DETERMINATION OF PURCHASE DECISIONS: THE PHENOMENON OF MASK AND VITAMINS IN SURAKARTA DURING PANDEMIC

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Abstract: The COVID-19 pandemic has resulted in significant changes to the operation of a company. In addition, with government regulations to carry out activities inside the house and limit contact with the outside environment, it causes panic buying by the public. This has become an attraction for business actors to review business opportunities for selling vitamin and mask products. This study focuses on the analysis of purchasing decisions for masks and vitamins by paying attention to the current phenomena, namely the importance of service convenience and panic buying that affect purchasing decisions. The population in this research is 100 respondents who were carried out by filling out online questionnaires with google forms. Furthermore, statistical tests were carried out to determine the relationship between panic buying attitudes and service convenience during the pandemic. The results of the research show that there is a significant effect between panic buying and service convenience on purchasing decisions. The service convenience variable is significantly influenced by the ease of accessing applications, the ease of transacting and the convenience of shopping due to social distancing.

Keywords: Panic buying, Service convenience, purchasing decisions

1. Introduction

Industrialization is a panacea to overcome the problems of economic development in NSB. The development of the industrial sector must not be separated from other sectors in the economy and must pay attention to the existing environmental conditions and conditions. The industrial sector has the largest contribution to the Indonesian economy. Based on data from the Central Bureau of Statistics in 2018, the Gross Domestic Product (GDP) of the industrial sector reached Rp. 2,947.3 trillion or 19.82% of the national GDP of Rp. 14,837 trillion. Meanwhile, employment in the industrial sector was 14.11%. This will trigger the company to develop a company so that it can become an advanced company, because one of the goals of establishing a company is to get the maximum profit.

The function of the sales team is to be the spearhead of a company. In addition to relying on a strategy to develop a company, both from the company or the marketing team will also face problems in the operational system, but this obstacle can be overcome if the company or marketing team manages it well, especially management in financial management so that the existing capital in the company can used properly.

Covid 19 is a disaster that hit the economic sector for the whole world. Where this pandemic has had a tremendous impact on all aspects around the world, from an economic perspective, it has undergone very significant changes since the COVID-19 pandemic. During the

pandemic, many goods and services experienced price spikes in line with the surge in public demand, there were some products that experienced a surge in decline and some even experienced a surge in demand. The phenomenon of the corona virus which is endemic throughout the world, even to Indonesia, is the number one issue in this country.

The rapid spread of the corona virus has caused many positive cases of the new corona virus in Indonesia. From a business perspective, this incident is very concerning, coupled with information from the government through announcements that people in Indonesia carry out activities inside their homes and limit contact with the outside environment. The lack of clear information from the government causes people to panic in carrying out their activities and meeting their daily needs. Causing people to compete in shopping at stores in very large quantities to meet household needs and for longer and more supplies so that they do not lack in meeting their daily needs due to the COVID-19 pandemic.

During the COVID-19 pandemic, of course, consumers need products that can prevent and protect themselves from the transmission of COVID-19, including vitamin supplements, health drinks, and hand sanitizers. Of course, this is an attraction for business actors to see a great opportunity for vitamins and masks, based on Kompas, the manufacturers of masks and vitamins have experienced a drastic increase in the number during the COVID-19 pandemic in Indonesia. Based on the news in Kompas on April 9, 2020, the Ministry of Health recorded a 200% increase. The Director General of Pharmaceuticals and Medical Devices at the Ministry of Health, Engko Socialine Magdalene, explained that prior to the corona virus outbreak, there were only 26 manufacturers of masks. Currently there are 83 producers. This means that there is an increase of more than 200%, so this research focuses on selling masks and vitamins. With critical analysis, it is hoped that this research will be able to provide an overview of the object to be studied so that it will be used as a basis for the development of science.

During this covid 19 pandemic, people prioritize their spending to buy products that are useful for self-protection so as not to be exposed to the corona virus 19. As stated by Kotler (2008: 345) that the price is the total value given by customers to benefit from using a product or service. service. The current high level of sales of masks and vitamins is one of the impacts of the COVID-19 pandemic.

From a business perspective, this incident is very concerning, coupled with information from the government that informs people to carry out activities at home and limit contact with the outside environment. That way the information that is not clear can certainly cause people to panic in carrying out their activities, especially in meeting their daily needs. Many people compete to shop at stores and supermarkets excessively to meet household needs and for longer supplies so as not to lack in meeting their daily needs. Many shops and malls have been visited by the community, which causes panic buying. Actually, why do people panic buying?

According to (Wening P and Mujiyono A, 2020) the desire for panic buying can be influenced by other people because of emotional contagion. The phenomenon of panic buying is triggered by a stressor, which changes to the emergence of the covid 19 virus outbreak, although scientifically the emergence of humans will experience stress when in a state and fear so that panic buying behavior emerges. Especially in the midst of the corona virus outbreak, the feeling of anxiety due to the purchase of excessive availability of food ingredients is often done. This can transmit anxiety to others and can be accelerated by social media. Even so, the implementation of social distancing has an effect on the magnitude of this community shopping online for equipment for mothers who have small children. This is in line with mothers shopping for other basic needs such as groceries.

Consumers experience comfort in the services provided, then customers will feel satisfaction which will ultimately affect customer loyalty. Customer convenience is also proven to be an effort to increase customer loyalty (Hsu et al., 2010). Comfort satisfaction is the consumer's perception of the ease of time and effort associated with the purchase or use of a service. By

paying attention to the phenomena that occur, namely the importance of panic buying and service convenience in influencing purchasing decisions

2. Literature Review

Panic buying

Shou et al. (2011) implicitly reflects panic buying with the difference between the number of orders and the underlying demand, which is in line with the anticipated price changes. The thing that needs to be underlined in this definition is that consumers buy goods in large quantities not aiming to find the price difference that will arise between the present and the future, but aims to avoid supply shortages that may occur in the future. In the midst of the current epidemic, the feeling of anxiety due to the purchase of food ingredients is often felt. People who experience excessive anxiety tend to carry out behaviors to maintain their safety during the pandemic too excessively (Wheaton et al., 2012). Myers (2010) explained that the anxiety disorder still has symptoms such as constantly feeling worried, depressed, and often restless. In the context of a pandemic, it is these anxiety symptoms that can encourage panic buying decisions (Taylor, 2019)

Based on the description above, the consequences of panic buying are formed by several indicators, including:

a. Price anticipation anxiety, consumer behavior will be a picture of what the customer needs in the short and long time periods. So that even though scarcity does not exist, it becomes worried by several customers, the product becomes a strong thing that has a psychological effect on obtaining it.

b. Fear is contagious, the consumer's circle of friends becomes an influence on tastes, attitudes, and purchasing decisions.

c. The nature of the individual that cannot be controlled, usually this trait arises as a result of exposure to social media resulting in triggering panic buying behavior.

Service Convenience

Service convenience is a consumer's perception of the ease of time and effort related to the purchase or use of a service (Berry et al., 2002). Conceptually, service convenience also intends to minimize the sacrifices or psychological distress associated with purchasing or using services (Berry et al, 2002). Service Convenience can be done by providing supporting facilities that can make customers feel the ease of what they get.

Based on the description above, it can be concluded that service convenience is a strategy used by providers of goods and services, which aims to save consumers time and energy in purchasing goods or services, saving time and consumer energy is directly proportional to the costs incurred by the company. The lower the time and energy spent (efficient), the costs incurred by the company are also low, and vice versa.

According to Colwell et al. (2008) service convenience can be interpreted as adding value to consumers through reducing the time and effort that consumers spend in a service or service. Meanwhile, Thuy (2011) defines service convenience as an assessment made by consumers according to control over the management, utilization and conversion of time and effort in achieving their goals related to access and use of services. Service convenience is one way in which businesses can increase customer value. So, the concept of service convenience is the time and effort spent by customers in the process of obtaining products and services (Mpinganjira, 2015).

According to some understanding that has been described by some experts. Berry in Fandy Tjiptono (2014:73) defines five kinds of service convenience, which consist of:

a. Decision convenience, the customer's perception of the cost of effort and time in buying. The decision includes whether to carry out it yourself or to purchase services.
b. Access convenience, customer perception of business costs and time in initiating service delivery (eg on the spot, via telephone or internet)
c. Transaction convenience is the consumer's view of the business costs and time in making payments or transactions.
d. Benefit convenience, the customer's view of the cost of effort and time in the occurrence of the core benefits of the service.
e. Post-benefit convenience, namely the view of business costs and time when contacting again to provide services after the stage of utilizing services. This comfort is usually related to the customer's need for product repair, exchange or maintenance

Based on the existing description, it can be concluded that service convenience is one of the strategies for business service products or services that aims to reduce energy and time for consumers. It can be concluded that the indicators that affect service convenience include:
a. Convenience in shipping, the company management provides a free shipping program in shopping for purchases of masks and vitamins.
b. Convenience efficient time, consumers save more time in shopping.
c. An interesting site, you could say some consumers are interested in the site through brand ambassador ads.
d. Convenience of access to operating hours, online applications have adequate operating hours.
e. Ease of exchanging products, online applications make it easy for consumers who get defective or damaged goods at the time of delivery.

Purchase Decision

Understanding the decision is the selection of two alternative choices or more (Schiffman & Kanuk, 2008: 485). Complex decision-making processes often involve several decisions, a decision involves a choice between two or more alternative courses of action. Decisions always require a choice between different behaviors.

Purchasing decisions are part of consumer behavior both individuals and groups in making purchases based on previous experience, ideas for goods and services purchased and satisfaction in fulfilling needs and desires as consumers (Kotler & Armstrong, 2016). Purchasing decision indicators according to Kotler & Keller (2012) in this study include:
a. Product choice, consumers in making a decision in the purchase will use the money they have for other needs, so the company is able to focus attention on consumers in purchasing a product.
b. Brand choice, consumers will determine the brand to be purchased, this factor is usually influenced by the environment of friends, family and the results of experience.
c. The choice of distributors, consumers are able to decide for the distribution of which goods are selected, based on considerations of the nearest location, price range and the completeness of the available products.
d. Purchase time, the period of time is the consumer's decision to purchase, it can be every day, one week, two weeks or once a month in a purchase.
e. The number of purchases, the number of products to be purchased at one time can exceed one and consumers make decisions about the number of products to be purchased.

3. Method

This research uses quantitative techniques. Moleong (2013) states that quantitative research is a technique that has goals and purposes in recognizing the events faced by the reset subject,

such as behavior, actions and motivations written technically describing them in the form of language or words that can be understood and have clear meanings. Based on Sugiyono (2002: 23), that purposive sampling is a balance with the technique of deliberately selecting a population that is deemed to be able to provide the required data. Meanwhile, Arikunto (2006) also views that the purposive sampling technique is a sampling method that is not based on random, strata or region but according to the considerations that emphasize a particular purpose.

The population in this research was 100 respondents who used masks in the workplace and took vitamins in carrying out their daily activities. The technique for collecting data in this research is a questionnaire. Questionnaires were distributed to informants online via Google Form. The questionnaire contains questions in line with research indicators and is measured using a Likert scale of 1 to 5. Furthermore, statistical tests are carried out to determine the relationship between price, the emergence of panic buying and service convenience during this pandemic.
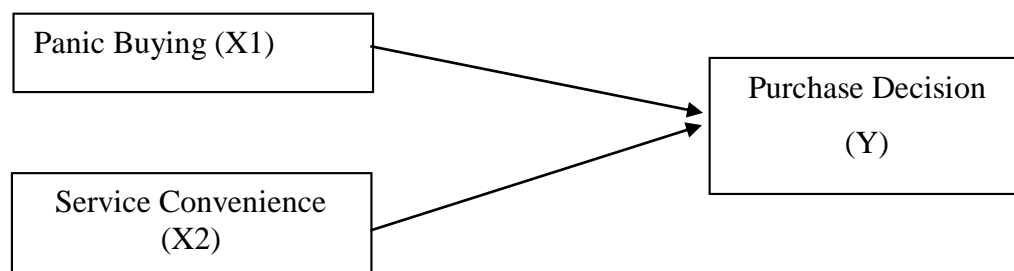

Figure 1. Conceptual Framework

Data analysis technique

Test Instrument Data
Validation & Reliability Test
This research uses a structural equation model, in which each variable is measured using several indicators. According to Abdilah and Jogiyanto (2015), the indicator is practically significant if the parameter value is more than 0.05. Meanwhile, the Reliability Test aims to track reliable indicators of more than 0.06 in constructing the variable construct.

Classic assumption test
Normality test
Indicators in making decisions on normality testing are by looking at Kolmogrov-Smirnov and the value at (Asymptotic Significance) if probability > 0.05 so that the data in the research distribution is normal.
Multicollinearity Test
According to Ghozali (2011) intends to conduct a trial to test whether the regression model found a relationship between the independent variables.
Heteroscedasticity Test
According to Ghozali, 2011 has a goal in carrying out trials whether the regression model has an inequality of variance from the results of one observation to another observation. In conducting a multicollinearity test, technically reviewing the VIF value of each independent variable, if the VIF value is < 10, so that the conclusion is that the data is free from heteroscedasticity events.
Multiple Linear Regression Analysis

Multiple linear regression analysis is used by the author, if the author has the intention of predicting what changes in the value of the dependent variable will be if the value of two or more independent variables as predictors is lowered or increased in value. So that multiple regression linear analysis will be carried out if the total independent variables are at least two (Sugiyono, 2018). A comprehensive mechanism regarding the influence between the independent variables (panic buying, service convenience) to the dependent variable (purchase decisions)

t-Statistic Test (Partial)
Based on the opinion of Ghozali (2009: 88), statistical t testing basically shows how much influence one independent variable has partially to describe the dependent variable. The trial was run using a significance level of 0.05 (=5%).

Coefficient of Determination Analysis (R2)
The determinant coefficient (R2) basically measures the capacity of the model to describe the dependent variable. The value of adjusted R2 that is greater or closer to 1 means that the independent variables (X) can provide almost all the information needed to predict the variation of the dependent variable (Y). If the value of adjusted R2 is lower, it can be stated that the effect of the independent variable (X) is small on the dependent variable (Y).

Research Hypothesis
1. Panic Buying on employee purchasing decisions
According to (Wening F and Mujiyono A, 2020) panic buying can be influenced by other people due to emotional transmission. Based on research from (Shadiqi, 2020) which explains that panic buying has a significant influence on purchasing decisions. then the results of the hypothesis,
H1: Panic Buying partially has a significant effect on the purchase decison.

2. Service Convenience on employee purchasing decisions
Service Convenience proposed by Benoit et al. (2017) defines a customer's view of the energy and time spent on using services with the least possible. Based on research from (Sumarno, Soesanto & Sufian, 2016) which explains that service convenience has a significant positive effect on purchasing decisions. So the results of the hypothesis:
H2: Service Convenience partially has a significant effect on purchasing decisions.

Table. Operasional Variable

VARIABLE	INDICATOR
Panic Buying (X1)	Price antipassive anxiety.
	Infectious fear
	Uncontrollable personality traits.
Service Convenience. (X2)	Delivery convenience
	Time efficient convenience
	Interesting site
	Access Operating hours
	Easy product exchange
Purchase Decision (Y)	Product
	Brand Image
	Dealer choice
	Purchase time
	Number of Products

4. Result and Discussion

Test Instrument Data
Validity Test

Table 1. Validity Test Result

Variable	Indicator	r count
Panic Buying	PB$_1$	0,775
	PB$_2$	0,723
	PB$_3$	0,570
Service Convenience	SC$_1$	0,646
	SC$_2$	0,798
	SC$_3$	0,753
	SC$_4$	0,740
	SC$_5$	0,532
Purchase Desicion	KP$_1$	0,640
	KP$_2$	0,561
	KP$_3$	0,462
	KP$_4$	0,661
	KP$_5$	0,798

Source: Primary data processed, 2022

According to the results of these data, that for the variable in panic buying (X1), Service Convenience (X2), the r table is 0.1654 > r count is declared valid.

Reliabilty Test

Table 2. Reliability Test Result

Variabel	*Nilai Cronbach's Alpha*	Ciritcal Value
Panic Buying (X$_1$)	0,755	0,60
Service Convenience (X$_2$)	0,718	0,60
Purchase Decision (Y)	0,825	0,60

Source: Primary data processed, 2022

Based on the results of the data from the reliability analysis showed the Cronbach's Alpha value > 0.60, so it was known that all the variables in the questionnaire used in the study were said to be reliable.

Classical Assumption Test
Normality test
Based on the results of the Normality test using the Kolmogorov-Smirnov Test method, it shows a significant result of 0.976, which is greater than 0.05, so the data in this research is normally distributed..

Table 3. Multicollinearity test results

Variable	Tolerance	VIF
Panic Buying (X1)	0,951	1.051
Service Convenience (X2)	0,951	1.051

Source: Primary data processed, 2022

The results of this test show that the known values of all models in the equation show a VIF value < 10 and a Tolerance value > 0.10 which means that they are free from multicollinearity symptoms.

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Table 4. Heteroscedasticity Test Results

Variable	Sig (2-tailed)
Panic Buying (X_1)	0,440
Service Convenience (X_2)	0,587

Source: Primary data processed, 2022

The results of the heteroscedasticity test with the glejser test show that the significance value of all independent variables is > 0.05, which means that the equation of this research model is free from heteroscedasticity.

Multiple linear regression analysis

Table 5. Multiple linear regression results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,011	1,584		3,795	0,000
Panic Buying (X_1)	0,517	0,108	0,396	4,779	0,000
Service Convenience (X_2)	0,335	0,073	0,378	4,566	0,000

Source: Primary data processed, 2022

Based on table 5 the results of multiple linear regression analysis, so the regression formulation of this research is as follows:

$$Y = 6.011 + 0.517 X_1 + 0.335 X_2 + e$$

The following is an explanation of the regression results from the above regression equation:
a. Constant = 6.011
   The positive constant value shows the positive influence of the independent variables (panic buying, service convenience). If the independent variable increases or affects the unit, so that the purchase decision variable is fulfilled.
b. Panic Buying (X1) = 0.517
   The regression coefficient value for the panic buying variable (X1) to the purchasing decision variable (Y) means that the panic buying variable will increase by 0.517 coefficient with a positive value meaning that the panic buying variable and purchasing decisions (Y) have a positive relationship. An increase in panic buying (X1) will lead to an increase in purchasing decisions (Y).
c. Service Convenience (X2) = 0.335
   The regression coefficient value of the service convenience variable (X2) to the purchasing decision variable (Y) means that the service convenience variable will increase by 0.335 coefficient with a positive value meaning that the purchasing decision variable and service convenience (Y) are positively correlated. An increase in service convenience (X2) will lead to an increase in purchasing decisions (Y).

Uji t

Table 6. t Test Result

Variabel	t	Sig
Panic Buying (X_1)	4,779	0,000
Service Convenience (X_3)	4,566	0,000

Source: Primary data processed, 2022

According to the results of the analysis in table 6. It is seen that the significance value is <0.05, which means that the variables Panic Buying (X1), Service Convenience (X2) partially have a significant influence on purchasing decisions.

Coefficient of Determination

Table 7. Coefficient of Determination Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605[a]	0,366	0,353	2,062

Source: Primary data processed, 2022

According to table 7, the Adjusted R Square value is 0.353 (35.3%), so it can provide information that the amount of diversity in visiting interest which is influenced by Panic Buying and Service Convenience is 35.3%, and 64.7% is influenced by other variables. outside of this research model.

Discussion
Effect of Panic Buying on Purchase Decisions
According to the test results, it shows that the panic buying variable has a significant positive effect on the purchasing decisions of PT Sanbe Farma group employees. So the results in this research are in accordance with research from (Shadiqi, 2020) which explains that panic buying has a significant influence on purchasing decisions. The factors that lead to the emergence of panic buying attitudes in employees, such as the emergence of a sense of anxiety that is owned by each individual regarding the pandemic situation that is currently being experienced, whether the situation poses a threat or does not threaten each individual, as well as the presence of an individual's uncontrollable nature affects the individual. purchasing decisions during the pandemic.

The Influence of Service Convenience on Purchase Decisions
Based on the test results show that the service convenience variable partially service convenience has a significant positive effect on purchasing decisions. This is supported by previous research, as stated by (Sumarno, Soesanto & Sufian, 2016) which states that service convenience has a significant positive effect on purchasing decisions. Service convenience proved indispensable by employees in deciding to make a purchase. Service convenience can be provided through the ease of cost, effort and time in obtaining services or goods desired by customers (Sumarno, Soesanto & Sufian, 2016).

5. Conclusions

The conclusion from the results of this study is that panic buying, price and service convenience have a significant and positive influence on purchasing decisions made by employees. As for suggestions for further researchers, in order to be able to carry out data collection with a fairly large area, the research results can be more generalized. Meanwhile, panic buying behavior should anticipate strategies in managing inventory more efficiently as a step in anticipating the scarcity of goods and increasing prices at retail. Employees should still prioritize product quality at a price that is quite expensive but in accordance with the benefits obtained.

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