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DETERMINATION OF PURCHASE INTENTION OF BASIC NEEDS ON E-COMMERCE DURING COVID-19 PANDEMIC

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ABSTRACT

E-commerce entrepreneurs in Indonesia are categorized as low when compared to businesses without e-commerce. The emergence of the Covid-19 pandemic has changed people's behavior in meeting basic needs, which tend to use e-commerce for shopping. Indonesia includes the active use of e-commerce in buying basic needs. This study aims to examine the factors that influence purchase intention of basic needs through e-commerce such as knowledge, brand attitudes, site trust, and perceived value which are considered to affect purchase intention of basic needs through e-commerce. The sampling technique used purposive sampling with the Partial Least Square analysis tool. The results of this study indicate that e-commerce knowledge and brand attitudes do not have a positive effect on purchase intention of basic needs through e-commerce. Meanwhile, site trust and perceived value can mediate between e-commerce knowledge and brand attitudes towards purchase intention of basic needs through e-commerce.

KEYWORDS: Purchase Intention of Basic Needs; E-commerce; Covid-19

1. INTRODUCTION

E-commerce businesses in Indonesia are low at only 15.08% compared to businesses without e-commerce, which is 84.92% (Badan Pusat Statistik, 2019). The Covid-19 pandemic has changed the behavior of people in Indonesia towards e-commerce. People who usually fulfill their basic needs by shopping offline, currently tend to go online through platforms. This is due to the limited access to basic needs during the PSBB policy. Online shopping has increased by 400% since March 2020. The largest user in Java is the province of West Java, reaching 16.6% compared to other provinces such as



Central Java, East Java, DKI Jakarta, Banten, and DI Yogyakarta which are below 16%. Shopping for necessities is the focus of grocery shopping, such as in a McKinsey & Company survey that grocery shopping is more in demand than other types of products such as entertainment, household goods, personal care products, and non-food children's products.

As a city located in West Java, Cirebon has a high level of consumption. People in Cirebon are considered to be active users of e-commerce. The high use of e-commerce has several problems related to phishing and OTP. This was stated by the BPKN representative. The seller sends a link that resembles a website and calls the consumer's phone number. Another mode, manipulate the OTP to make transactions with the account. Although problems often occur, it does not make the people of Cirebon stop using e-commerce. According to the CNBC survey, the order of e-commerce in Indonesia that is most often used to those that are rarely used is Shopee, Bukalapak, Lazada, Tokopedia, Traveloka, and OLX.

This study was conducted to test the effect of brand knowledge and attitudes on purchase intention of basic needs through e-commerce. As well as testing the mediation of site trust and perceived value on-site knowledge and brand attitudes. Furthermore, the urgency of this research is important to provide information about the potential for basic needs businesses through e-commerce with the phenomena that occur, thereby increasing the number of e-commerce entrepreneurs/consumers and being able to contribute to the economy in Cirebon.

2. LITERATURE REVIEW

2.1. Covid-19 Pandemic

The occurrence of the Covid-19 pandemic is troubling the people of Indonesia. Covid-19 is a new disease that has never been identified, the virus is classified as mild to severe symptoms. Common symptoms that indicate a person is infected with Covid-19 include acute respiratory distress accompanied by fever, cough, and shortness of breath. The average incubation period for this virus is 5-6 days with the longest incubation period being 14 days (W. A. F. Dewi, 2020). This changes the mindset of people to avoid interacting directly. In particular, the people of Cirebon are enacted by the PSBB policy. So that buying and selling basic needs that were previously face-to-face tend to make online transactions through e-commerce. So, this pandemic is considered to have changed the buying behavior of the Cirebon people.

2.2. Purchase Intention of Basic Needs

Purchase intention comes from consumer evaluations by comparing what they get with what they give to the product (Alhidari & Almeshal, 2017). The desire to buy basic needs in e-commerce is influenced by several factors through experience evaluation. Factors that influence buying interest are knowledge



of the services used, such as information on guarantees that the goods ordered reach their destination. Service knowledge becomes a reference for consumers to create a sense of trust that these services are useful in meeting basic needs during the pandemic. So, it is considered that site knowledge affects trust which has an impact on buying interest. This is supported by previous research (WR & Ariyanti, 2017); (Alhidari & Almeshal, 2017) although it is different from Amoako who found trust does not mediate (Amoako et al., 2020). Another factor, there is an attitude that affects purchase intention, a positive attitude towards the site will encourage purchases and its readiness to pay on the platform (Kumar, 2017); (von Felbert & Breuer, 2020).

2.3. E-Commerce Knowledge

E-commerce is a buying and selling activity carried out through electronic media with the internet network. E-commerce transactions that often occur are through the marketplace. The Marketplaces that are often used are Shopee, Lazada, Tokopedia, and Bukalapak. Likewise, social media today tends to be used as a buying and selling media such as Instagram, Facebook, and WhatsApp business. Knowledge of the situation that occurs during the pandemic encourages people to be technology literate. This type of knowledge includes knowledge and skills to complete electronic transaction activities and use various types of technology and methods needed to conduct electronic transactions (WR & Ariyanti, 2017).

H1: E-Commerce knowledge has a positive effect on purchase intention of basic needs through e-commerce

2.4. Brand Attitude

A positive attitude towards a brand can increase marketing efficiency and reduce costs, promotions, and risks associated with introducing new products under existing brand names (Salehzadeh & Pool, 2017). If a consumer has a positive attitude towards a brand, it significantly affects his purchase intention and his readiness to pay a premium value (Kumar, 2017). Brand attitude refers to the willingness of consumers to continuously respond and show desired or unwanted reactions towards a particular brand (Salehzadeh & Pool, 2017). Consumers feel safe compared to meeting directly with sellers who are at risk of contracting the virus. Attitudes tend to form value and encourage purchase intention. In line with previous researchers that attitude affects purchase intention through perceived value (Liu et al., 2019).

H2: Brand attitude has a positive effect on purchase intention of basic needs through e-commerce

2.5. Site Trust

Trust is the main thing when consumers want to decide to buy. Consumer trust tends to have an impact



on purchase intention. Trust in the site plays a role in the use of e-commerce if consumers are likely not to shop online if they do not trust the website of the seller where they shop (WR & Ariyanti, 2017). E-commerce in Indonesia is still in its early stages, making online shopping a challenge for most Indonesian consumers during the Covid-19 pandemic, especially consumers who usually consume conventionally. Consumers are required to build trust through knowledge and brand attitude of the use of e-commerce.

H3: Site trust mediates between e-commerce knowledge and purchase intention of basic needs through e-commerce

H4: Site trust mediates between brand attitudes and purchase intention of basic needs through e-commerce

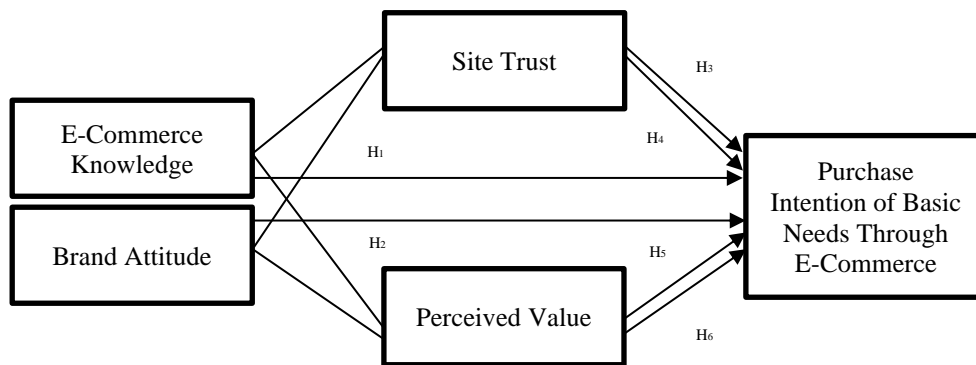
2.6. Perceived Value

Perceived value is the customer's overall assessment of the utility of the product based on perceptions of what is received and what is given. Perceived value is an important element related to price or quality. This has a high enough influence on the consumer purchasing decision process (Alhidari & Almeshal, 2017). Previous research found a relationship between perceived value and purchase intention (Salehzadeh & Pool, 2017). Consumers have expectations when buying and consuming products, the higher their expectations are met, the higher the value they will consider for the product. If consumers have a positive perceived value, they are optimistic that certain brands are willing to buy. Then the perception of value is present after the consumer's knowledge of E-Commerce and the formation of attitudes towards brands in E-commerce to the occurrence of purchasing activities.

H5: Perceived value mediates between e-commerce knowledge and purchase intention of basic needs through e-commerce

H6: Perceived value mediates between brand attitude and purchase intention of basic needs through e-commerce

Figure 1. Conceptual Framework



3. MATERIALS AND METHODS

3.1. Data Collection and Sample

This study took several samples of respondents by predetermined characteristics, namely by non-probability sampling technique, the type is purposive sampling (I. R. Dewi et al., 2021). The criteria that have been determined based on the research objectives or research problems are people who are in Cirebon during the Covid-19 pandemic, people who are actively using e-commerce for at least the last one year, people who have used e-commerce for at least two purchases, people who have used e-commerce at least two times. Who make purchases of products that are included in basic needs? Females appear 63% larger than male respondents who are only 39%. If based on work, students are obtained as much as 51% compared to civil servants employees which are only 3%. While the second largest was found in private employees, namely 28%. The frequency of shopping is found quite often, in the range of two until six times a year. It was found that 51% answered quite often while the lowest was 3% who stated that they had just shopped at e-commerce. In addition, from 19 sub-districts, it was found that urban areas were higher than rural areas, namely Harjamukti District by 18%, Lemahwungkuk District by 14%. The lowest is obtained in rural areas by 1% such as Susukan, Suranenggala, and Plumbon.

3.2. Measurement

This study uses a questionnaire instrument to measure e-commerce knowledge, brand attitudes, site trust, perceived value, and intention to buy staples through e-commerce. The items in the questionnaire use a Likert scale of 5. Part one is the E-Commerce Knowledge variable which consists of 3 indicators and 3 statement items related to purchasing methods, e-commerce knowledge, and terms and conditions in e-commerce (WR & Ariyanti, 2017). Part two is the brand attitude taken from 3

indicators and 8 statement items related to reputation, well-known brand ideas, priorities for a particular brand (Kumar, 2017). Part three on Site Trust consists of 3 indicators and 6 statement items related to integrity, benevolence, competence (Liu et al., 2019). Part four is Value Perception consisting of 4 indicators and 5 statement items related to emotional value, social value, quality performance value, and value of money (Alhidari & Almeshal, 2017). While the fifth section contains buying interest through e-commerce from 3 indicators and 8 statement items related to transactional, reference, preferential, explorative (Alhidari & Almeshal, 2017) (Kumar, 2017). Hypothesis testing in this study uses the inner model and outer model to test the effect of the relationship between variables using PLS tools (Puspitarini et al., 2021).

4. DATA ANALYSIS AND RESULTS

4.1. Sampling and Questionnaire Items

The test was conducted by purposive sampling based on the criteria determined based on the research. This is done to represent the population because the number of the population is unknown. The criteria that have been determined based on the research objectives or research problems are people who are in Cirebon during the Covid-19 pandemic, people who are actively using e-commerce for at least the last one year, people who have used e-commerce for at least two purchases, people who have used e-commerce at least two times. On the other hand, this study also uses the snowball sampling technique due to limitations in meeting face to face related to the covid-19 pandemic. A total of 100 responses were obtained by survey officers in this study. Questionnaire questions can be seen in table 1.

Table 1. Questionnaire Items and Their Derivation Sources

Purchase Intention of Basic Needs [Adapted from: Alhidari and Almeshal (2017); Kudeshia (2017); Liu et.al. (2019); Rahayu et.al. (2020)]	
Y.1	I am interested in buying basic needs through <i>e-commerce</i>
Y.2	I am willing to recommend purchasing basic needs through <i>E-commerce</i>
Y.3	I choose to shop for basic needs through <i>E-commerce</i>
Y.4	Purchasing basic needs through <i>E-commerce</i> is more attractive
Y.5	I asked for basic needs information on E-commerce sites to people who have used it
Y.6	I am interested in buying basic needs through E-commerce after getting information from friends or relatives.
Y.7	I intend to buy products or services from e-commerce whenever I need to shop
Y.8	I plan to purchase products or services from e-commerce in the future
E-commerce Knowledge [Adapted from: Mohdsuki (2016); Rahayu et.al. (2020)]	
X1.1	I have knowledge of purchasing methods in <i>e-commerce</i>
X1.2	In general, I have good knowledge of <i>e-commerce</i>
X1.3	I have knowledge of the terms and conditions of making purchases on <i>e-commerce</i>
Brand Attitude [Adapted from: Kudeshia (2017); Lien et.al. (2015)]	
X2.1	I have a good idea about the <i>e-commerce</i> brands available in Indonesia

X2.2	<i>E-commerce</i> brands available in Indonesia have a good reputation
X2.3	I really like one of the <i>e-commerce</i> brands in Indonesia
X2.4	The <i>e-commerce</i> brands available in Indonesia make sense
X2.5	After reviewing <i>e-commerce</i> brands in Indonesia, the probability of placing an order is high
X2.6	If I'm going to order through a well - known brand's <i>e-commerce</i> , I'll consider ordering at the price shown
X2.7	Chances are I'll consider ordering through a top brand's <i>e-commerce</i> is high
X2.8	My willingness to order through this site is high
Brand Trust [Adapted from: Lien (2015); Yen (2016); Wijoseno and Ariyanti (2017)]	
Z1.1	I feel the essentials on E-commerce sites have a good reputation
Z1.2	The basic necessities on E-commerce sites provide products that meet my expectations
Z1.3	I believe that the basic needs on E-commerce sites always provide the best for their consumers
Z1.4	I am sure that the basic needs that exist in the E-commerce site will provide the maximum quality possible for customer satisfaction
Z1.5	I believe that the basic needs on E-commerce sites are products that are superior and competent in meeting consumer needs
Z1.6	I feel that the quality of basic needs on E-commerce sites is very good compared to other places
Perceived Value [Adapted from: Lien (2015); Alhidari and Almeshal (2017)]	
Z2.1	<i>This e-commerce</i> is very good value for the money I paid.
Z2.2	<i>This e-commerce</i> purchase is considered a very good purchase.
Z2.3	<i>E-commerce</i> offers good value for the price offered
Z2.4	I am satisfied with the basic needs products that I buy through <i>e-commerce</i>
Z2.5	<i>This e-commerce</i> purchase seems cheap

4.2. Evaluation of Measurement Model (Outer Model)

4.1.1. Convergent Validity Test

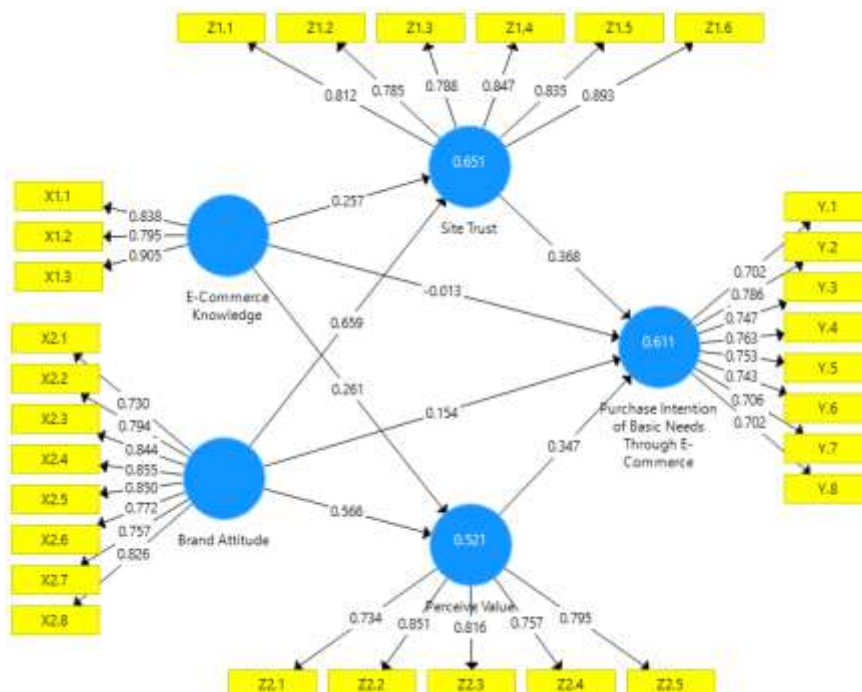
The convergent validity test is measured by the loading factor value which can be seen from the correlation between the indicator item scores and the construct scores. The loading factor value is considered reliable if it has a correlation value above 0.70, but in the research development stage, a loading scale of 0.50 is still acceptable (Ghozali & Latan, 2015). Based on the results of the analysis that has been done that the E-Commerce Knowledge variable which consists of three indicators and three statement items has a loading factor value between 0.795-0.905, the Brand Attitude variable consists of three indicators and eight statement items has a loading factor value between 0.730- 0.855, The Site Trust variable consists of three indicators and six statement items having a loading factor value between 0.788 - 0.893, the Value Perception variable consists of four indicators and five statement items has a loading factor value between 0.734 - 0.851, the variable Interest in Buying Basic Needs Through E-Commerce consists of three indicators and eight statement items have a loading factor value of 0.702 – 0.786. This means that all indicators included in this research variable have a loading factor value of > 0.50. This shows that there are no indicators issued and meet the requirements

of convergent validity.

4.1.2. Discriminant Validity Test

Assessing discriminant validity is to compare the square root of the average variance extracted for each construct with the correlation between the construct and other constructs in the model. The model has sufficient discriminant validity if the AVE root value for each construct is greater than the correlation between constructs and other constructs (Ghozali & Latan, 2015). If the AVE root value is greater than the correlation between the constructs and other constructs in the model, it can be said that the discriminant validity value is met. The results of the analysis show that the square root value of AVE is higher than the correlation value. The e-commerce knowledge construct has an AVE value of 0.718 and an AVE root of 0.847. The Brand Attitude construct has an AVE value of 0.648 and an AVE root of 0.804. The Site Trust construct has an AVE of 0.685 and a root AVE of 0.827. The perceived value construct has an AVE of 0.626 and a root of AVE of 0.791. Likewise for the purchase intention of basic needs through e-commerce variable has an AVE of 0.545 and a root of AVE of 0.738, so it can be stated that all variables in this study have a fairly high discriminant validity.

Figure 2. Research Model



4.1.3. Reliability Test

In addition to testing the validity of the model measurement, it is also carried out to test the reliability of a construct. The reliability test was conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring the construct. A construct is declared reliable if it has a composite reliability value greater than 0.70 (Ghozali & Latan, 2015). In Table 2 below, it can be seen that the value of Cronbach's alpha and composite reliability of all constructs is very good, which is above 0.70. This means that the variables tested are valid and also reliable, or accurate and consistent so that they can be continued to test the structural model.

Table 2. Composite Reliability Value

Variable	Cronbach's Alpha	Composite Reliability	Explanation
E-Commerce Knowledge (X1)	0.803	0.884	Reliable
Brand Attitude (X2)	0.922	0.936	Reliable
Site Trust (Z1)	0.907	0.929	Reliable
Perceived Value (Z2)	0.851	0.893	Reliable
Purchase Intention of Basic Needs Through E-Commerce (Y)	0.881	0.905	Reliable

4.3. Evaluation of the Structural Model (Inner Model)

After the requirements of the outer model are accepted, the next step is to evaluate the structural model (inner model). The structural model can be seen through the R-square value which aims to assess how much influence the independent variable has on the dependent variable and path coefficients. Changes in the R-square value can be used to assess the effect of certain independent latent variables on the dependent latent variable. The R-square values used in this study were 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Ghozali & Latan, 2015).

Table 3. R-Square Value

Variable	R-Square
Site Trust (Z1)	0.651
Perceived Value (Z2)	0.521
Purchase Intention of Basic Needs Through E-Commerce (Y)	0.611

Table 3 shows E-Commerce Knowledge and Brand Attitude towards Site Trust giving an R-square value of 0.651 which means that the E-Commerce Knowledge variable and Brand Attitude affect the Site Trust variable by 65.1% and the remaining 34.9% is influenced by these variables. variables outside of this study. The Value Perception variable has an R-square value of 0.521 which means that the E-Commerce Knowledge variable and Brand Attitude affect the Value Perception variable by

52.1% and the remaining 47.9% is influenced by variables outside of this study. The variable of buying interest in necessities through e-commerce has an R-square value of 0.611, which means that the variables of e-commerce knowledge and brand attitudes through the mediation variable, site trust, and value perception affect the variable of buying interest in basic needs through e-commerce by 61.1% and the remaining 38.9% is influenced by variables outside of this study.

Table 4. Path Coefficients And T-Statistics

Construct	Original Sample (O)	p-value	Explanation
Site Trust → Purchase Intention of Basic Needs Through E-Commerce	0.373	0.006	Supported
E-Commerce Knowledge → Site Trust	0.261	0.002	Supported
E-Commerce Knowledge → Purchase Intention of Basic Needs Through E-Commerce	-0.043	0.575	Not Supported
E-Commerce Knowledge → Perceive Value	0.271	0.013	Supported
Perceive Value → Purchase Intention of Basic Needs Through E-Commerce	0.361	0.002	Supported
Brand Attitude → Site Trust	0.6	0.000	Supported
Brand Attitude → Purchase Intention of Basic Needs Through E-Commerce	0.158	0.159	Not Supported
Brand Attitude → Perceive Value	0.545	0.000	Supported

To find out whether the hypothesis is accepted or rejected, it can be done by paying attention to the significant value of the p-value. That way, the measurement estimates, and standard errors are no longer calculated with statistical assumptions but are based on empirical observations in the bootstrapping method. In this study, the hypothesis is accepted if the p-value is <0.05, and vice versa if the p-value is >0.05, the hypothesis is rejected (Ghozali & Latan, 2015). Table 4 contains the significance value of the p-value. We can see the value of the original sample to determine the relationship between the variables studied. Furthermore, to determine the level of significance of the influence of the relationship between variables can be seen in the p-value. This study using a significant level of 5% (one-tailed). With a confidence level of 95%, if the p-value is <0.05 then the result is significant.

5. CONCLUSIONS AND DISCUSSION

Consumers' knowledge of e-commerce encourages them to make purchases in e-commerce. Especially during the Covid-19 pandemic which requires them not to interact directly. This of course makes them find out in more detail about how to use e-commerce. Someone who is not a technology expert is



required to learn to use e-commerce in line with basic needs that must always be met to increase buying interest in e-commerce. However, this is not proven to be strong because knowledge alone is not enough to make consumers interested in purchasing necessities through e-commerce. Purchasing basic needs must be supported by other factors such as in this study, namely, there is trust and perceived value to be able to make consumers interested in buying in e-commerce. The results that e-commerce knowledge does not have a direct effect on buying interest are not in line with other studies that have previously been carried out (WR & Ariyanti, 2017); (Suki, 2016), so that hypothesis 1 which states that e-commerce knowledge has a positive effect on buying interest in basic needs through e-commerce is not supported.

A positive attitude toward a brand can increase marketing efficiency and reduce the costs and risks associated with introducing a new product under an existing brand name. If a consumer has a positive attitude towards a brand, it can affect his purchase intentions and his readiness to pay a premium value. Brand attitude refers to the willingness of consumers to continuously respond and show desired or unwanted reactions towards a particular brand (Salehzadeh & Pool, 2017). Consumers feel safe compared to meeting directly with sellers who are at risk of contracting the virus. Attitudes here tend to form value and encourage purchase intention. So, there is a need for mediation before influencing purchase interest such as perceived value and trust. In this study, the brand attitude was found to have no direct effect on buying interest in e-commerce for purchasing basic needs. After review and comparison, this is also not in line with previous research (Liu et al., 2019) so that hypothesis 2 which states that brand attitude has a positive effect on buying interest in basic needs through e-commerce is not supported.

The mediating effect is the relationship between exogenous and endogenous constructs through connecting or intermediate variables. This means that the influence of exogenous variables on endogenous variables can be directly or it can also be through connecting or mediating variables (Ghozali & Latan, 2015). This research displays the results of the intervening variable test. To measure the mediating variable through the path coefficient value, the p-value must have a value <0.05 and thus can be said to be significant. In this study, the site trust variable became a mediating variable between the E-Commerce Knowledge Variable and the Brand Attitude Variable towards the Purchase Intention of Basic Needs Through E-Commerce with a p-value of less than 0.05. Likewise, the Value Perception variable mediates between the E-Commerce Knowledge variable and the Brand Attitude Variable towards the Buying Interest variable for Basic Needs Through E-Commerce with a p-value of less than 0.05.

In this study, it was found that site knowledge affects trust which has an impact on buying interest. Consumer trust tends to have an impact on purchase intention. Trust in the site plays a role in the use



of e-commerce, consumers are less likely to shop online if they do not trust the website of the seller they are shopping with. E-commerce in Indonesia is still in its early stages, making online shopping a challenge for most consumers during the Covid-19 pandemic, especially consumers who usually consume conventionally. Consumers are required to find out more detailed information about the use of e-commerce in meeting basic needs through self-confidence in the use of e-commerce itself. So, it can be said that site knowledge affects trust which then has an impact on buying interest in basic needs in e-commerce. This is also supported by previous research (WR & Ariyanti, 2017) (Alhidari & Almeshal, 2017), so that hypothesis 3 states that site trust mediates between e-commerce knowledge and purchase interest in basic needs through e-commerce is supported.

Attitude is a continuous response and a desired or undesirable reaction towards a particular brand. Like the attitude in using e-commerce to buy necessities. Because it involves basic needs which are the main products in meeting needs, there needs to be supported to be able to achieve purchase intention. Such support is like the trust that grows first in the minds of consumers. This is to increase purchase intention in e-commerce. Online purchases in some people there is a tendency to lack confidence in the process. In this study, it was found that trust proved to be an intermediary between brand attitudes towards purchase intention through e-commerce. This is supported by several journals whose literature studies have been conducted (Liu et al., 2019) (Alhidari & Almeshal, 2017) so that hypothesis 4 states that site trust mediates between brand attitudes and interest in purchase basic needs through e-commerce is supported.

Knowledge of the use of e-commerce alone is not enough to encourage consumers to make purchases in e-commerce. Perceived value from consumers will support consumers to make purchases. Perceived value is the customer's overall assessment of the utility of the product based on perceptions of what is received and what is given. Perceived value is an important element related to price or quality. This has a high enough influence on the consumer purchasing decision process (Alhidari & Almeshal, 2017). Consumers have expectations when buying and consuming products, the higher their expectations are met, the higher the value they will consider for the product. If consumers have a positive perceived value, they are optimistic that certain brands are willing to buy. So, after there is sufficient knowledge and supported by a good perception of value, it will increase purchase intention in e-commerce. In this study, perceived value is proven to mediate e-commerce knowledge on purchase intention of basic needs. This result is also supported by previous research (Salehzadeh & Pool, 2017) (Alhidari & Almeshal, 2017) (Amoako et al., 2020), so that hypothesis 5 states that Perceived value mediates between e-commerce knowledge and interest in purchase intention of basic needs through e-commerce is supported.

If a consumer has a positive attitude towards a brand, it significantly affects his purchase intention and



his readiness to pay a premium value. Brand attitude refers to the willingness of consumers to continuously respond and show desired or unwanted reactions towards a particular brand (Salehzadeh & Pool, 2017). However, attitude alone is not enough but there must be a perception of value from consumers to buy products, especially basic needs which are of primary interest. Consumers will feel more confident buying in e-commerce if they have a positive perception of value. Such as the perception that it will be safer to shop for basic needs in e-commerce than meeting directly with sellers who are at risk of contracting the virus during the Covid-19 pandemic. The mediation of perceived value to brand attitudes and purchase intention was proven in this study and also supported by several previous studies (Alhidari & Almeshal, 2017) (Amoako et al., 2020) so that hypothesis 6 which states perceived value mediates between brand attitudes and purchase intention of basic needs through e-commerce is supported.

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