INTERACTION OF EXPERIENTIAL & BUZZ MARKETING, MASLOW NEEDS THEORY TO CONSUMER PURCHASE INTENTION JD.ID DURING PANDEMIC COVID-19.

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Abstract

The impact of the Covid-19 pandemic, one of which is the decline in social welfare which directly affects people's purchasing power. Every effort has been made so that the economy can bounce back, so far it is in a condition that tends to increase and the economy is starting to rise. This situation benefits all parties, including e-commerce business players in Indonesia, there are six e-commerce displays that have been able to survive the Covid-19 pandemic, one of which is JD.ID. Currently, JD.ID's business development is still far behind compared to Shopee, Tokopedia and Bukalapak. Therefore, this study was conducted to see the magnitude of the predicted interaction formed from experiential marketing, buzz marketing, fulfillment of needs based on Maslow's theory of people's buying interest in JD.ID E-Commerce. In the study there were 72 samples who were domiciled in West Java. Quantitative analysis is processed using Partial Least Square (PLS) tools. The results of the study state that buzz marketing has a significant effect on consumer purchase intention. Then Exp. Marketing has a significant effect on buzz marketing,

this indicates that the better a person's shopping experience will be, it will have an effect on increasing engagement with JD.ID. Next Exp. Marketing has no significant effect on Con. Purchase Intention Then Maslow's Hierarchy has no significant effect on Buzz Marketing, this indicates that a person's need for something cannot influence a person or individual to suggest or provide information about the JD.ID application to other individuals. And finally, Maslow's Hierarchy has a significant effect on Con. Purchase Intentions.

Keywords: experiential marketing, Buzz Marketing, Maslow's Theory of Needs, Consumer Buying Interest, JD.ID

Introduction

The COVID-19 pandemic has an impact on health & economic conditions in the world. Pandemic indirectly provides extraordinary challenges that have never been imagined before. In Indonesia, COVID-19 has infected more than 1.3 million people since the first case was announced in March 2020, and at least 35,000 people have died from exposure to Covid-19. The government does not remain silent in responding to this, all efforts to inhibit the spread of the COVID-19 virus have been deployed, but unfortunately these efforts have an impact on hampering economic activities, and their impact on the level of social welfare of the community is decreasing. After achieving poverty reduction in recent years (before the COVID-19 Pandemic), the poverty rate has increased again after the COVID-19 pandemic. This social welfare has an impact on the ability and purchasing power of the people. In the long term, economic growth will weaken and a crisis could occur. To anticipate this, the government issued many policies and solutions to stimulate economic growth in Indonesia. This effort is considered to produce positive results, slowly the economy began to rise. This benefit is also felt by e-commerce business actors in Indonesia, there are more than 10 E-commerce in Indonesia whose business performance is slowly starting to increase. Here's a look at 6 e-commerce that can survive the Covid-19 pandemic[1, 2].

Figure 1. E-Commerce that is able to survive in the conditions of the Covid-19 Pandemic.
Source: Survey [3]

If you look at the picture above, JD.ID is included in the top 6 e-commerce that is able to survive during the pandemic, but the usage is only 13%. When compared with blibli.com, the difference is only 1%. However, when compared to Shopee, JD.ID is far behind. This is also evidenced by the results of a survey conducted by Markplus, obtained the following information.

Figure 2. Top of Mind E-Commerce in Indonesia
Source: Survey [3]

Based on the description above, it is concluded that, there are only 1% of consumers who are able to remember JD.ID before deciding to access the e-commerce portal. The information in the data above is correlated with the level of monthly web visitors, ranking gains in both the Appstore and Playstore, as well as the level of Net Revenue obtained by JD.ID. This is presented in the following picture[4-6].

Indonesia's business competitive map of e-commerce based on platform's traffic / iPrice

Figure 3. Ranking of E-Commerce based on Website Visits
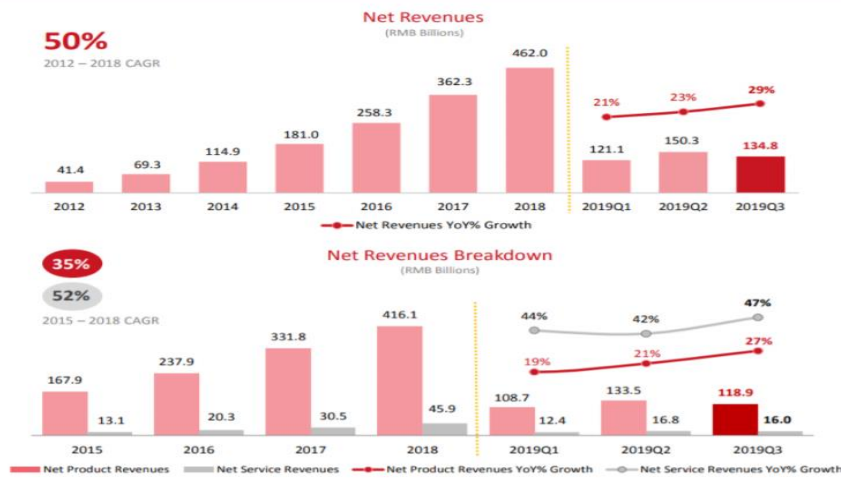Source: [7]

Figure 4. JD.ID Growth Momentum

In Figure 4, data on net revenue from JD.ID is presented starting in 2012 until 2019 the 3rd quarter. The peak of JD.ID's Net Revenue growth was in 2018, but since 2019 Q1 until now JD.ID's performance is difficult to return to its former glory. There are many factors that influence consumers' desire to transact online through e-commerce. One of the factors is the existence of a good impression based on experiences that have been felt or heard. Schmitt (in SWA: 2001) has a unique concept related to experiential marketing. This concept explains that unique and memorable experiences need to be presented, this aims to gain and maintain loyalty from consumers. Of the dozens of e-commerce in Indonesia, JD.ID is an example of *e-commerce* that focuses on building a positive customer experience. This is evidenced by creating various special programs to pamper consumers, namely through the programs *Hooray Payday*, *Sharebuy*, *Super Employee Day*, *Instagram Daily App Deals*, and *Office and Home Happy Hour*. Positive experiences that are felt, or heard from closest relatives can affect a person's interest in trying or seeking more information about the company. This is in line with research by [8] which states that experiential marketing has a significant influence on buying interest. However, to form consumer buying interest is not only based on experiential marketing, according to [9, 10] personal communication channels in the form of word of mouth can be an effective promotion method because they are generally delivered from consumers by consumers, so that satisfied consumers or customers can become an advertising medium for the company. One technique to create word of mouth is buzz marketing. This is in line with the results of [11] that significantly Buzz Marketing has a positive and significant effect on Buying Interest. On the other hand, the ability to provide every level of need (physiological needs, security, social, esteem, and self-actualization) becomes important to note, by paying attention to how to meet these needs whether they are obtained from one-way transactions, meaning that all needs can be purchased only by using a one-way transaction. access only one portal. If one e-commerce can provide all the needs at each level, it is certain that consumer interest in e-commerce will be greater than competitors. Based on the explanation above, the researcher is interested to see how the interaction that will be formed from the use of experiential marketing, buzz marketing and fulfillment of needs based on Maslow's hierarchy to the formation of consumer buying interest from JD.ID e-commerce in the city of Bandung.

**Literature Review,
Experiential Marketing**

According to [2] *experiential marketing* is a customer's acknowledgment of the purchase of goods or services with a good impression of a company or brand after the customer performs activities and gets stimulation. [12] argues, in *experiential marketing*, companies are not only oriented to features and benefits but also prioritize customer emotions by providing facilities that can provide experiences for customers so that achieved *memorable experience* is that makes customers repeat their experiences and even want to spend more money. to enjoy new experiences using other facilities offered by the company.

Buzz Marketing

According to [3, 9] buzz marketing is generating interest, creating publicity and expressing new relevant information related to brands through unexpected or even surprising means.

Maslow's Hierarchy

According to [7] every human being is an integral, distinctive, and organized overall personality, which shows that human existence has the freedom to choose actions, determine their own destiny or form of existence, and is responsible for their choices and existence. . According to Maslow, human needs are arranged in a hierarchy. It is called a hierarchy because humans fulfill their needs in stages. Humans will try to fulfill one level of need first. After the first level is fulfilled, humans will try to fulfill the needs at the next level. Indicators of work motivation according to Abraham Maslow in[13] physiological needs, the need for security, love and belonging needs, self-esteem needs, and self-actualization.

Buying Interest Buying

interest is the stage where consumers form their choices among several brands that are incorporated into a choice. Furthermore, it can make a choice on the most preferred alternative or the process that consumers go through to buy goods or services based on various considerations. Furthermore, it is explained that buying interest is a sense of consumer interest in a product (goods or service) which is influenced by attitudes outside the consumer and within the consumer himself. While buying interest according to[9, 14] is how likely consumers are to buy a brand and service or how likely consumers are to move from one brand to another. If the benefits are greater than the sacrifice to get it, the impulse to buy is higher.

Materials and Methods,

Quantitative analysis in this study uses an analytical approach of *Partial Least-Square Equation Modeling.* Partial-Least Squares Structural Equation Modeling (PLS-SEM) is a nonparametric method that does not require distribution assumptions from the data. PLS-SEM can be used on data that are not normally distributed because the PLS algorithm transforms abnormal data through the central limit theorem (Hair, et. al., 2017). In other words, PLS-SEM can be used on data with small sample sizes. In general,[7] PLS-SEM has a statistical power level and shows higher convergence than CB-SEM. In this study they obtained as many as 72 respondents, with the criteria of consumers who have used the services of Garuda Indonesia Airlines, with domicile spread in West Java and surrounding areas. The technique of distributing questionnaires uses snowball sampling and on this occasion we use online questionnaires using google form[2, 15, 16].

Results and Discussions,   *Table 1*

Respondent by Gender

GENDER	TOTAL	PERCENTAGE
male	24	24%
female	48	48%
Total	72 people	72%

In the table of respondents' gender characteristics, there are 24 male respondents with a percentage of 24% and female respondents as many as 48 people with a percentage of 48%.

Table 2

Respondent by Age

Age	Total	Percentage
<16 year	3	3%
16-21 Year	47	47%
22-27 year	22	22%
total	72 people	72%

Table 3

Respondent by job

Job	Number	Percentage
Private Employees	5	5%
Self	3	3%
Teacher	1	1%
Student/Students	63	63%
Total	72	72%

Source : Data processed by the author (2021)

In the table of age characteristics respondents above, that respondents aged less than 16 years as many as 3 people with a percentage of 3%, respondents aged between 16-21 years as many as 47 people with a percentage of 47%, and respondents aged 22-27 years as many as 22 people with a percentage of 22%.

In the table of respondents the job characteristics of the respondents above, respondents with jobs as private employees are five people with a percentage of 5%, Entrepreneurs are three people with a percentage of 5%, one person is a teacher with a percentage of 1%.

Table 4

Respondent base on income

Monthly Income	total	Percentage
Rp 500,000- Rp 1,000,000	46	5%
Rp 1,000,000- Rp 1,500,000	5	3%
Rp 1,500,000- Rp 2,000,000	1	1%
More than Rp 2,000,000	20	63%
Total	72 people	72%

Based on the income characteristics of the respondents in the table above, the characteristics of respondents with monthly income between Rp. 500,000 – Rp. 2,000,000 are 46 people with a percentage of 46%, respondents with monthly income between Rp. 1,000,000 – Rp. 1,500,000 are 5 people. with a percentage of 5%, respondents with a monthly income between Rp. 1,500,000 – Rp. 2,000,000 as

many as 1 person with a percentage of 1%, and respondents with a monthly income of more than Rp. 2,000,000 as many as 20 people with a percentage of 20%.

Results of Verification Analysis of PLS Model Specifications

According to [17] in processing data using the Partial Least Square (PLS) method, two stages of testing are needed, this aims to assess the suitability of the research model. The tests are: External model and Internal model. below there is a model (external model)
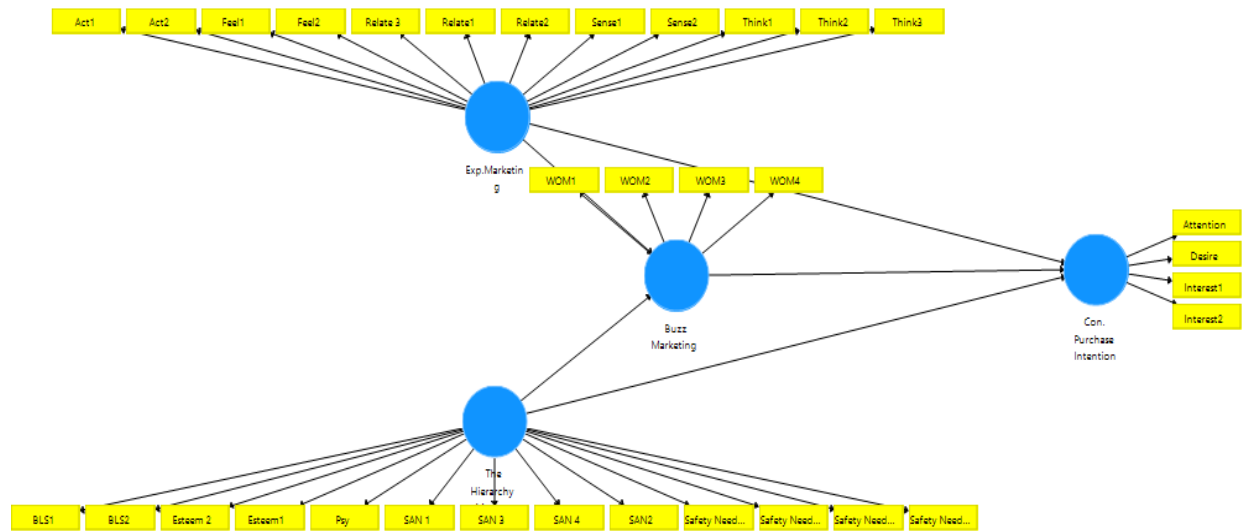

Figure 5 Measurement Model Estimation Results
Source: Data processed with Smart PLS 3.0

Testing the Measurement Model (Outer Model)
This test includes testing of Convergent Validity, Discriminant Validity and Composite Reliability
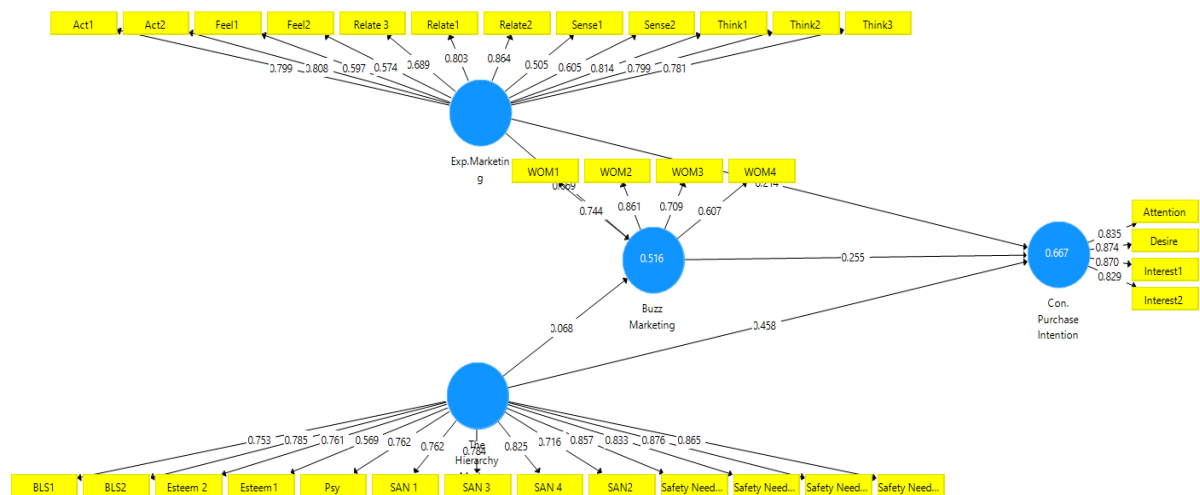

Figure 6. Estimated Measurement Model
Source: Data processed with Smart PLS 3.0

Convergent validity is made by looking at the value of each loading factor -each indicator to its construct. Referring to [18, 19] indicators with values below 0.6 must be excluded in the model. In this study, there are four indicators that have value *loading factor* below 0.6, so these indicators must be excluded from the model, the four indicators are: Feel1, Feel2, Sense1, and Esteem1. So there is a value *loading factor* for each variable as follows:

Table 5

Loading Factor Value

Konstruk	indikator	R.Hitung	Validates
Exp. Marketing	Act1	0.799	Valid
	Act 2	O.808	Valid
	Relate 1	0.803	Valid
	Relate 2	.804	Valid
	Relate 2	.689	Valid
	Sense 2	.605	Valid
	Thank 1	.814	Valid
	Thank 2	.799	Valid
	Thank 3	.781	Valid
Buzz Marketing	Wom1	.744	Valid
	Wom2	.861	Valid
	Wom3	.709	Valid
	Wom4	.607	Valid
Hierarchy	BLS1	.753	Valid
	BLS2	.785	Valid
	Edteem2	.761	Valid
	Psy	762	Valid
	SAN 1	.762	Valid
	SAN 4	.784	Valid
	SAN 3	.825	Valid
	SAN 2	.726	Valid
	Safety Need	.857	Valid
	Safety Need	.833	Valid
	Safety Need	.876	Valid
	Safety Need	,865	Valid

Source: Data processed with Smart PLS 3.0 (2021)

Next, discriminant validity is carried out. Discriminant validity test aims to ensure that each concept of each variable has a difference when compared to other variables. The following are the results of the discriminant validity test.

Table 6

Results of discriminate validity

	Buzz Marketing	Con. Con. Purchase intention	The hierarchy Maslow
The hierarchy Maslow	0.545	0.750	0.784
Exp.marketing	o.717	0.724	
Con. Purchase intention	0.659	0.852	
Buzz marketing	0.736		

Based on the table above, it is stated that the loading factor value in all indicators has a greater value than the loading factor for the other constructs. It can be defined that the model has met the criteria for discriminant validity. Next, look at the reliability of the construct in the study.

Construct Reliability Test Results

In the table below, it is shown that the c*ronbach's alpha value of* each construct exceeds 0.7, the composite reliability value exceeds 0.7 and the Average Variance Extracted value of each construct exceeds 0.5 so that it can be concluded that all constructs have reached the reliability criteria.

Table 7

Contraction of Reliability and validity

	Cronbachs Alpha	Rho-A	Composite Reliability	Average variance Extracted (AVE)
Buzz hierarchy maslow	0.714	0.748	0.823	0.542
Exp.marketing	o.874	0.874	0.914	0.726
Con. Purchase intention	0.916	0.923	0.930	0.531
Buzz marketing	0.947	0.952	0.954	0.615

After the above steps, there is a test of the Structural Model or the inner model. Based on the opinion of [20] the value of R Square on each endogenous variable is declared to be the predictive potential of the listed structural model. R Square has a value of 0.75 ; 0.50 and 0.25, so that the strong, normal, and weak models can be defined.

Table 8

Nilai R Square

	R Square	R Square
Buzz Marketing	0.516	0.502
Con. Purchase intention	0776	0.652

R square with 0.516 tells the amount of contribution given by the Experiential Marketing variable, Maslow's Hierarchy of Needs Theory to the Buzz Marketing variable, which is 51.6%

R Square with 0.667 tells the large contribution given by the Experiential variable, Buzz Marketing, Maslow's Hierarchy of Needs Theory to Con. Purchase Intention of 66.7%

Table 9

F Square Value

	Buzz marketing	Con. Purchase intention	Exp. Marketing	The hierarchy Maslow
Buzz marketing		0.095		
Con. Purchase intention				
Exp. Marketing	0.454	0.047		
The hierarchy maslow	0.005	0.307		

Source: Data processed with Smart PLS 3.0

Based on the table, the F square value of the Buzz Marketing variable on Con. Purchase Intention is 0.095, which means that the number belongs to a very small category, while the F square value of the Exp variable. Marketing to Buzz Marketing is 0.454, meaning that this number belongs to the category that has a large influence, the value of F square Exp. Marketing against Con. Purchase Intention is 0.047, this figure belongs to a small category. The results of the calculation of the value of Maslow's Hierarchy F square for Buzz Marketing 0.005 are included in the small category. The results of the calculation of the value of f square The Hierarchy Maslow Against Con. Purchase Intention is 0.307 this value is included in the middle category. After the measurement of the value of F square, continued with the measurement of Q2. The model Q2 value of 0.02 indicates that the model has weak relevance, the model Q2 value of 0.15 indicates that the model has moderate predictive relevance and the model Q2 value of 0.35 indicates the model has strong predictive relevance. The calculation is obtained if the value of Q2 is 0.686. This value tells the model of strong relevance. The next step is GoF measurement. The GoF value is said to be small if 0.1, the GoF value is said to be medium if it is 0.25, and GoF is said to be large if it is worth 0.38. Based on the calculations, it was found that this study has a GoF value of 0.715, therefore those who have a large GoF and are declared to meet the criteria, deserve to be continued in the research hypothesis testing step [5, 15, 21]. The results of the model fit test, the calculation of the value of R Square, f square Q square tell that the PLS model has been built can be used to test hypotheses in research. The hypothesis used for this test is:

H1: Exp. Marketing has a significant effect on the spread of Buzz Marketing

H2: The Hierarchy Maslow has a significant effect on the spread of Buzz Marketing

H3: Buzz Marketing has a significant effect on the formation of Consumer Purchase Intention

H4: Exp. Marketing has a significant effect on the formation of Consumer Purchase Intentions

H5: The Hierarchy has a significant effect on the formation of Consumer Purchase Intentions
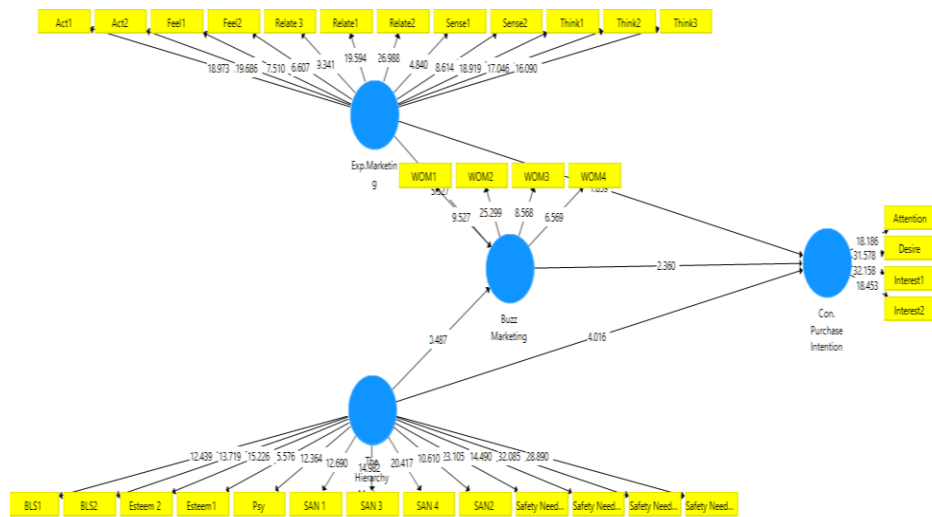
Figure 7. Significance Test Results

The complete significance test results can be seen in the following table:

Table 10

Results Model Estimation

	Original Sample (0)	Sample mean	Standard Deviation (Std)	T statistics (0/Stdev)	P Values
Buzz Marketing => con. Purchase INTENTION	0.255	0.246	0.108	2.360	0.019
EXP. Marketing => Buzz marketing	0.699	0.677	0.121	5.527	0.000
EXP. Marketing => Con. Purchase INTENTION	0.214	0.220	0.115	1.859	0.064
The hierarchy maslow => Buzz Marketing	0.068	0.063	0.139	0.487	0.627
The hierarchy => con. Purchase intention	0.458	0.464	0.144	4.016	0.000

Source: Data processed with Smart PLS 3.0 (2021)

Based on the table above, several results were obtained, including; The p value of the Buzz Marketing variable is Con. Purchase Intention is 0.019 with a T statistic of 2.360 and the original sample has a positive sign. Due to the significant value

obtained <0.05 and the T statistic value > 1.75, the hypothesis is accepted and it can be concluded from this value that Buzz Marketing has a significant influence on the Con variable. Purchase Intentions. Then the value of p value Exp. Marketing to Buzz Marketing is 0.000 with a T statistic of 5.527 and the Original sample has a positive sign, this is because the significant value obtained is < 0.05 and the T statistic value is < 1.75. Then the hypothesis is rejected and it can be concluded that the Exp variable. Marketing does not have a significant impact on the Purchase Intention variable. Furthermore, The Hierarchy Maslow's p value for Buzz Marketing is 0.625 and the Original sample has a positive sign, this is because the significant value obtained is < 0.05 and the T statistic value is < 1.75. Then the hypothesis is rejected and it can be concluded that The Hierarchy Maslow variable has no significant effect on the Buzz Marketing variable. And the p value of The Hierarchy Maslow against Con. Purchase Intention is 0.000 and the original sample has a positive value. This is because the significant value obtained is <0.05 and the T statistic value is > 1.75. Then the hypothesis is declared accepted and it can be concluded that The Hierarchy Maslo variable has a significant effect on the Con variable. Purchase Intentions.

T a b l e 1 1

Summary of Hypothesis Testing Results

No	Hypothesis	T Statistics	P value	Conclusion
1	Buzz Marketing has a significance effect on con. Purchase intention	2.360	0.019	H1 Accepted
2	Exp. Marketing has a significance effect on buss marketing	5.527	0.000	H2 Accepted
3	Exp. Marketing has a significance effect on con. Purchase intention	1.859	0.064	H3 Accepted
4	The hierarchy Maslow has a significance effect on buss marketing	0.487	0.627	H4 Accepted
5	The hierarchy Maslow has a significance effect on con. Purchase intention	4.016	0.000	H5 Accepted

Source: Data processed with Smart PLS 3.0 (2021)

Conclusion

Based on the results of the study, it was concluded that buzz marketing had a significant effect on con. Purchase Intention: a significant relationship can mean that when Buzz Marketing increases it will have an impact on increasing the company's activities to meet its operational needs, this can mean that buzz marketing can have an impact in the form of an increase in the number of users and transactions made on the JD.ID platform, of course this will make the company improve its services and operational needs to meet the company's operational services in order to increase the number of users and customer satisfaction in shopping on the JD.ID platform. Then Exp. Marketing has a significant influence on buzz marketing, this can indicate that the better a person's experience in shopping will be in increasing engagement or business sales through word of mouth, where good reviews about the JD.ID platform can be spread by word of mouth and can enhance and convince people to transact within the same e-commerce platform. Next Exp. Marketing does not have a significant effect on Con. Purchase Intention is an insignificant relationship, it can be interpreted that there is no influence from the marketing strategy carried out by the JD.ID company that will directly or significantly affect the company in improving operational and service fulfillment. Maslow's theory has no significant effect on Buzz

Marketing, this indicates that a person's need for something cannot influence a person or individual to suggest or provide information about the JD.DI application to other individuals. And the last The Hierarchy Maslow has a significant influence on Con. Purchase Intention, this can mean that someone's need for something can be a market opportunity that is quite calculated and of course this will be utilized by the JD.ID company to improve services and meet the company's operational needs.

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