Understanding E-Commerce Purchase Drivers in Southeast Asia: The Case of Digital Marketing, Brand Image, and E-WOM on ZALORA in Brunei and Malaysia

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ABSTRACT. The purpose of this study was to examine and analyze the effect of Digital Marketing, Brand Image, and E-Wom on Purchase Intentions at the ZALORA marketplace in Brunei and Malaysia. Data collected using a questionnaire through the Google Form. The sample used amounted to 110 respondents. Methods of data analysis include descriptive analysis and quantitative analysis using multiple linear regression. The results of this study found that: (1) Digital marketing, brand image, and e-WOM have a positive and significant impact on purchase intention at the ZALORA marketplace. (2) Digital marketing has a positive and significant effect on purchase intention on the ZALORA marketplace. (3) Brand Image has a negative and significant effect on purchase intention on the ZALORA marketplace. (4) E-wom has a positive and significant effect on purchase intention on the ZALORA marketplace.

INTRODUCTION

The more advanced technology and the flow of information make Indonesian people more open to global knowledge. Technological developments make it easier for people to carry out all activities. The more advanced the development of technology is also followed by the development of media both online media and electronic media. Now online media is not only used to find information, but online media has also become a business area or is now often called online business (e-commerce). According to Kotler & Armstrong (2012) E-commerce is an online channel that can be reached by a person via a computer, which is used by business people in carrying out their business activities and is used by consumers to obtain information using computer assistance which in the process begins by providing information services to consumers in determining choice. In this case, one of Indonesia's active e-commerce platforms is Zalora.

ZALORA is an online fashion and luxury brand store that offers a collection of clothing, accessories, shoes and beauty products for men and women. Headquartered in Singapore, Zalora is also present in Hong Kong, Singapore, Indonesia, the Philippines, Thailand, Vietnam, Malaysia and Brunei. ZALORA sells fashion products from international brands as well as local brands in every operating country. ZALORA also operates in Australia and New Zealand as The Iconic. Zalora is one of Rocket Internet's major investments in Singapore. Zalora itself is a subsidiary of the online shopping site Zalando. Zalando is a project from Rocket Internet.

Zalora Indonesia was founded in 2012. Currently, ZALORA Indonesia is the fastest growing online retail fashion and luxury brand in Asia. Sites in each country ensure that fashion products are tailored to the tastes of each country and adapt their preferences. With a selection of more than 500 local and international brands, we bring fashion into a better dimension than before. We offer women's clothing, men's clothing, shoes, accessories, sports, Muslim clothing, and much more! This is what makes us the main destination for online fashion in Indonesia. In just a few years, we've revolutionized the fashion scene in Asia, starting with your shopping habits

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	147.790.000	#2	#4	853.000	3.828.300	6.525.650	4.944
2 Shopee	126.996.700	#1	#1	6.038.000	7.757.940	21.855.970	12.192
3 Bukalapak	29.460.000	#6	#5	215.600	1.661.140	2.518.990	2.316
4 Lazada	27.670.000	#3	#2	430.000	2.975.370	31.364.410	4.126
5 Blibli	18.440.000	#8	#7	529.600	1.622.480	8.598.260	1.979
6 Bhinneka	6.996.700	#21	#17	67.100	42.280	1.036.230	487
7 Orami	6.260.000	n/a	n/a	5.820	6.040	351.770	211
8 Ralali	5.123.300	#26	n/a	2.880	41.160	91.390	176
9 JD ID	3.763.300	#7	#6	42.000	590.670	939.770	1.185
10 Zalora	3.366.700	#5	#8	n/a	720.090	7.989.080	580

Figure 1.1
10 E-Commerce with the most visitors in Indonesia

According to the iPrice survey in September 2021 (Figure 1.1) it shows the highest number of visitors from the 10 largest e-commerce in Indonesia led by Tokopedia which is at the top with an average number of visitors per month of 147,790,000, followed by Shopee in second place with the number average monthly visitors of 126,996,700, and in third place is Bukalapak with an

average monthly visitor of 29,460,000, while Zalora ranks last with an average of 3,366,700 per month.

At this time, competition based on e-commerce has been very rapid in Indonesia, Zalora itself is not the only e-commerce selling fashion products, such as Tokopedia, Shopee, and Bukalapak which are the top 3 level e-commerce in Indonesia which also sell fashion products, even though they are not only focused on fashion products, the three e-commerce still get the intention of customers to shop for fashion products in their e-commerce. This triggers a changing market situation, causing a separate problem for Zalora because the customer's purchase intention will be threatened by the efforts of competitors and cause potential customers to shop at other e-commerce.

According to Kotler and Keller (2013: 137) consumer purchase intention is the behavior of someone who has a desire in choosing or even buying a product, based on experience in selecting, using and consuming a product. Purchase intention is a desire to buy a product or service due to both external and internal influences where previously an evaluation of the product or service to be purchased was carried out. Even though external influences and market situations have the potential to affect customer purchase intentions, companies must be able to continue to provide updates on digital marketing, maintain brand images and provide products according to what is stated in the application so that later customers will give good reviews so that they can generate purchase intentions. on the Zalora marketplace.

According to Coviello, Milley and Marcolin (2001: 26) Digital marketing is the use of the internet and the use of other interactive technologies to create and connect dialogue between companies and consumers who have been identified. The purpose of digital marketing activities is to promote a brand, build preferences, and increase sales through various digital marketing techniques. The reason for using digital marketing in this study is to find out the extent to which online trading is trending among millennial youth today. In previous research conducted by Izzah Nur Masyithoh and Ivo Novitaningtyas in 2021 found that the digital marketing strategy carried out by Tokopedia via e-mail and social media was lacking and had a bad effect on increasing consumer purchase intentions.

E-Wom Hennig-Thurau et al., (2004) defines electronic-Word of Mouth as positive or negative statements made by potential consumers regarding products or companies that can be accessed by many people or institutions via the internet.Noel Jeconiah Janitra Setjo's research (2020) analyzes the influence of service quality on customer satisfaction and customer trust that has an impact on customer loyalty at Starbucks Coffee in Tunjungan Plaza Surabaya. on customer loyalty, and customer trust has a positive effect on customer loyalty.

According to Kotler & Keller (2016: 330), the definition of brand image as follows: brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Customers can see the brand image from Brand benefits and competence are the unique values and advantages offered by a brand to consumers that make consumers able to feel the benefits because their needs, desires, dreams, and obsessions are realized by what is offered.

Izzah nur Masyithoh's research, Ivo Novitaningtyas (2020) analyzes the effect of digital marketing on purchase intentions among Tokopedia consumers where digital marketing has a positive effect on purchase intentions.

Research by Ryzke Dinda Gestari, Mariah (2021) analyzes the effect of brand image and service quality on purchase intentions among JD.ID consumers in Jakarta where brand image influences purchase intention and service quality influences purchase intention.

Julian Andrew's research, Rezi Erdiansyah (2021) analyzed the effect of e-wom, online reviews and quality of information on purchase intentions of Tokopedia consumers where e-wom has no effect on purchase intentions, online review has no effect on purchase intentions, information quality affects purchase intentions.

Graciela Putri Wijaya's research, Henilia Yulita (2022) analyzes the effect of digital marketing, e-wom and brand image on TikTok social media on purchase intentions of TikTok Shop consumers where digital marketing has no effect on purchase intention, e-wom has no effect on purchase intention, Brand image influences purchase intention.

The analysis conducted by previous researchers shows that ZALORA must maintain its brand image because it is proven to be able to increase consumer purchase intentions. Good digital marketing will create a good brand image for a product. E-Wom on purchase intention is a factor that determines purchase intention so that good E-Wom will encourage higher purchase intentions. Suggestions for further research, for further research should provide clear and more specific question indicators in the dimensions of consumer satisfaction.

Based on the description of the theory, the following conceptual framework can be developed:
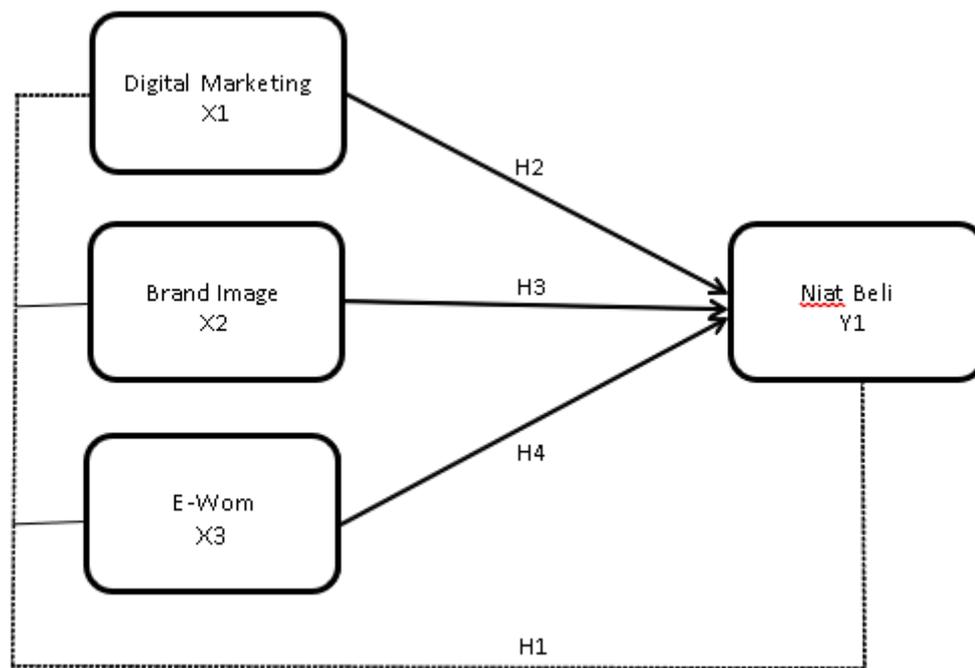
Based on the theory and previous research journals that have been described, it can be concluded that the hypotheses from the research include:
1. Digital marketing, brand image, and e-WOM have a significant effect on Purchase Intention on the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province
2. Digital marketing partially has a positive and significant effect on purchase intention on the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province
3. Brand image partially has a positive and significant effect on purchase intention at the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province
4. E-WOM partially has a positive and significant effect on purchase intention on the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province

METHODS

This research uses quantitative methods. According to Ferdinand (2014) said that this quantitative research method is a way that is used for the purposes of finding new concepts, because researchers will initially develop propositions and hypotheses first then at a later stage will be tested with quantitative data so that in the end it will arrive at a discovery. Finally, in the form of a tested hypothesis. This study intends to determine the effect of digital marketing, brand image,

and E-Wom on purchase intentions on the ZALORA marketplace. The collected data will be processed with SPSS 28.

The sample in this study were some of the consumers of the ZALORA marketplace, Mandau District, Bengkalis Regency, Riau Province. The sampling method used in this research is purposive sampling. According to (Sugiyono, 2019) Purposive sampling is a sampling technique with certain considerations, where the samples taken in this study have the following criteria:
1. Consumers who have accessed the ZALORA website.
2. Do a ZALORA search on the search engine.
3. Access the ZALORA marketplace app

Malhotra (2009), said that at least the sample must be four or five times the number of question items. Therefore, to anticipate errors in filling out the questionnaire, the researchers used a sample of 110 respondents. This study uses primary data obtained by distributing questionnaires to respondents using a Likert measurement scale. Before continue to multiple regression analysis test, we do validity and reliabilty test to ensure the item questionnaires is valid and reliable.

In this study, the data analysis technique is using multiple regression analysis with SPSS Version 24. According to Ghozali (2018), multiple linear regression analysis is used to determine the direction and how much influence the independent variable has on the dependent variable. The results of multiple linear regression analysis will test how much influence financial literacy, lifestyle, emotional intelligence, and financial technology have. After using multiple regression analysis, we continue with hypothesis test using statistical F test, coefficient determinaton test (R^2), and statistical t test.

RESULT AND DISCUSSION

A. Descriptive Analysis
1. Validity Test

According to Kuncoro (2013) said that the validity test is to test the ability of the questionnaire so that it can really measure something that you want to measure and states the basis for making a decision on the validity test is as follows :
1. If rcount is positive and rcount > rtable, then the item or variable is valid. However, if rcount is positive and rcount <rtable then the item or variable is invalid.
2. If rcount > rtable but has a negative sign, then the item or variable is invalid

Table 1, Validity Test

Variabel	Question Item	rCount	rtTable	Description
Digital Marketing (X1)	X1.1	0,850	0,361	Valid
	X1.2	0,860	0,361	Valid
	X1.3	0,740	0,361	Valid
	X1.4	0,783	0,361	Valid
Brand Image (X2)	X2.1	0,935	0,361	Valid
	X2.2	0,701	0,361	Valid
	X2.3	0,861	0,361	Valid
E-Wom (X3)	X3.1	0,805	0,361	Valid
	X3.2	0,654	0,361	Valid
	X3.3	0,641	0,361	Valid

	X3.4	0,620	0,361	Valid
	X3.5	0,792	0,361	Valid
Niat Beli (Y)	Y.1	0,784	0,361	Valid
	Y.2	0,568	0,361	Valid
	Y.3	0,555	0,361	Valid
	Y.4	0,788	0,361	Valid

Source : Data Primary processed, 2022

Based on the results of the validity test with a total of 30 respondents, it can be seen that all variable statements submitted to respondents are valid because it is seen from the value of r count > r table (0.361) so it can be concluded that all statements in the questionnaire can be said to be feasible as instruments to measure research data.

2. Reliability Test

According to Ferdinand (2014) said that this data can be considered reliable or trusted if the instrument can produce results that are practically the same consistently every time a measurement is carried out. According to Ghozali (2018) said that a construct or variable can be said to be reliable if it gives a Cronbach Alpha value > 0.70.

Table 2, Reliability Test

Variabel	N of Items	Cronhach's Alpha	Sig.	Description
Digital Marketoing (X1)	4	0,822	0,70	Reliabel
Brand Image(X2)	3	0,782	0,70	Reliabel
E-Wom	5	0,733	0,70	Reliabel
Niat Beli	4	0,739	0,70	Reliabel

Source: data Primary processed 2022

Based on table 2, the reliability test results from 30 respondents can be seen that all variables in the statement are declared reliable because they have met the required value, namely the Cronbach Alpha value > 0.70.

3. Descriptive Statistics

a. Respondent Characteristics

Descriptive analysis of the characteristics of respondents in this study aims to determine the characteristics or profiles of respondents. Characteristics of respondents in this study include age, gender, pocket money / salary per month, domicile, and make transactions every day. The characteristics of the respondents are shown in the following table:

Table 3, Respondent Gender Characteristics

Description	Amount	Percentage
Male	71	59,17%
Female	49	40,83%
Total	110	100%

Source : data Primary processed, 2022

Based on table 3, it can be seen that of the 120 respondents in this study, there were 71 (59.17%) male respondents and 49 (40.83%) female respondents.

Table 4, Respondent Age Characteristics

Description	Amount	Percentage

15-19 Years Old	1	0,85%
20-24 Years Old	81	67,5%
25-29 Years Old	37	30,8%
>30 Years Old	1	0,85%
Total	110	100%

Based on table 4, it can be seen that most of the age segments of respondents from this study were dominated by the age of 20-24 years, namely 81 (67.5%) respondents and the second was dominated by the age of 25-29 years, namely 37 (30.8%). respondents.

Table 5, Respondent Profession Characteristics

Description	Amount	Percentage
Student	70	63,6%
Entrepreneur	1	0,9%
Private Employees	12	10,9%
PNS/TNI/POLRI	0	0%
Others	27	24,5%
Total	110	100%

Based on Table 5, it can be seen that of the 110 respondents in this study, most of the demographic segments of the respondents were dominated by respondents who profession as students, as many as 70 people (63,6%). Respondents with other professions are in second as a characteristic of respondents based on their Profession, as many as 27 respondents (24,5%).

Table 6, Respondent Domicile Characteristics

Description	Amount	Percentage
Air Jamban	15	13,6%
Babussalam	20	18,2%
Bathin Betuah	12	10,9%
Duri Barat	16	14,5%
Duri Timur	22	20%
Pematang Pudu	25	22,7%
Total	110	100%

Based on table 5, it can be seen that of the 120 respondents in this study, the majority of the demographic segment of respondents lived in Pematang Pudu as many as 25 (22,7%) respondents and the second resided in Duri Timur 22 (20%) respondents.

The descriptive analysis of the variables in this study aims to determine the tendency of respondents' assessments at the level of the variables studied. The descriptive variables in this study include digital marketin, brand image,and e-wom on purchase intention in marketplace ZALORA

at Mandau District, Bengkalis Regency, Riau Province. This analysis was measured with the lowest score of 1 (Strongly Disagree) and the highest score of 5 (Strongly Agree). The results of the descriptive analysis of the variables in this study are as follows:

a. Digital Marketing

The digital marketing variable consists of 4 indicators with 4 statement items, the results of the descriptive analysis are shown as follows:

Table 8, Digital Marketing Variable Evaluation

No	Statement	Answer					Mean
		1	2	3	4	5	
		NVA	NA	N	A	VA	
1	The ZALORA Marketplace makes it easy for consumers to freely access their marketplace	0	0	11	31	68	4.52
2	The ZALORA Marketplace makes it easy for consumers to find the items they want	0	0	14	51	45	4.28
3	Complaints about fraud or complaints can be sent via e-mail easily.	0	2	29	49	30	3.97
4	Consumers can see various kinds of promos offered by the ZALORA marketplace	0	0	18	44	48	4.27
Average Score							4.26

Source : data Primary processed, 2022

Based on Table 8 of 110 respondents who used several samples in the study, it can be seen above that the average respondent thinks digital marketing is in the very good category with an average value of 4.26.

b. Brand Image

Brand Image consists of 3 indicators with 3 statement items, the results of descriptive analysis are shown as follows:

Table 9, Brand Image Variable Evaluation

No	Statement	Answer					Mean
		1	2	3	4	5	
		NVA	NA	N	A	VA	
1	The ZALORA marketplace is able to create fondness for the ZALORA brand	0	3	20	37	50	4.22
2	The ZALORA marketplace is able to instill strong brand power in its consumers	0	1	29	38	42	4.10
3	The ZALORA marketplace is able to create its own uniqueness, namely the only marketplace engaged in the fashion luxury brand sector	0	3	21	29	57	4.28
Average Score							4.20

Source : data Primary processed, 2022

Based on Table 9 of the 110 respondents who used some of the samples in the study, we can see above that the average respondent considers the brand image to be in the very good category with an average value of 4.20

c. E-Wom

Service quality consists of 5 indicators with 5 statement items, the results of descriptive analysis are shown as follows:

Table 10, E-Wom Variable Evaluation

No	Statement	Answer					Mean
		1	2	3	4	5	
		NVA	NA	N	A	VA	
1	Consumers can easily read product reviews that they want to buy on the ZALORA marketplace	0	10	15	36	49	4.13
2	Consumers can easily collect information about the products they want to buy on the ZALORA marketplace	0	4	25	38	43	4.09
3	Consumers can consult ZALORA online and easily	0	6	35	35	34	3.88
4	It can cause concern for consumers if there are no online reviews of the product	1	6	20	35	48	4.12
5	Can increase consumer confidence after reading online reviews on the ZALORA marketplace	0	5	19	35	51	4.20
Average Score							4.08

Source : data Primary processed, 2022

Based on Table 10 of the 110 respondents who used some of the samples in the study, we can know above that the average respondent assesses the e-wom as in the good category with an average value of 4.08.

d. Purchase Intention

Customer satisfaction consists of 4 indicators with 4 statements, the results of the descriptive analysis are shown as follows:

Table 11, Customer Satisfaction Variable Evaluation

No	Statement	Answer					Mean
		1	2	3	4	5	
		NVA	NA	N	A	VA	
1	Tend to buy fashion luxury brand products on the ZALORA marketplace	0	5	17	30	58	4.28
2	Provide references to others about products in the ZALORA marketplace	1	0	8	43	58	4.43
3	The ZALORA marketplace is the main preference for shopping for luxury brand fashion products	2	6	20	38	44	4.05

4	The ZALORA marketplace is the place to find information about fashion luxury brand products	0	2	12	45	51	4.32
Average Score							4.27

Source : data Primary processed, 2022

Based on Table 11 of the 120 respondents who were used as samples in the study, we can see above that the average respondent assesses customer satisfaction in the very high category with an average value of 4.27.

B. Quantitative Analysis

Quantitative analysis in this study uses the SPSS 25.0 program to facilitate data processing. The results of testing with multiple linear regression analysis models on variables that affect the financial behavior of the millennial generation during the COVID-19 pandemic can be shown as follows:

1. Multiple Linear Regression Analysis

The multiple regression equation test in this study aims to see how far the ability of a model to explain the variation of the independent variables. The results of the multiple linear regression test are as follows:

Table 12, Multiple Regression Analysis

Model	Unstandardized Coefficients		t	Sig	Keterangan
	B	Std. Error			
(Constant)	3,924	1,1467	2,675	0,009	Signifikan
Digital Marketing (X1)	0,722	0,085	8,535	<0,001	Signifikani
Brand Image (X2)	-0,364	0,086	-4.233	<0,001	Signifikan
E-Wom (X3)	0,280	0,058	4,816	<0,001	Signifikani
a. Depent Variable: Purchase Intention (Y)					
Adjusted R Square = 0,633					
R Square = 0,645					
R = 0,803					
Fhitung = 22,879					
Sig f = <0,001					

Source : Data Primary processed, 2022

2. Statistical F test (F)

In the table, it can be seen that the calculated F value is 22.879 with a significance of <0.001. This means that the significance value is less than 0.05, it can be concluded that H_1 is accepted, therefore it can be said that the variable X, namely Digital Markeitng (X_1), Brand Image (X_2), and E-Wom (X_3) have a simultaneous effect (together). the same and significant to the Y variable, namely Purchase Intention (Y) on customers marketplace ZALORA in Mandau District, Bengkalis Regency, Riau Province.

3. Coefficient of Determination (R2)

The results of the value from the table, it can be seen that the value of the coefficient of determination (Adjusted R Square) is 0.633. This means that 63.3% of the variation of the Y variable, namely Purchase Intention (Y) can be explained by the three independent variables,

namely Digital Marketing (X_1), Brand Image (X_2), and E-Wom (X_3), then the remaining 36.7% is influenced by the variable other outside the independent variables studied.

4. Statistical t test (t test)

Partial t test was conducted to determine the partial effect between the independent variable and the dependent variable.

a. From the calculation results in the table it is known that the Sig value for the effect of X1 on Y is <0.001 <0.05 and the tcount value is 8.535 > 1,982. So it can be concluded that digital marketing partially has a positive and significant effect on purchase intention on the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province. Thus the second hypothesis is proven.

b. From the calculation results in the table it is known that the Sig value, for the effect of X2 on Y is 0.002 <0.05 and the tcount is -4.233 <1.982. So it can be concluded that brand image partially has a negative and significant effect on purchase intention at the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province. Thus the third hypothesis is not proven.

c. From the calculation results in the table it is known that the Sig value for the effect of X3 on Y is 0.012 <0.05 and the tcount value is 4.816 > 1.982. So it can be concluded that E-Wom partially has a positive and significant effect on purchase intention at the ZALORA marketplace in Mandau District, Bengkalis Regency, Riau Province. Thus the fourth hypothesis is proven.

CONCLUSION

Based on the results of the analysis carried out from hypothesis testing on the respondents studied and in accordance with the research criteria, namely the customers who have visited and purchased Xi Bo Ba products in Magelang City, therefore it can be concluded as follows:

1. Digital marketing, brand image, and e-WOM have a significant effect on purchase intention of ZALORA marketplace consumers in Mandau District, Bengkalis Regency, Riau Province.
2. Digital marketing partially has a positive and significant effect on purchase intention of ZALORA marketplace consumers in Mandau District, Bengkalis Regency, Riau Province.
3. Brand image partially has a negative and significant effect on purchase intention of ZALORA marketplace consumers in Mandau District, Bengkalis Regency, Riau Province
4. E-WOM partially has a positive and significant effect on purchase intention of ZALORA marketplace consumers in Mandau District, Bengkalis Regency, Riau Province

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