



# **SOCIAL AND POLITICAL ISSUES ON SUSTAINABLE DEVELOPMENT IN THE POST COVID-19 CRISIS**

Edited by

Oman Sukmana, Salahudin, Iqbal Robbie, Ali Roziqin,  
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## SOCIAL AND POLITICAL ISSUES ON SUSTAINABLE DEVELOPMENT IN THE POST COVID-19 CRISIS

As a threat, a pandemic has indirect implications for social, economic and political conditions both at domestic and international levels. Thus, collective and comprehensive efforts are needed in responding to and preventing the expansion of infections caused by the virus, including Covid-19. This international conference provides the discourse on social, economic as well as political issues regarding the condition after the pandemic. Social issues are studied through social welfare, sociology, governance, communication and international relations approaches. Meanwhile, economic problems are discussed through business, economic development and economic management approaches. Under the First International Conference on Humanities and Social Sciences (ICHSSOS) 2021, speakers from several countries provided solutions and alternative perspectives in preventing and dealing with problems after the Covid-19 pandemic. This book contains 42 papers presented at the conference.



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PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON SOCIAL AND POLITICAL  
ISSUES ON SUSTAINABLE DEVELOPMENT IN THE POST COVID-19 CRISIS  
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# Social and Political Issues on Sustainable Development in the Post Covid-19 Crisis

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## Preface

Pandemics are a real threat to mankind because the spread of such outbreaks has a wide coverage not limited to only one or two countries but affecting almost all countries in the world. As a threat, a pandemic has indirect implications for social, economic and political conditions both at domestic and international levels. Thus, collective and comprehensive efforts are needed in responding to and preventing the expansion of infections caused by viruses, including Covid-19. Since the outbreak of Covid-19 in March 2020, many countries have tried their best to prevent the spread of the virus in their countries. Nevertheless, only few have succeeded in responding to this pandemic. Then it tends to create new problems, for example the disruption of the social and economic order. The heterogeneous social order has resulted in a lot of premature speculation related to the Covid-19 virus, this causes many people to tend to ignore it.

This neglectful attitude itself is a problem within humankind due to the lack of information and knowledge, especially since the characteristics of Covid-19 are a quickly-spread type of flu. The implication for the economic order is the cessation of the flow of production as well as discontinuation of goods and services transfer. It is because the virus spreads through the air, so that the fear of infection is definitely great. In addition, the implementation of policies or regulations that are tentative in nature has caused political turmoil. These three implications can at least illustrate that the Covid-19 pandemic has disrupted the existing order. As a result, governments must work hard to deal with and prevent the spread of the Covid-19 virus.

The Faculty of Social and Political Sciences and the Faculty of Economic and Business, University of Muhammadiyah Malang held an international conference under the name, the First International Conference on Humanities and Social Sciences (ICHSOS) 2021 on 18-19 June 2021, at Universitas Muhammadiyah Malang, in East Java, Indonesia. The conference was held online due to the pandemic with a keynote lecture from Professor Ravik Karsidi, Minister for Human Development and Cultural Affairs of Indonesia and five main speakers **Dr. Peerasit Kamnuasilpa**, Khon Kaen University, **Yash Chawla, PhD.**, Wrocław University of Science and Technology (WUST), **Dr. Khadijah Alavi**, Universiti Kebangsaan Malaysia, **Dr. Vina Salviana Darvina Soedarwo, M.Si.**, University of Muhammadiyah Malang, Indonesia, and Dr Eko Handayanto, M.M, University of Muhammadiyah Malang.

Under the theme entitled “Social and Political Issues on Sustainable Development in the Post Covid-19 Crisis”, the Conference gathered participants from various universities in Indonesia and other countries. The conference accepted 84 articles to be presented. There are 42 articles included in this conference proceedings volume published by CRC Press/Balkema, Taylor & Francis Group. Hopefully the participants of the conference will be able to dissect problems, find solutions and get alternative perspectives in preventing and dealing with the pandemic problems posed by Covid-19.



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We hope we will meet again at the next conferences. Stay safe and healthy.

Malang, November 27, 2021  
Organizer of ICHSOS 2021  
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## Purchase decisions based on design and customization of mask products (study on millennial generations in pandemic era)

Luqman Dzul Hilmi\*, Siti Nurhasanah & Immanuel Mu'ammal  
*Universitas Muhammadiyah Malang, Malang, Indonesia*

**ABSTRACT:** Essential mask products during this pandemic directly benefits the mask business in the form of increased mask products sales. This condition requires business people to offer masks that function as personal protective equipment, and they also consider product design and product custom. The goal is to tempt customers into buying mask products that, in addition to their needs, also meet their interests. Besides, advances in internet technology have made its use increase. The increase is from the aspect of usage intensity to the level of browsing to internet-based media. The internet makes customers, especially the millennial generation, have more and more information making purchase decisions, namely for mask products. Therefore, this study uses a quantitative approach with multiple regression analysis. A sampling of 128 millennial generation respondents used the accidental sampling method, namely accidental sampling of prospective respondents so that consideration of the requirements' suitability must be fulfilled. Based on the results of data analysis, it was found that: 1). product design has a positive and significant effect on purchasing decisions; 2) product custom has a positive and significant effect on purchasing decisions; and 3) product design and custom have a positive and significant effect on purchasing decisions. The purpose of this research is to answer questions about purchasing decisions based on the design and custom of mask products.

*Keywords:* product design; customization; purchase decision

### 1 INTRODUCTION

Technology has made the world more horizontal, inclusive, and social (Kartajaya 2018). The quote from the sentence is the same as the current condition, where society is inseparable from technology, especially information technology, namely the internet. In the current digital era, 64.8% of the population were internet users in Indonesia in 2018, or as many as 171.17 million people (APJII 2019). Every aspect of their life makes use of the internet to access information to conduct business transactions. Besides that, Indonesia has experienced demographic changes in its population structure, the majority of which are from the millennial generation. The millennial generation in 2017 reached 88 million people or 33.75%, with a contribution of around 50.36% of the number of people of productive age, namely people born in the 1980–2000 range or what is known as generation Y (KPPPA & BPS 2019).

This generation feels more about the interaction of technological changes in all aspects of their lives and is always close to communication, media, and digital technology so that it has characteristics, including being close to social media; creative, efficient, productive, and passionate; dynamic and wanting to be fast-paced; as well as being open-minded, critical, and courageous. When observed in daily life, this generation uses more than 98.2% of cellphones, starting from accessing social media, websites, communication via networks to transacting goods and services

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\*Corresponding Author



online (APJII 2019; IDN Research Institute 2019; KPPPA & BPS 2019). Meanwhile, in the digital era, the millennial generation has shifted its behavior patterns, especially in purchasing products online to meet their daily needs (APJII 2019; IDN Research Institute 2019). Shifting purchasing behavior due to technological developments and demographic changes still originates from what basic needs they need, such as solving their most important problems. For this reason, the value of the product provided must be in the form of solution benefits, namely solving customer problems.

As for the current pandemic state, of course, there is an increase in customer needs for personal protective equipment products due to the transmission of the Covid-19 outbreak, and besides that, it is reinforced by the implementation of standard health protocol implementation regulations (Kemenkes 2020). One of the protocols is that you are required to use a mask. At first, the mask products that we are looking for were of medical standard, but over time masks appeared with attractive designs and had customization services so that the models became more and more diverse. Based on data in March at the time of the emergence of panic buying behavior by the public due to the entry of the first case of the coronavirus in Indonesia, there was an increase (more than two times) of sales of health products such as masks at Tokopedia, Shopee, and Bukalapak (CNN Indonesia 2020). For Tokopedia, mask sales in March increased 197 times from the previous months (Liputan6, 2020). Regarding product design and custom, such as sales of batik masks on Tokopedia, it has also increased by up to 20 times (Gatra 2020). Therefore, based on this explanation, it is interesting to conduct research related to design and custom in mask products to find out what informs purchasing decisions by millennial generations.

## 2 RESEARCH METHOD

The implementation of this study aims to test a phenomenon that occurs based on the preparation of hypotheses with relevant theories and using quantitative methods. The collection of population data uses the technique of giving questionnaires to respondents, namely the millennial generation who were born between 1980 until 2000 and have purchased masks. Furthermore, the sampling stage is with the accidental sampling method from the population, which is an accidental sampling of the prospective respondents encountered, so that the consideration of the suitability of the requirements must be fulfilled. The number of samples that must be met based on the number of variables, namely three, is  $\geq 100$  (Haier et al. 2014). The operational definitions in this study include product design consisting of aesthetic, functional, and symbolic dimensions (Gilal et al. 2018), customization (Ha & Widow 2014), as well as purchasing decisions (Gilal et al. 2018). In the implementation stage, the data testing includes instrument testing, namely the aspects of reliability and validity. In comparison, the other test is multiple regression that functions to measure how far the independent variable influences the dependent variable, and hypothesis testing with several conditions that must be met so that the test results can be accurate.

## 3 RESULT AND DISCUSSION

The primary data collection used a questionnaire to 128 respondents in accordance with the provisions of the criteria. The explanation of the demographics of the respondents is as in Table 1.

Based on the results of data analysis that have been presented in Table 1, the respondents of this study were predominantly female (54%). This can be interpreted that women prefer to use masks that are unique or different from masks in general. Furthermore, if it is seen from the marital status, as many as 64% or 82 responses have unmarried status. Furthermore, the age range is dominated by respondents aged 21–25 years (42 or 33%). This is interpreted as being the age range concerned with the mask model used to support the lifestyle that is being lived. SMA/SMK dominated the last education by 62 respondents (48%). It can be interpreted that graduating from high school or the equivalent means that the use of customizable masks gives an impression when worn.

Table 1. Demographics of respondents.

Gender	Quantity	Percentage	Age	Quantity	Percentage
Female	69	54%	15 – 20	34	27%
Male	59	46%	21 – 25	42	33%
Status	Quantity	Percentage	26 – 30	24	19%
Single	82	64%	31 – 35	22	17%
Married	46	36%	36 – 40	6	5%
Education	Quantity	Percentage			
High School	62	48%			
Associate/ Bachelor	14	11%			
Master	52	41%			

### 3.1 Classic assumption test

A normality test: The: The distribution is normal if the plotting data follows the diagonal line. The data test results are normal.

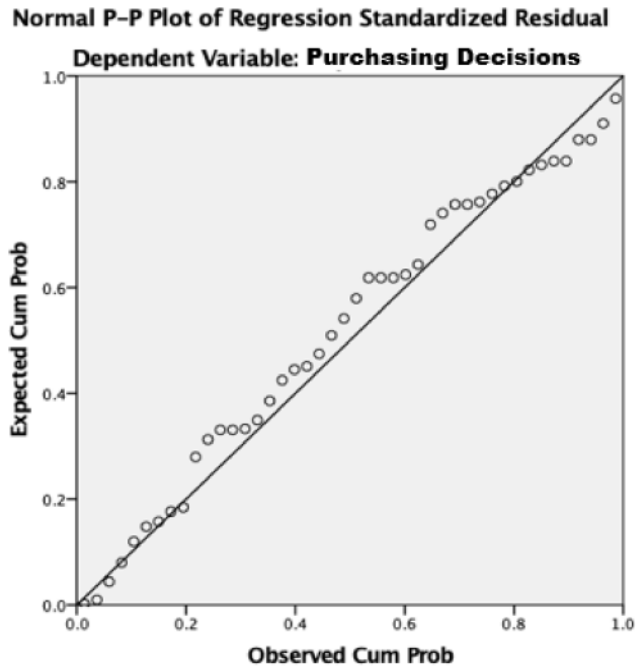


Figure 2. Normality of the P-plot.

### 3.2 Multicollinearity test

Multicollinearity does not occur if the Tolerance value  $>0.100$  and the VIF value  $<10.00$ . The data test results are that multicollinearity does not occur because the Tolerance value is 0.582 and the VIF value is 1.718.

Heteroscedasticity test: Heteroscedasticity does not occur if there is no clear pattern such as wavy, widened, then narrowed in the scatterplots image, and the dots spread above and below the number 0 on the Y-axis. The results of the data test are that there is no heteroscedasticity.

Table 2. Multicollinearity test.

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2.973	.825		-3.603	.000		
	<b>Product Design</b>	.323	.032	.686	10.019	.000	.582	1.718
	<b>Customization</b>	.233	.091	.175	2.556	.012	.582	1.718

a. Dependent Variable: **Purchasing Decisions**.

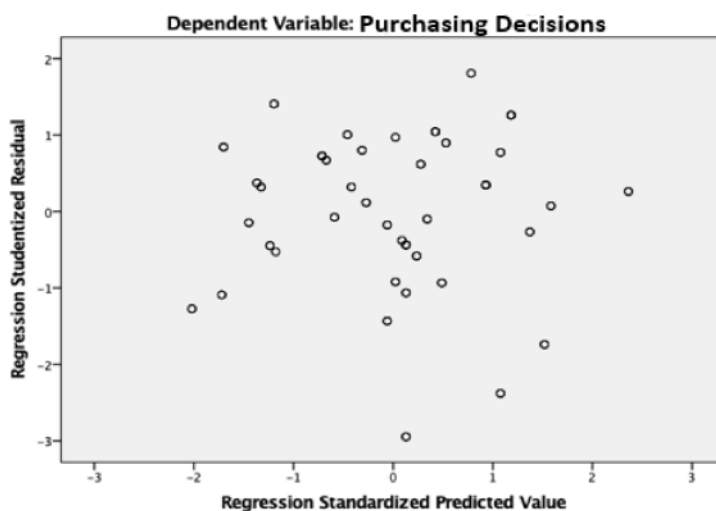


Figure 3. Scatter plot.

Autocorrelation test: There is no autocorrelation symptom if the Watson durbin value lies between  $du$  to  $(4 - du)$ . The data test results are no autocorrelation symptoms. Looking for the value of  $du$ : searched for from Watson's durbin table. Based on  $k$  (2) and  $N$  (128) with a significance of 5%, then as seen in the table, the value is  $1.7441 < \text{durbin Watson} (1.785) < 4 - du (2.2559)$ . There is no autocorrelation.

Table 3. Autocorrelation test.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.810 <sup>a</sup>	.656	.651	1.601	1.785

a. Predictors: (Constant), Customization, Product Design.

b. Dependent Variable: Purchasing Decisions.

### 3.3 Multiple regression

Based on the testing results between variables, the hypothesis can be accepted on condition if  $t >$  from  $t$  table is 1.96 or  $p\text{-value} < 0.05$  (Ghozali 2013). Based on the test results, all the relationships between product design variables and purchasing decisions are  $t$  count 10.019, and customization

of purchasing decisions of t count 2.556, namely reaching the value of t count > t table of 1.96. This indicates that the two proposed hypotheses are accepted; namely, product design has a positive and significant effect on purchasing decisions, and customization has a positive and significant effect on purchasing decisions.

While the simultaneous test results of the two independent variables are seen from the calculated f value of 120.301, which is greater than the f table's value ( $\alpha = 0.05$ ; DB regression 2; DB residual 126), it can be concluded that simultaneously the two independent variables affect purchasing decisions, and the use of this regression research model is feasible.

Table 4. T-test and F-test.

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-2.973	.825		-3.603	.000		
	Product Design	.323	.032	.686	<b>10.019</b>	.000	.582	1.718
	Customization	.233	.091	.175	<b>2.556</b>	.012	.582	1.718

a. Dependent Variable: Purchasing Decisions

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616.417	2	308.208	120.301	.000 <sup>b</sup>
	Residual	322.808	126	2.562		
	Total	939.225	128			

a. Dependent Variable: Purchasing Decisions.

b. Predictors: (Constant), Customization, Product Design.

- a. Effect of Product Design on Purchasing Decisions. Based on this study's results, it is proven that product design has a positive and significant effect on purchasing decisions for mask products by the millennial generation during the pandemic. Although the value of design excellence is difficult to measure, it has a significant role in influencing purchasing decisions (Osterwalder and Pigneur, 2010; Kotler and Keller, 2012; Merli, 2014). Reinforced by Rachman and Santoso's (2015) research, it explains that product designs that are varied, not out of date, have characteristics, and follow trends can increase stability in purchasing decisions.
- b. Effect of Customization on Purchasing Decisions. Based on this study's results, it is proven that customization has a positive and significant effect on purchasing decisions for mask products by the millennial generation during the pandemic. The research of Thompson and Chmura (2015) and Schnurr and Scholl-Grissmann (2015) explains that consumers are faced with designed products according to their personal needs, so this leads companies to support them in purchasing decisions.
- c. Effect of Product Design and Customization on Purchasing Decisions. Based on this study's results, it is proven that product design and customization have a positive and significant effect on purchasing decisions for mask products by the millennial generation during the pandemic. Products that are designed based on symbolic and functional values and adjusted to their aesthetic value for customers can further increase interest in buying (Gilal et al. 2018).

#### 4 CONCLUSION

The study that was carried out based on this research on the millennial generation during the pandemic was found to show a positive and significant effect on purchasing decisions. Products

that are varied, not out of date, have characteristics, and are currently on trend are products in demand by customers. Even though it focuses more on products with aesthetic values, companies still have to include symbolic and functional values. There is a basic need for mask products during this pandemic as a means of personal protection and prevention from the Covid-19 outbreak. This is confirmed by government regulations that require standardized health protocols. There are suggestions for mask business companies to maintain the primary function of mask products following the standards in government regulations in designing models and producing masks in the future. For the implementation of further research, it is necessary to expand research variables related to product design, customization, and purchasing decisions so that scientific insights, especially in the field of management, are broader.

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