Analysis of Factors Influence Micro Enterprises Online Purchase Intention on Social Media Agency Services with Mediation of Attitude towards Social Media in Kabupaten Tangerang During Covid-19 Pandemic

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Abstract. Begin with the Covid-19 as digital accelerator brings people to access social media daily, social media agency come as a solution to help micro business to survive on the pandemic era. Therefore, the social media agency is facing a hypercompetitive situation and need to know the factor of micro business having an intention to purchasing their services. Based on the findings, Subjective Norms (SN), Perceived Usefulness (PU), Perceived Behavioral Control (PBC), Cost (C), Attitude toward social media (ASM) significantly influence micro business owners online purchase intention. Therefore, Perceived Usefulness is significantly influenced online purchase intention using mediating variable. It describes that the highest influenced factor is Perceived Usefulness, which improve respondent online purchase intention, with or without any mediating variables. Also, it shows that attitude towards social media was not significantly influenced as a mediator. From the result, it can be suggested on the social media agency to focused more on how their services can bring an effort saving and enhance micro business in Kabupaten Tangerang through social media, especially on the post-pandemic situation. Its also recommended for the micro business owner to considered using social media agency for an effective workflow on activating social media for business.

Keywords: Online Purchase Intention; Micro Enterprisel; Influence; Social Media Agency; Attitude towards Social Media

1. Introduction

Coronavirus disease 19 (COVID-19), well-known as Coronavirus, is a transmittable virus that might cause infection in a respiratory area. COVID-19 was first detected in Wuhan, China, and rapidly infected many people around the world (Shereen et al., 2020). The existence of this virus requires humans to be able to change habits to prevent further transmission. Face-to-face or offline activities are slowly becoming online, and this is where the role of the internet is essential and needed. Asosiasi Penyelenggara Jasa Internet (APJII) survey result shows that the internet user in Indonesia was increasing to 8,9%, from 171,17 million in 2018 becoming 196,71 million in 2020. The upgrading number of the whole population was also significant, from 64,8% becoming 73,7% of the 266,9 million total population all around Indonesia. It shows that the internet made a lot of progress in the 2019-2020, which was the beginning of the Covid-19 pandemic emerging in Indonesia. APJJI survey also shows that the most significant internet penetration in Indonesia is in the Java area, which also affects the big city that is commonly called Jabodetabek.

By the power of digitalization, social media becoming a trend and one of the platform's that can't be removed from people's daily activities. It can be looked at how social media becoming the platform that mostly used by people in Indonesia while accessing the internet. Previously, social media as a means of socializing in long-distance has now become a practical and varied business platform. This situation also could be concluded that Covid-19 somehow becomes a rapid digital accelerator (Kotller et al., 2021), specifically for Indonesian people. As social media becoming everyone's common online platform, most of business try to go online and developing their social media for reaching out their audiences. Knowing that the current crowd on the pandemic are using social media daily, most of business must join the crowd to attract them (Tiago & Veríssimo, 2014). Meaning that the business on this pandemic needs to follow the customer' 'new behavior' to gain their trust, yet also keep up their business performances by activating social media for business.

This condition becoming a chance for social media agency, as a company that providing social media management services for other business to optimize their marketing through online. F.A. Hersin (personal communication, November 20, 2021), Co-Founder of Flippio Studio Creative Agency, social media agency services came to be an efficient and profitable option for business to implementing social media marketing on this rapid changes situation. By purchasing social media agency services, business owner can simply purchase on the package that include all their social media marketing needs, included content planning, design, marketing, copywriting, online ads, and many more. It will be billed monthly, and the package itself could be subscribe with a certain amount according to their budget capability to make their cost remains efficient. This will help the business owner more cut their time and effort on implementing social media marketing, compared to having and maintaining their own employees. Looking at how social media for business as a digital marketing tool also needs to be optimized as a major part of marketing activities to reach the right target market. To develop a marketing strategy itself, it is important to identify and understand the needs and motivations behind social media usage (Zhu & Chen, 2015). An effective social media marketing will build the business through various media, that gives you promotion of product exposure as a result (Divya & Regi, 2014). Often, small businesses will start with a basic strategy and develop intermediate or advanced methods down the road. That's why, social media agency are a right option for entrepreneurs to develop their online marketing, with a more affordable price and an experienced team.

The solution provided by the social media agency came as suitable choice, according to people in Indonesia that started to adapt to survive their business on the pandemic, especially the primary sector in Indonesia, which is Micro, Small & Medium Enterprises (MSME) (Bahtiar, 2021). Many MSMEs have to close their businesses or go out of business affected by the Covid-19 (Dora & Saudi, 2020). Therefore, according to Syaifullah et al. (2021), using social media for marketing positively affects the MSMEs' business performance. This means that social media could help MSME to improve business performance due to the pandemic era. Although, they try to survive by adapting to the digitalization with a limited financial resources and managerial resources to support marketing activities. Usually, small firm are unable to make a significant amount of investment to develop marketing capabilities like larger firms do (Tarsakoo & Charoensukmongkol, 2020). That's why social media agency could be the right option for MSME to keep their business performance on the right track or even increasing with a limited budget. Every business can make and implement a digital marketing strategy that meets their needs and budget, which have to be considered if we're talking about MSME, specifically micro business, that have a specific budget to expense (Saleem, 2021).

In Tangerang (Kabupaten Tangerang), Banten, Indonesia. Bantenhits.com due to the pandemic, the number of MSMEs is quite increasing. Siti Zahro, Head of Promotion Section in the Field of Promotional Partnerships of the Cooperative and Micro Enterprises Office, claimed the MSME in Tangerang reached about 13.000 businesses. It also makes the Tangerang Government consider supporting the MSMEs' economic progress in this situational condition, which described on tangerangkab.go.id . This condition also become more important if we're looking at the majority of MSMEs in Kabupaten Tangerang is the Micro business, by the data in 2018 as we can see below The author had been interviewed Veronica (Personal communication, September 23, 2021), owner of Iniharu, hampers shop and one of micro business in Tangerang, which uses social media marketing through a digital agency, Flippio Studio. She said that during this pandemic new era, as MSMEs, they're forced to be known all about the digital world. By comparing from the previous, MSME could divide their marketing into 30% by online and 70% by offline. But during this pandemic, they've to switch one another. That's why digitalization has a big role in the MSME for surviving alongside the Covid-19 era.

Kotller et al. (2021) stated that it is important to considering about hiring a new digital talent which expertise and could working in the digital transformation, and do a collaboration within the managers, to develop an effective digitalization process and activate marketing. Social media agency delivered and fulfilled the empty slot on MSME's limited social media capabilities, especially micro business, to help them upgrade, update, and expand their marketing also business through online, which using social media. Therefore, F.A. Hersin (personal communication, November 20, 2021) stated that as a business, social media agency also needs their own strategy to gain their consumer in this hypercompetitive situation, according to how massive the number of social media agency that existed in Indonesia nowadays. The importance of digital presence is becoming the key of making them trustworthy. To make small business owners trusting on the services, it could be proven by the portfolio and how the agency approaching through digital platform, which is social media. Because the agency focusing on managing social media, they must also prove it on their on social media as their brand identity. This also become more important because most of the social media agency are expanding their business through online, that usually having an issue with trust. This online purchase intention will define many factors behind it, and how the consumer, which is the micro business owners, made their mind to purchase social media agency services.

Therefore, we need to know about the factors that made micro business purchasing social media agency services as their solution to survive and expanding their business through online via social media, and what's factors affected them on picking their choices. This thesis will specifically be analyzing the factors that affected micro business in Tangerang purchase intention on social media agency services to develop their business performance to a larger scope and remain efficient during the pandemic. The result, referred from the business problem above, will help the company, which is the social media agency, to improve their customer's online purchase intention based on the factors itself.

2. Literature Review

Micro, Small, Medium Enterprise (MSME) or UMKM (Usaha Mikro, Kecil, Menengah) are becoming Indonesia's the primary sector (Bahtiar, 2021). It is a classification of the business referred to the business' assets and yearly income. According to Pasal 35 ayat (3) PP 7 tahun 2021 about Micro, Small and Medium Enterprise (MSME), the micro business described as a business with a total maximum Rp.1.000.000.000 of assets and a maximum Rp.2.000.000.000 of yearly income. Then, the small business described as a business with a total asset in between Rp.1.000.000.000-Rp.5.000.000.000, and with a total yearly income in between Rp.2.000.000.000.-Rp.15.000.000.000. Last, the medium business described as a business with total asset more than Rp.5.000.000.000.

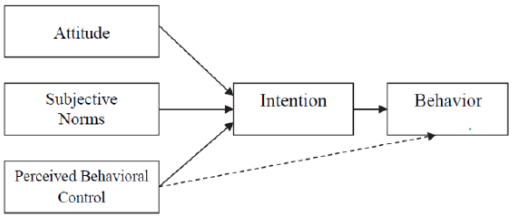
Marketing could be described as the process of engaging customers, build strong customer relationships, and create customer value whether to capture value from customers in return. It usually begins by understanding consumer needs and wants, determining which target markets the organization suit for them, and creating value proposition that can attract and grow valued consumers. Beside of it, marketing also having a role to engage customers and build deep relationships with customers to become a part of their lives. At the end, marketing should bring a result that contains of delivering value and customers satisfaction indeed (Kotler & Armstrong, 2018).

Digital marketing described as an implementation of marketing using electronic device and internet, though digital channels such as social media, search engines, email, websites, and any other online platform that able to connect with customers. It usually being called as online marketing, internet marketing, or even web marketing on specific terms and platform. The emerge of digital marketing usage nowadays are referring to the needs of business players to connect with customers that most of the time are spending their time online (Desai, 2019).

Social media are a highly interactive internet-based platform that create a people and community to share, discuss, co-create, and communicate through online. There is various type of social media which becoming everyone's trends nowadays, including Facebook, Twitter, Instagram, TikTok, and many more. The massive influence of social media also made it become a marketing tool for business with a low cost yet high efficiency, that suit to every business size, including MSME (Venciūtė, 2018). Then, social media agency are a group or team of people which taking a role of a social media marketer, that had a responsibility and capable to promote the business through paid and organic posts on the business's social media accounts (Desai, 2019).

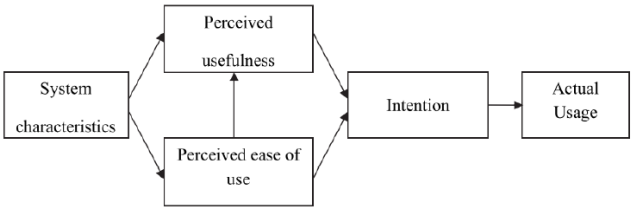
Also, this research are using 2 theories. Theory of Planned Behavior (TPB), which described that behavior is created by some factors including attitude, subjective norms, and perceived behavioral control. The theory will define how the intention are made by these 3 variables (Ajzen, 1991).

Figure 1
Theory of Planned Behavior



Then, the second theory, Theory of Acceptance Model or TAM, is made to know about how "intention" is directly influenced by two factors, which are perceived usefulness and perceived ease of use (Ha et al., 2019).

Figure 2
Theory of Acceptence Model



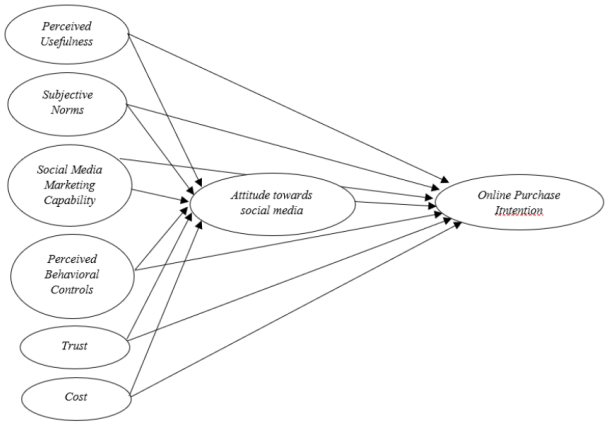
Other than that, there are 3 more factors used on this research, which are trust, cost, and online purchase intention. Trust that will create an individual or person to assure about something they try to believe, and becoming a factor that influenced on consumer online shopping intention (Ha et al., 2019). Then, cost that becoming a limited capability for the micro business and assumed will be related to their social media marketing capabilities as a part of technology adoption aspect. Last, online purchase intention, which is a measurement of consumer intention to buy or purchase something through online.

As a core theory, this research will using the Theory of Planned Behavior by Ajzen (1991), that describe about three variables that have an influence on intentions, which are attitude, subjective norms and perceived behavioral control. These factors will create intention and finally at the end turns into behavior (Figure 5. Theory of Planned Behavior).

Second, this research are adopting research model by Di Virgilio & Antonelli (2017), titled "Consumer behavior, trust, and electronic word-of-mouth communication: Developing an online purchase intention model". This journal is introducing the mediation effect of trust in social media platform and eWOM communication on the direct effect performed by the customers' behavioral intentions on the purchase intention and it expands the area of effect to the social media platform. The framework shows the trust in social media platform and eWOM communication has a mediating effect on online purchase intention. Therefore, these studies open a new path of research on how consumer behavior can take place through the combined effect of trust and eWOM on behavioral intentions. These studies also opening a possibility to be implemented in a specific context or generations, which will brings a different orientation to gain a greater value that fit their needs (Bilgihan, 2016, on Di Virgilio & Antonelli, 2017).

The third research model that were adopted for this thesis is from Ha et al. (2019) titled "The effect of trust on consumers' online purchase intention: An integration of TAM and TPB". This framework is combining the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) by adding the factor of trust in the investigation of consumer online shopping intention. The result on this journal specifically indicate that trust is a factor that carries significant impact to consumer online shopping intention. The theories were combined and turns into a new conceptual framework for this research, shown on figure 3.

Figure 3
Conceptual Framework



3. Research Methodology

This research will be using positivism paradigm, which focusing on the real phenomenon that happens on the social life to find the truth and impact on the society (Seran, 2020:4). Then, the research object is the online purchase intention on social media agency during the Covid-19 pandemic. Therefore, the subject will be the micro enterprises as a consumer of social media agency. Population on this research are the micro enterprise in Kabupaten Tangerang, Banten, Indonesia. Micro enterprise itself categorized as a business that have a maximum asset Rp.1.000.000.000, according to Pasal 35 ayat (3) PP 7 tahun 2021 about Micro, Small and Medium Enterprise (MSME) category. The respondent was chosen using non-probability with a judgement sampling approach. The data itself would be collected using online form questionairre by shared via WhatsApp and Instagram, consist of 1 (Sangat Tidak Setuju) to 5 (Sangat Setuju) score of Likert Scale. The research proceed by starting a pre-test, and continued to the main test which analysed by using descriptive analysis, outer model analysis (validity & reliability test), inner model analysis (coefficient determinant, VIF, path coefficient) and hypothesis discussion.

4. Result and Discussion

By using a questionnaire that meet the requirements, the outputs are as follows:

4.1 Respondent Characteristics

The respondent of this research consisted of 88 respondents, with a majority 53.4% are female, age is 30% from the 26-30 (followed by 25% of the group of 21-25), mostly starting their business in 2021 (28,4%), and 48% of them have had used or experienced social media agency services.

4.2 Research Result

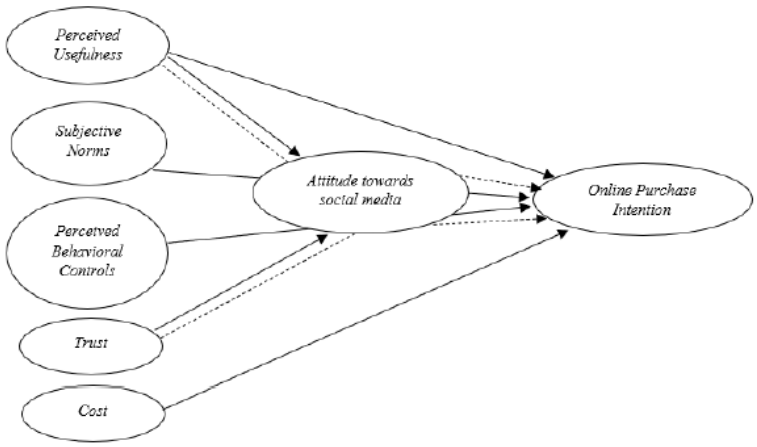
a. There are 2 variables that have a significant influence, according to direct path coefficient test, to variable Attitude towards social media (ASM), which are Perceived Usefulness (PU) and Trust (T). It shows that these two variables are significantly becoming a factor that impacting respondent's attitude towards social media. In this case, the convenience obtained when using the services of a social media agency and their trust to the social media agency will affecting the respondents' attitude towards social media as an owner of micro business in Kabupaten Tangerang.
b. There are 5 variables that have a significant influence, according to direct path coefficient test, to variable Online Purchase Intention (OPI), which are Subjective Norms (SN), Perceived Usefulness (PU), Perceived Behavioral Control (PBC), Cost (C), Attitude toward social media (ASM). It shows that variables SN, PU, PBC, and C are significantly becoming a factor that impacting respondent's intention to purchase on social media agency services through online. Then, respondent's attitude towards social media, as a mediating variable, also have a significant influence to the online purchase intention of social media agency services.
c. According to the model used on this research was using a mediating variable, there are an indirect influence that made by the independent to dependent through mediating variable. By the test of indirect coefficient path, concluded that the variable Trust (T) and Perceived Usefulness (PU) are having a significant influenced

to Online Purchase Intention (OPI) in mediation of Attitude towards social media (ASM). It shows that there are a connection between the respondent's needs on getting their business' social media activation easily & effectively, also importance to know about the agency's track record, into their intention to purchase social media agency's services by online. It was provenly mediated by their attitude towards social media, especially to their frequency, interest and dependence on social media as a marketing tool for their business.

4.3 Final Framework

By looking at the result, the model could be concluded as follows:

Figure 4
Final Framework



a. According to the research purpose that used to know about the factors makes micro business owners' intention on using social media agency due to the pandemic changes, the result shows there are some factors that have a significant direct influence, including Perceived Usefulness, Subjective Norms, Perceived Behavioral Control, Cost, Attitude towards social media. This result are answering which factor do have a significant impact or affecting on making micro business owner in Kabupaten Tangerang on using social media agency for their business, due to the pandemic changes.
b. Trust concluded as a factor that indirectly made a significant influence to online purchase intention by the mediation of attitude towards social media. It shows by looking at how trust can become the factor only if it mediated by attitude towards social media. In this case, the relation between trust and attitude towards social media are strong enough to lead an intention. This finding are not inline with the previous research that told about how trust can directly influence online shopping intention (Ha et al., 2019). It might be caused by the difference of the scoop of sample, or the indicator that represent online shopping intention and online purchase intention.
c. There is a strong influence made by Perceived Usefulness, that have an inline result as the factor of online purchase intention. It shows by looking at how Perceived Usefulness as a variable influence online purchase intention, with or without a mediation of attitude towards social media. It means that perceived usefulness can be concluded as a strongest factor influencing respondent online purchase intention on social media.
d. Attitude towards social media turns out to be not generally impacting as a mediating variable, because there's only 2 hypothesis that accepted according to the mediation. But it plays a big role to create a connection between Trust and Online Purchase Intention. This is answering for the research objective about how attitude towards social media as a mediation have a role on influencing from the factors (independent variables) into online purchase intention (dependent variable), which significantly influence on trust and online purchase intention.

5. Conclusion and Recommendation

According to the data processing that has been done by spreading online form, which obtained total of 88 respondents of micro business owners in Kabupaten Tangerang, using SMART-PLS, the result answering the research problem can be answered as follows:

1. The factor that has a significant effect to micro business owners' online purchases intention on social media agency services are Perceived Usefulness, Subjective Norms, Perceived Behavioral Control, Cost, Attitude towards social media.

2. Micro business owner's attitude towards social media do have a direct significant effect on their intention to purchasing social media agency services. But as a mediator, it didn't play a big part in it.
3. The factor that significantly have an effect mediated by micro business owners' attitude towards social media towards their online purchases' intention on social media agency services is Trust and Perceived Usefulness.

According to this research, it is important for the social media agency to know their focus to sell their services on the competitive situation. It's important to focus more on how to make the services looks useful and make the clients, in this case is the micro business owner, felt helpful by purchasing the services. It can be done by highlighting how the services can cut their effort, saving their time more, and even creating a mindset of an 'auto-pilot' solution for the clients on running their social media marketing. It is the most important thing, by looking at how the audience as a micro business owner needs to do their other things on running their business, so they consider more on a service that will reduce their workload.

Then, beside of the effort and time saving, social media agency can also show and educate their potential clients with the information about how these services can be worth it compared to the money they spend, how the business can join the trend and get more engagement from the audience, and on how efficient the services will be for them to develop their online marketing.

For the micro business owner, it's important to consider using social media agency, especially referring to how their audience are preferably using online activities beside offline due the pandemic changes. Using a social media agency service will be more effective and efficient beside hiring an inhouse or permanent employee, because it will cost more, and they need to be trained. But, by using social media agency, they can run the social media effectively with more affordable price. Therefore, it is important for the micro business to consider while choosing a right social media agency by looking at their latest works, the package's details and offer, also their strategies that can help the business growth on the social media

For the future research, it can take a general scoop to gain more insight and various result, referred to how this researched are focused on the specific conditions, which are on the period of Covid-19 pandemic (starting 2020) with a different location too. Next up, the respondent of this research is combined by the business owner that have been used, never used, and currently using social media agency. These three groups of respondents might have a different point of view into the social media agency because of their experience. It might be bringing a more specific result if the future research can be focused on the micro business that currently using social media agency services to make the result up-to-date and having an experience with an exact same period. Last, the next future research can also explore more on the successful variable, which are perceived usefulness to online purchase intention, mediated by attitude towards social media with more indicator for each variable.

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