

# THE EFFECT OF INFORMATION AND THREAT EMOTION ON BUYING DECISION OF MASKS BY THE INDONESIAN COMMUNITY IN PREVENTING COVID-19 VIRUS

Wilda Nasution<sup>1</sup>, Ratih Hasanah Sudrajat<sup>2</sup>

<sup>1</sup>Prodi Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis, Universitas Telkom

<sup>1</sup>wildanasution@student.telkomuniversity.ac.id, <sup>2</sup>kumaharatih@gmail.com

\* corresponding author

## ABSTRACT

In making buying decisions, consumers are always driven by needs or motivations. This kind of emotional impulse has actually been often used in sales efforts by using consumer trust as much as possible. Previous research has proven the role of various forms of motivation in influencing the judgments that lead to purchasing decisions. One form of motivation is the emotion of threat. This feeling of being threatened will disappear if the consumer has fulfilled his desire to buy a product. The purpose of this study was to measure the influence of information and threat emotion on the decision process to purchase masks by the Indonesian people to prevent the covid-19 virus. The theory used in this research is communication, health communication, information and threat emotion. It can be concluded from this research that fear turns out to be an internal pressure for consumers and urges them to reduce tension by making decisions. The method used in this study is a quantitative method using validity and reliability tests, classical assumption tests, results of multiple linear regression analysis, and the coefficient of determination. The results show that the tests carried out are significant and there is an influence of information and threat emotion on their purchasing decisions because they believe that masks are the answer to prevent and reduce their fear of the covid-19 virus.

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## 1. Introduction

The consumer's decision-making process will not be separated from his emotional condition, even in the future, consumer emotions will have a separate impact on the results of product attribute evaluations, and more importantly is the role of trust placed by consumers

to determine whether a product can help consumers meet their needs. This kind of emotional impulse has actually been often used in sales efforts by using consumer trust as much as possible. Reporting from [ruangguruku.com](http://ruangguruku.com), according to Daniel Goleman (2002: 411) emotion refers to a distinctive feeling and thought, a biological and psychological state and a series of tendencies to act. (Novianti, 2014)

The buying decision process begins with a consumer's cognitive assessment, whether the pressure is positive or negative. When consumers judge the pressure as positive or in accordance with their goals, then what emerges are challenge emotions which are characterized by feelings of excitement, hope, and confidence. Meanwhile, when consumers judge the pressure to be negative, what arises are threat emotions or feelings of being threatened. (Novianti, 2014)

Threat emotion or feeling threatened has been proven to influence consumer purchasing decisions, feeling threatened can be a form of motivation that encourages consumers to make purchases. This feeling of being threatened will disappear if the consumer has fulfilled his desire to buy a product.

Media is the main source for information retrieval. However, there are so many media that provide hoax information continuously which is spread through social media, such as Whatsapp, Facebook, Instagram, and others. News spreads so fast and not many people immediately swallow the information raw. Here the role of the media, especially mainstream mass media, print media, television and also credible online must explain what the problem is like.

Based on WHO data, the first confirmed case of the corona virus was in China on December 8, 2019. On December 31, 2019, the WHO WHO Country Office was notified of a case of pneumonia of unknown etiology (of unknown cause) detected in Wuhan City, Hubei Province of China. From 31 December 2019 to 3 January 2020, a total of 44 patient cases of pneumonia of unknown etiology were reported to WHO by national authorities in China. On January 11 and 12, 2020, WHO received further information from China's National Health Commission that the outbreak was linked to exposure in one seafood market in Wuhan City. Chinese authorities have identified a new type of virus, the coronavirus. Corona virus or severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a virus that attacks the respiratory system. (Official data from the WHO website accessed on April 19, 2020 at 12:52 a.m.)

The development of the corona virus in Indonesia as of April 2, 2020, based on official data from the Ministry of Health, has reached 1,677 infected, 157 dead, and 103 recovered. (Source from the Official Website of the Indonesian Ministry of Health Accessed on 02 March 2020 at 13:55)

As reported by [bobobox.id](http://bobobox.id), transmission of the corona virus can be avoided by taking several preventive steps. Preventive measures can be taken from simple things. One of the simple steps that some people take is to use masks and gloves when they have to do outdoor activities. ([Bobobox.co.id](http://Bobobox.co.id) accessed on April 24, 2020 at 12.25)

Reporting from BBC News Indonesia, at least six major cities in Indonesia bought masks after President Joko Widodo announced that two Indonesian citizens had tested positive for Covid-19. Although the action was considered excessive, public policy experts said that the action occurred because the government was not quick to catch the public's concerns that have arisen since the corona virus outbreak emerged last December and there is no evidence of solid policies across ministries and local governments. At Pramuka Market, East Jakarta, as reported by journalist Quin Pasaribu for BBC News Indonesia, a number of shops selling medical devices and medicines displayed large signs: MASK OUT OF OUT on a glass window. Visitors who came on Tuesday (03/03) afternoon, had to bite their fingers because they had run out. Even if there is the price is not affordable. One box sells for between IDR 300,000 - IDR 450,000. Several sellers at the Pramuka Market shared that a number of items such as masks, hand sanitizer or hand sanitizer gel, and hand soap were

bought by buyers after President Joko Widodo announced that two Indonesian citizens had tested positive for Covid-19. (BBC.com accessed on April 24, 2020 at 12:45)

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## 2. Method

In this study, based on the problems studied, the method used is a quantitative method. According to Margono in Darmawan (2013:37) quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to find information about what we want to know. The quantitative research method used is survey research, namely research that takes samples from a population and uses a questionnaire as a primary data collection tool (Singarimbun and Effendi 2008).

### Population

In this study, the researchers made the Indonesian people who live in DKI Jakarta the subject of research, because DKI Jakarta is the city with the most positive numbers of corona and is designated as a red zone. Based on the Intercensus Population Survey (SUPAS), it is projected that the population of DKI Jakarta in 2020 will increase by 72 thousand people to 10.57 million people. Reports from the Central Statistics Agency (BPS) and Bappenas stated that this number rose 0.7% from the previous year which was 10,504,100 people.

### Sample

In this study, researchers used Non-probability Sampling in which the sampling technique did not provide equal opportunities or opportunities for each element or member of the population to be selected as samples (Sugiyono 2012:84).

The criteria for the samples taken in the study are:

- Consumers who buy masks in DKI Jakarta.
- Respondents are at least 20 years old.

In this study the sample was determined by the Slovin formula (Sujarweni, 2015)

$$n = \frac{N}{[N(0,05)^2 + 1]}$$

$$n = \frac{10.570.000}{[10.570.000(0,0025) + 1]}$$

$$n = \frac{10.570.000}{26.425 + 1}$$

$$n = \frac{10.570.000}{26.426}$$

$$n = 399,9 \approx 400$$

Where:

n = sample size

N = population

From the calculation based on the use of the Slovin formula, the sample of this study amounted to 400 respondents.

Respondents obtained as many as 403 people, where respondents are those who buy masks and are at least 20 years old.

### 3. Results and Discussion

#### Validity and Reliability Test

According to Sugiyono (2009:178) if the correlation of each factor is positive and the magnitude is 0.3 and above, it can be considered a strong construction or the instrument has good validity.

Based on the results of the g validity test, it can be concluded that the information variable (X1) has two invalid questions where  $r_{(count)}$  is smaller than  $r_{min}$ , namely the 9th and 15th questions. In addition to the two questions, all of the threat emotion variables (X2) and the purchasing decision process (Y) have  $r_{(count)}$  which is greater than  $r_{min}$ , which means that the indicator of the question is declared valid.

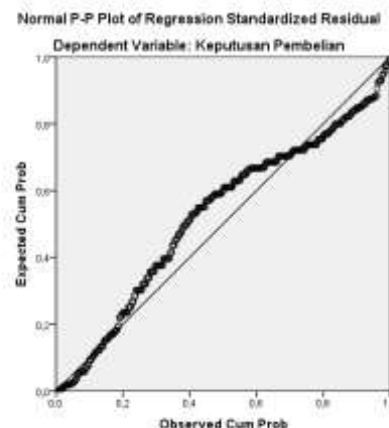
A variable is said to be reliable if it has a Cronbach alpha value greater than or equal to 0.60. (Arikunto, 2006: 196)

**Table 1. Reability Test**

Variabel	Croanbach's Alpha	Nilai Reliabilitas	Kei
Informasi (X1)	0,754	0,60	Relia
Threat emotion (X2)	0,662	0,60	Relia
Proses keputusan pembelian	0,614	0,60	Relia

#### Classic assumption test

The normal pattern graph shows the spread of the points around the diagonal line and follows the diagonal line which describes the regression model fulfilling the assumption of normality.



**Figure 1. Grafik P-Plot**

The results of the multicollinearity test can be seen from the coefficients (tolerance value and VIF). In this study, the value of VIF information (X1) and VIF threat emotion (X2) is less than 10, namely 1.120. Then the value of information tolerance (X1) and threat emotion (X2) is more than 0.1, which is 0.893. So it can be concluded that the regression model does not have multicollinearity problems. The pattern of points spread is not clear above and below 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model.

### Multiple Linear Regression Analysis Results

Based on the data analysis using SPSS 23, the results of the regression equation are as follows:

$$Y = 8,291 + 0,057X_1 + 0,491X_2 + e$$

The regression equation shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that:

1. The value of constant is 8,291, which means that if there is no change in the information variable and threat emotion (the value of X1 and X2 is 0) then the process of buying face masks by the people of Jakarta is 8,921 units.
2. The value of the information regression coefficient is 0,057, which means that if the information variable (X1) increases by 1% assuming the threat emotion variable (X2) and the constant (a) is 0 (no), then the decision-making process is by the Jakarta community increased by 0.057. This shows that the information variable has a positive contribution in the decision process to buy masks by the public in preventing COVID-19.
3. The threat emotion regression coefficient value is 0.491, meaning that if the threat emotion variable (X2) increases by 1% assuming the information variable (X1) and constant (a) is 0 (zero), then the community's decision to purchase masks increases by 0.491. This shows that the threat emotion variable contributes positively to the decision process to purchase masks by the public in preventing COVID-19.

### Coefficient of Determination

**Tabel 2. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.515 <sup>a</sup>	.266	.262	1,11176

a. Predictors: (Constant), Threat emotion, Informasi

b. Dependent Variable: Proses keputusan pembelian

Based on the table, it can be seen that the coefficient of determination is found in the Adjusted R Square value of 0.262. This means that the ability of the independent variable to explain the dependent variable is 26.2%, the remaining 73.8% is explained by other variables not discussed in this study.

### Influence of Information on Purchase Decisions

The test results using multiple linear regression analysis in table 4.7 show that the information variable has a beta value of 0.057 with a significance value of 0.000, so the information variable has a positive and significant effect on the decision to purchase masks by the public to prevent covid-19.

Information is data that has been processed, but the processing is done for a specific purpose. Anton M. Moeliono also stated that information is information, news, notifications, information, or other tangible materials that can be used as material for analytical studies to draw certain conclusions or decisions. (Anton M. Moeliono, 1990: 331)

From this research, it can be seen that information is one of the causes that influence consumer purchasing decisions. Various indicators of information such as the form of information, sources of information, and the nature of information affect consumer purchasing decisions.

### **The influence of threat emotion on purchasing decisions**

The test results using multiple linear regression analysis in table 4.7 show that the threat emotion variable has a beta value of 0.491 with a significance value of 0.000, so the threat emotion variable has a positive and significant effect on the decision to buy masks by the public to prevent covid-19.

According to Duhachek (2005) in Ferrinadewi (2008:142) feeling threatened will encourage consumers to make purchases that aim to avoid threats. One that has been proven is the emotion of responsibility in a person and even fear can trigger purchasing decisions.

The results of this study support previous research conducted by Ferrinadewi (2008), Nofianti (2014), Prasetyo (2016), and Ramadhani (2016) which found that the threat emotion variable had a significant and positive effect on purchasing decisions.

## **4. Conclusion**

Based on the results of research and discussion on the influence of information and threat emotion on the decision to purchase masks by the Indonesian people to prevent the covid-19 virus, it can be concluded that information and threat emotion have been shown to have a positive and significant impact on the decision to purchase masks by the Indonesian people to prevent the COVID-19 virus. 19.

Based on the results of the research and discussion in this study, parties who are directly related to the process of making information about COVID-19 must be able to pay attention to the form and nature of the information that is spread to the public so as not to create excessive fear and worry in the Indonesian people.

In addition, the Indonesian people must also be able to sort out and use media that provide information wisely so as not to be influenced by untrue news and cause errors in decision making.

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