ANALYSIS OF THE EFFECT OF CUSTOMER BUYING INTENTION ON THE SELECTION OF THE NEW NORMAL KIT IN THE COVID-19 PANDEMIC
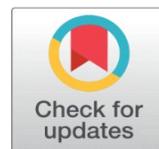
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ABSTRACT

This study aims to analyze the effect of Health benefit, Brand Quality, Brand Trust, and Price by mediating Perceived Value on Buying Intention. according to the requirements in the known population of 1.1 million people have visited, then based on Krejcie and Morgan table, the number of samples that must be required is 384 respondents. The data used in this study were 384 respondents. Results obtained from the Partial Least Square (PLS) approach for data analysis it is said that the Health Benefit variable has a significant effect on Perceived value, as well as Brand Quality, Brand Trust, Price variables which also have a significant effect on Perceived value. and then also has a significant effect on the perceived value variable on buying intention, as well as the health benefit variable with price which also has a significant effect on buying intention.

Keywords: Health Benefit, Brand Quality, Brand Trust, Price, Perceive Value, And Buying Intention

1. INTRODUCTION

In the last two decades, there have been outbreaks of diseases that infect human respiratory tract which can lead to death, so that it is seen as one of the serious dangers for global health. In 2002, the emergence of a viral disease named SARS-CoV had a very dangerous impact on global health. Then in 2012 the emergence of a viral disease named MERS-CoV which also greatly affects human health. In early December 2019, a case of pneumonia with unknown reasons appeared in Wuhan City, Hubei, in China. It was stated that a deadly virus called the Corona Virus or COVID-19 had emerged He and Harris (2020). COVID-19 causes infection in human respiration which causes shortness of breath which can lead to death. COVID-19 is spreading rapidly in such a manner that as of March 16, 2020, it is known that there have been 180,000 confirmed cases of COVID-19 worldwide, with more than 7000 deaths. This COVID-19 is spreading rapidly to all countries causing an increasing infection rate and also an increasing death rate. The outbreak of the COVID-19 virus has spread throughout the world and the State of Indonesia is also one of the countries affected by COVID-19. On March 19, 2020, it was stated that Indonesia had many patients infected with COVID-19 and also the percentage of deaths of COVID-19 patients in Indonesia was increasing.

Table 1 Number of Covid-19 Cases in Asian Countries 2020				
Country	Total Confirmed case	Total New Case	Total Death	Total New Death
South East-Asia Region				
Thailand	2518	45	35	2
India	7447	1035	239	40
Indonesia	3512	0	306	0
Srilanka	197	7	7	0
Bangladesh	424	94	27	6
Maldives	19	0	0	0
Myanmar	28	1	3	0
Nepal	9	0	0	0
Bhutan	5	0	0	0
Timor-Leste	2	1	0	0
Subtotal	14161	1183	617	48

Source : (Kompas.com 2020) Indonesia

In preventing the transmission of the COVID-19 virus, the Government has also implemented healthy living and health protocols that must be adhered to by the community in order to reduce the percentage of the risk of contracting the COVID-19 virus in their daily lives and activities. The government urges the public to always wash their hands, use the New Normal Kit such as hand sanitizers, masks, and do social distancing. This is a Health Protocol that must be adhered to by the Indonesian people in order to prevent the possibility of spreading the COVID-19 virus Spinelli and Pellino (2020). because it is the community's obligation to always maintain cleanliness and wear masks and New Normal Kit equipment, this causes the level of public demand for masks and other health equipment to increase. To meet the needs of public health, there are so many New Normal Kits that have their own brands that can meet the needs of the community in undergoing health protocols. The use of the New Normal Kit during the COVID-19 pandemic has triggered an increasing number of New Normal Kit products with different brands. So that the community can make decisions in choosing the health equipment they want to meet their health needs in undergoing health protocols.

2. LITERATURE REVIEW

Health Benefit on Perceived Value

Han and Hwang (2013) stated that the effect of Health Benefit on Perceived Value has a result that states it has a significant effect. This statement is also supported by Chen and Hu (2010). which also has research results showing that Health Benefit has a significant effect on Perceived value. Research conducted by Konuk (2018). The statement states that Health benefits can make consumers feel that they are getting more benefits.

H1: Health Benefit has a significant positive effect on Perceived value

Brand Quality with Perceived Value

Chen and Chen (2010) states that the level of profit received by consumers is significantly influenced by brand quality. This statement is also supported by Dewi (2020) with the results of his research which states that quality has a significant

effect on perceived value. The research conducted Coelho et al. (2020), states that quality has a significant effect on the benefits received by consumers.

H2: Brand Quality has a significant positive effect on Perceived value

Brand Trust with Perceived Value

Ruan et al. (2020) stated that the influence of Brand trust on Perceived Value has results which state that it has a significant effect. This statement is also supported by Choi and Lee (2019), who also have research results showing that trust has a significant effect on Perceived value. The research conducted by Chae et al. (2020), states that consumer trust in a brand creates a value that is accepted by consumers.

H3: Brand Trust has a significant positive effect on Perceived value

Price with Perceived Value

Pandey et al. (2020) said that the relationship between Price and Perceived Value had a result which stated that it had a significant effect. This statement is also supported by García-Acebrón et al. (2010) which also has research results showing that the price of a product has a significant effect on the perceived value received by consumers. The research conducted by Ali and Bhasin (2019) states that the right price can make consumers feel that they get more benefits.

H4: Price has a significant positive effect on Perceived value

Perceived Value to Buying Intention

García-Acebrón et al. (2010)states that the value received by consumers has a significant effect on consumers' purchase intentions. This statement is also supported by Ali and Bhasin (2019) who also have research results showing that Perceived Value has a significant effect on Buying Intention. The research conducted by Pandey et al. (2020) states that the benefits received by consumers will be a factor that influences their purchase intentions.

H5: Perceived Value has a significant positive effect on Buying Intention

Health Benefit with Buying Intention

Huang et al. (2020) stated that the health benefits perceived by consumers had an effect on purchase intentions. This statement is also supported by Tudoran et al. (2009) which also has research results showing that Health benefits have a significant effect on Buying Intention. The research conducted by Bower et al. (2003) states that Health Benefit is one of the factors that influence consumer buying intentions.

H6: Health Benefit has a significant positive effect on Buying Intention

Price with Buying Intention

Alford and Biswas (2002) stated that the influence of Price on Buying Intention has a result which states that it has a significant effect. This statement is also supported by Lien et al. (2015) which also has research results showing that Price has a significant effect on Buying Intention. The research conducted by Katt and Meixner (2020) states that price is one of the factors that significantly influences consumers' purchase intentions.

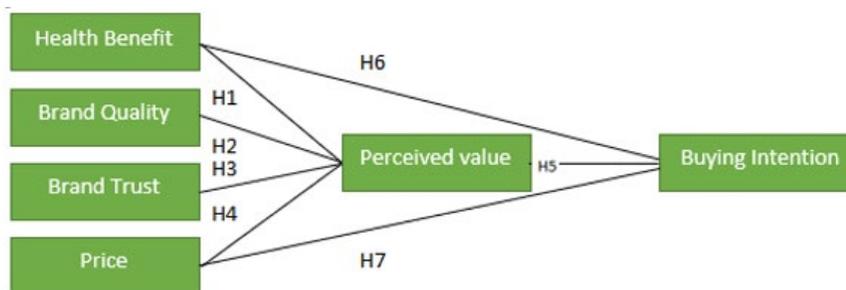H7: Price has a significant positive effect on Buying Intention

Figure 1 Effect of Health Benefit, Brand Quality, Brand trust, Price, and Perceived value on Buying Intention

3. RESEARCH METHODS

This research methodology uses sample data collection techniques carried out through surveys by utilizing digital in the form of questionnaires distributed online to get responses from respondents who are residents of Batam City, totaling 1.1 million people, which is then based on Krejcie and Morgan table, the number of samples or respondents who must be accepted as many as 384 respondents. Then the data generated from 384 respondents was processed through a partial Least Square (PLS) approach for data analysis. The object taken in the survey is the New Normal Kit with the brands of Dettol, Nuvo, Sensi, Antis and Grace. In an effective data collection process, namely through the distribution of questionnaires to respondents to find out the response of the target respondents to find data regarding the New Normal Kit chosen by the Batam City Community during the Covid-19 Pandemic.

4. RESULT AND DISCUSSION

The demographic data below are obtained from the results of distributing online questionnaires to 384 respondents from the Batam City community through the distribution of online links.

Table 2 Characteristic of Respondent		
Variable	**Amount**	**Percent**
Gender		
Male	208	54,2
Female	176	45,8
Age		
17-25 Years	347	90,4
26-35 Years	27	7
Education		
High School	311	81
Bachelor's degree	65	16,9
Master's degree	6	1,6
Doctor's degree	2	0,5
Income per Month		
Below Rp. 4,000,000	102	26,6
Rp. 4,000,000 - Rp. 6,000,000	236	61,4
Rp. 6,500,000 - Rp. 8,500,000	36	9,4
Above Rp. 8,500,000	10	2,6

Favorite New Normal Kit Brand		
Nuvo	123	32
Sensi	125	32,6
Dettol	95	24,7
Grace	41	10,7

Source: Primary Data Processed (2022)

Based on the results of the data collected, the conclusions from the results of the table above are as follows:

1) The result of the majority of Male respondent were 208 respondent (54.2%).
2) The result of the majority of respondent aged 17 – 25 Years were 347 respondent (90.4 %).
3) The result of the majority of high school education respondent were 311 respondent (81%).
4) The result of the majority of respondent who earn Rp. 4.000.000 – Rp. 6.000.000 per month were 236 respondent (61.4%).
5) The result of the majority of Sensi that was respondent favorite New Normal Kit Brand were 125 respondent (32.6%).

The number of questions distributed through questionnaires is data obtained from previous research, all variables have 4 questions Sumi and Kabir (2018), Because there are 6 variables, a total of 24 questions are formed Jalilvand et al. (2011).

5. CMB TEST (COMMON METHOD BIASES)

From the analysis of the SPSS 24.0 program, the result of the variance value is 46% which means the result is less than 50%, it means that there is no common method bias in this research.

6. VALIDITY AND RELIABILITY TEST

in testing the data in this study using the PLS system which can test the validity and reliability data which can be determined from the outer loading value of each indicator whose value exceeds 0.6. then validity can also be determined through the value of Average Variance Extracted (AVE) which must show the value of each variable that exceeds 0.5. then the results will be declared significant if the results of the processed data show a t-statistic value more than 1.96 or a P-value below 0.05.

Table 3 Summary of Validity Test Result			
Variable	Indicator	Loadings	AVE
Buying Intention	BI1	0.716	0.691
	BI2	0.927	
	BI3	0.750	
	BI4	0.910	
Brand Quality	BQ1	0.743	0.549
	BQ2	0.898	
	BQ3	0.857	

	BQ4	0.321	
Brand Trust	BT1	0.915	0.634
	BT2	0.829	
	BT3	0.911	
	BT4	0.424	
Health Benefit	HB1	0.853	0.670
	HB2	0.751	
	HB3	0.838	
	HB4	0.827	
Price	P1	0.870	0.697
	P2	0.797	
	P3	0.893	
	P4	0.774	
Perceived Value	PV1	0.874	0.695
	PV2	0.753	
	PV3	0.822	
	PV4	0.880	

Source: Primary Data Processed (2022)

In the Cronbach's Alpha test if the test results show a value above 0.05 then the data can be declared reliable and if Composite Reliability shows results that have a value that exceeds 0.7, then the data table can be declared reliable.

Table 4 Reliability Test Result

Variable	Composite Reliability	Cronbach's Alpha
Brand Quality	0.815	0.701
Brand Trust	0.866	0.788
Buying Intention	0.898	0.847
Health Benefit	0.890	0.835
Perceived Value	0.901	0.853
Price	0.902	0.854

Source: Primary Data Processed (2022)

based on the results above, shows the results of reliability and can it is said that all questions have a composite reliability above 0.7 so that declared reliable.

7. INNER MODEL TEST (STRUCTURAL MODEL)

Path Coefficient Test

A relationship can be said to be significant with a significance level of 5%, if it has P-values below 0.05 or T-statistics more than 1.96. This test uses the path coefficient test and specific indirect effects.

Table 5 Summary of Path Coefficients Test Result

Variable	T-Statistic	P-Value	Explanation
Brand Quality-> Percevied Value	2.814	0.006	Significant
Brand Trust-> Perceived Value	2.389	0.002	Significant
Health Benefit-> Buying Intention	2.896	0.004	Significant
Health Benefit-> Perceived Value	13.664	0.000	Significant
Perceived Value-> Buying Intention	6.518	0.000	Significant
Price-> Buying Intention	5.353	0.000	Significant

Price-> Perceived Value	2.611	0.009	Significant

Source: Primary Data Processed (2022)

Hypothesis 1

H1 : Health Benefit Affects Perceived Value

The results of the direct influence test in the table above show the Health Benefit variable The Perceived Value has a significant effect as seen from the tstatistics value of 13.664 and with a P-Value of 0.000. The results of this test are in line with research from Chen and Hu (2010) and Han and Hwang (2013).

Hypothesis 2

H2 : Brand Quality Affects Perceived Value

The results of the direct influence test in the table above show the Brand Quality variable The Perceived Value has a significant effect as seen from the tstatistics value of 2.814 and with a P-Value of 0.006. The results of this test are in line with research from Chen and Hu (2010) and Coelho et al. (2020).

Hypothesis 3

H3 : Brand Trust Affects Perceived Value

The results of the direct influence test in the table above show the Brand Trust variable The Perceived Value has a significant effect as seen from the tstatistics value of 2.389 and with a P-Value of 0.002. The results of this test are in line with research from Chae et al. (2020) and Ruan et al. (2020).

Hypothesis 4

H4 : Price Affects Perceived Value

The results of the direct influence test in the table above show the Price variable The Perceived Value has a significant effect as seen from the tstatistics value of 2.611 and with a P-Value of 0.009. The results of this test are in line with research from Pandey et al. (2020) and García-Acebrón et al. (2010).

Hypothesis 5

H5 : Perceived Value Affects Buying Intention

The results of the direct influence test in the table above show the Perceived Value variable The Buying Intention has a significant effect as seen from the tstatistics value of 6.518 and with a P-Value of 0.000. The results of this test are in line with research from Pham et al. (2018) and Jalilvand et al. (2011).

Hypothesis 6

H6 : Health Benefit Affects Buying Intention

The results of the direct influence test in the table above show the Health Benefit variable The Buying Intention has a significant effect as seen from the tstatistics value of 2.896 and with a P-Value of 0.004. The results of this test are in line with research from Jalilvand et al. (2011) and Tudoran et al. (2009).

Hypothesis 7

H7 : Price Affects Buying Intention

The results of the direct influence test in the table above show the Price variable The Buying Intention has a significant effect as seen from the tstatistics value of 5.353 and with a P-Value of 0.000. The results of this test are in line with research from Sumi and Kabir (2018) and Calvo-Porral and Lévy-Mangin (2017).

Table 6 Indirect Effect Test Result

Variable	T-Statistic	P-Value	Explanation
Brand Quality-> Buying Intention	1.485	0.138	Not Significant
Brand Trust-> Buying Intention	1.256	0.210	Not Significant
Health Benefit-> Buying Intention	5.020	0.000	Significant
Price-> Buying Intention	2.589	0.010	Significant

Source: Primary Data Processed (2022)

This test shows that the Brand Quality variable has an indirect effect on Buying Intention showing a t-statistic value of 1.485 and a p-value of 0.138, so it can be stated that it has no significant effect on advertising, as well as the brand trust variable that has an indirect effect on buying intention. which shows the results of the t-statistic value of 1.256 and also the p-value of 0.210 which can be stated to have no significant effect. However, the Health benefit variable that indirectly affects Buying Intention shows the results of a t-statistic value of 5.020 and a p-value of 0.000 which can be stated that the two variables have a significant effect, as well as the price variable which has an indirect effect on Buying. Intention which shows the results of the T-statistic value of 2.589 and the p-value of 0.010 which can be stated that the two variables have a significant effect.

8. R SQUARE TEST

This test has the aim of testing the relationship between independent variable, mediating variable and dependent variable. Seen in the Table 7 results from each variable.

Table 7 R Aquare Adjusted

Variable	R Square Adjusted
Buying Intention	0.946
Perceived Value	0.984

Source: Primary Data Processed (2022)

9. QUALITY INDEX TEST

In the Gof test can find out the quality of a good index Using the formula GoF = Common x R2, where Common is the average of AVE(community) and R2 is the average of R square, then the calculation of GoF test = 0.656 x 0.965 produces 0.63304 (> 0.36), so it is stated that this research model belongs to the large outcome group (GoF Large) Hair et al. (2020).

10. CONCLUSIONS

The purpose of this research is to have an understanding of the buying intention of a New Normal Kit brand during the COVID-19 pandemic. The conclusion

in this study states that Health Benefit has a significant effect on Perceived Value, Brand Quality has a significant effect on Perceived Value, Bran Trust has a significant effect on Perceived Value, Price has a significant effect on Perceived Value, then Perceived Value also has a significant effect on Buying Intention, Health Benefit also has a significant effect on Buying Intention and so does Price which also has a significant effect on Buying Intent. it can be concluded that health benefits can affect the value of benefits received by consumers, as well as quality, trustworthiness and price, then also perceived value that can affect consumers' purchase intentions as well as health benefits and prices received by consumers can also affect their purchase intentions. The limitations of this study are that it only uses a limited object, and also hopes that subsequent observations can consider questions that do not valid not to be used in further research but can be add variable questions - certain variables in order to be able to strengthen a variable. then it is also recommended that in the next research it can add a sample of the New Normal Kit brand which will be studied and can also add the trust variable as an intervening variable which then affects the dependent variable Buying Intention.

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