.

This results of the research is also in line with research results Wiludjeng, (2013), Glennardo, (2016) and Asriani, (2017), each of which states that viral marketing has a significant effect on buying decisions. Results research from Asriani (2017) states that there is a strong enough influence between viral marketing and decisions purchase. Meanwhile Glennardo (2016) in his research stated that use of viral marketing for spread Social marketing is sufficiently successful to reach the community because it disseminates information quickly, will not really consider location or time, and can reduce overhead cost-expense.

From Wiludjeng (2013) in his research states that though overall implementation of viral marketing implemented can affect consumer buying decisions, PT "X" significant, but PT "X" must remain improve its services through dissemination of information about the product faster, and always updating interesting information and messages, design pictures or photos and improve facilities, by adding more advanced features.

5. Implication and Conclusion

The objective of this discussion was to assess the effects of using viral marketing and digital marketing in combination, and brand awareness on e-commerce shoppers' use of SPayLatter on purchasing decisions during the new normal period following the COVID-19 pandemic. According to the study's findings, the results can be drawn, which were dependent on the sampling of surveying and processing of the data utilizing the SmartPLS program outlined in the prior chapter: First, the use of commerce's of digital marketing has a profoundly beneficial impact on customers' use of SPayLatter when making purchases during the period that has become normal after the COVID-19 pandemic. Respondents' claims that I never received emails regarding enticing offers from Shopee are regarded to be the root of the weak influence. The first hypothesis (H1) is accepted since the computed Tvalue for the relationship between the digital marketing variable (X1) and the purchasing decision variable (Y) is (3.368), and the t-count value is higher than the t-table value (1.96).

Second, during new normal period following the COVID-19 pandemic, brand awareness on e-commerce shoppers has no significant positive effect on e-commerce shoppers' use of SPayLatter on purchasing decisions. The respondents' claims that other PayLater e-commerce, including Tokopedia, Lazada, and other online stores, as well as SPayLater, emerged in customers' minds when they heard the term "e-commerce" or "online shop" are believed to be the cause of the weak influence. The second hypothesis (H2) is rejected since the calculated T value for the brand awareness variable (X2) on the purchasing decision variable (Y) is (-0.173), the t-count value is smaller than the t-table value (1.96) and so on.

The use of viral marketing in e-commerce shopee had a significant positive effect on e-commerce shopee's use of SPayLatter on purchasing decisions during the new normal period following the COVID-19 pandemic. Respondents claiming that they had never got an email from Shopee with attractive deals are thought to be the cause of the low influence. The calculated T value for the viral marketing variable (X3) on the purchasing decision variable (Y) is (0.224), which means the t-count value is greater than the t-table value (1.96) and the first hypothesis (H3) is accepted.

Considering the details of these conclusions' findings, pay attention to how business participants in internet firms should focus more on the use of SpayLater and build their brand recognition since these elements have a significant impact on consumers' purchase decisions, according to the explanation of the outcomes of these conclusions.

From the results, that there is no effect on brand awareness on purchasing decisions using SPayLater. So that further research can use other variables that are thought to influence purchasing decisions such as brand image. In addition to the results that do not affect it, it illustrates that the extent to which SPayLater is known by Shopee users in making payment transactions is small. Can be used as a reference to further introduce the use of SPayLater to the general public and further enhance its security.

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