

# Administrative Policy of The Regional Customs and Excise Office of East Java I on Purchase Decisions Through Intensity of Use of Online Marketing Media

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**Abstract** - The development of digital technology was followed by the use of the Internet as an online marketing medium which is classified as effective and reaches a large number of Internet user communities. Market traffic for both exports and imports has increased rapidly because purchasing decisions through online transactions are seen as providing convenience. This study aims to analyze the tasks of monitoring, controlling, and limiting the traffic of goods and their influence on purchasing decisions which are intervened by the intensity of using online marketing. Respondents were taken purposively in the community who use marketing media and online transactions. The analysis was carried out through a structural equation model (SEM) using AMOS 20.0. The results of the research prove that supervision has an effect on consumer decisions to buy which is intervened by the intensity of use of online marketing media, and control has an effect on buying decisions which is intervened by the intensity of use of online marketing media, and the intensity of use of online marketing media has an effect on buying decisions. However, the results of this study cannot prove that there is a limiting influence on purchasing decisions that are intervened by the intensity of using online marketing media and cannot prove that supervision, control, and restrictions by the Office of the Directorate General of Customs and Excise directly affect buying decisions.

**Keywords:** Monitoring, control, restrictions, online intensity, purchasing decisions

## I. INTRODUCTION

One of Nawacita's goals is to lead to an Indonesia that is politically sovereign, as well as independent in the economic field and has a personality in a culture that requires many roles from related agencies so that the country's aspirations can be achieved, one of which is the Directorate General of Customs and Excise (DJBC) as a Government Agency who have contributed to realizing an independent country's economy. In realizing its role, DJBC not only supports but also reforms to be able to take off in welcoming a better DJBC. The spirit of reform is aimed at eradicating illegal trade, creating service practices that are free of extortion and corruption, and increasing service user satisfaction. For this reason, in carrying out the strategic role as described above, in accordance with the Regulation of the Minister of Finance Number 234/PMK.01/2015 jo. Regulation of the Minister of Finance Number 212/PMK.01/2017 concerning the Organization and Work Procedure of the Ministry of Finance, namely carrying out the mandate as a State Finance Manager who prioritizes the perspective of public welfare (prosperity) and the perspective of protecting citizens (security) in carrying out their duties. These tasks and functions include supervision, law enforcement, service, and optimization of state revenue in the field of customs and excise; in the field of control, law enforcement, services and optimizing state revenue in the field of customs and excise; as well as controls that support the function of community protection and perform functions as border management.

On the other hand, there is still a negative stigma against the government bureaucracy. This view does not only occur in Indonesia but also occurs in other countries. This negative stigma from society can be caused by two things (Budiyanti, 2017). First, the performance of these public organizations has not met people's expectations. At a time when the community wants to improve public services, there are still bureaucrats who have not been able to carry out their duties and obligations properly. Bureaucrats often blunder, endanger, or

actually threaten society, both personally and organizationally. Second, stereotypes and misunderstandings from the public make the performance of a public organization not fully informed the public. In addition, it is not uncommon for government organizations to be the party to blame, while in fact the problems are caused by the legislature or pressure from other parties. This negative assessment was also experienced by the Directorate General of Customs and Excise. In 2005, the Indonesian Corruption Watch (ICW) reported on research results from Transparency International Indonesia (TII) that Customs and Excise once held the title of the most corrupt and low-productivity institution, followed by the Police in second place, and the TNI in third place. Following up on this negative public view, the Ministry of Finance, in particular the Directorate General of Customs and Excise, began to make organizational reforms. In 2006, the Ministry of Finance, with awareness of increasing public expectations, began to initiate a bureaucratic reform program for the Ministry of Finance. This program was then officially implemented in 2007, marked by the enactment of Minister of Finance Decree No. 30/KMK.01/2007 concerning Bureaucratic Reform of the Ministry of Finance (Saputra and Latifah, 2020:5).

The Directorate General of Customs and Excise (DJBC), which is part of the Ministry of Finance, also carried out internal institutional improvements by carrying out bureaucratic reform based on directions from the Minister of Finance and monitoring from the Team for the Acceleration of Central Bureaucratic Reform (TPRBP) of the Directorate General of Customs and Excise (Kristinah, et., al., 2021: 2). One of the important aspects of bureaucratic reform at the Directorate General of Customs and Excise is the implementation of performance that is more measurable and carried out periodically. The output of measuring the performance of the Directorate General of Customs and Excise is in the form of a Performance Report (LAKIN) which is presented annually. LAKIN is a control tool and performance appraisal with a quantitative approach for DGCE as a whole, which includes all work units within DGCE referring to the Minister of State Apparatus Empowerment Regulation (Permen PAN) No: Per/09/M.PAN/5/2007 concerning Guidelines General Determination of Key Performance Indicators in the Environment of Government Agencies, Permenpan No. Per/20/M.PAN/11/2008 concerning Guidelines for Preparation of Main Indicators, which requires Ministries/Institutions to establish Key Performance Indicators (IKU), as well as instruments for performance management in accordance with the provisions stipulated in Minister of Finance Decree number: 454/KMK.01/2011 concerning Performance Management which includes monitoring, controlling, and limiting the traffic of goods, especially imported products and various trading products. In 2019-2020 the achievement of the organizational performance value (NKO) of the Directorate General of Taxes (DKB) was 102.63%, which value consisted of performance achievements in each perspective, namely stakeholders perspective (21.11%), customer perspective (15.54 %), internal process perspective (32.98%), and learning and growth perspective (99%). The data illustrates that the performance of the customs and excise office is not only assessed in the internal context of other government agencies but can also be assessed through a customer perspective or public and consumer assessments.

On the other hand, with regard to the circulation of products from abroad, in the form of imported products, based on data compiled by Net-a-Porter, there was an increase in online shopping traffic for imported products in 2020 by 25% compared to 2018 and an increase of 11% in 2020. 2021 and 2022 will increase by 17% (BPS 2022). The data is relevant to the data published by the Barney Research Institute as follows.

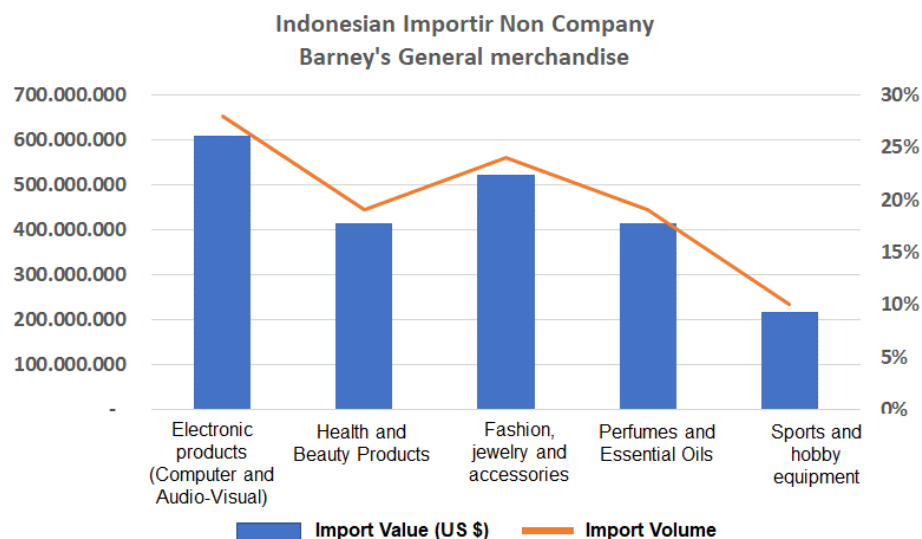


Figure 1. Imported Products in Indonesia in 2021

(Source: Barney's General Merchandise, July 2021)

The data illustrates that as individuals, consumers in Indonesia can make purchase transactions for imported products directly with small-scale purchases. It can be said that every imported product, whether imported by importing companies or individuals or non-companies, at a certain purchase amount will be subject to trade conditions, while small-scale purchases are relatively inspected according to standard customs procedures. Barney's General Merchandise reports that it is not uncommon for manufacturers to regret that the Directorate General of Customs and Excise services apply impractical inspection procedures so that some products experience delays in delivery to users.

Some of these studies can provide an illustration that the various steps taken by DGCE as the task of supervising, controlling, and limiting a particular product and being informed or included in the news on social media, have had an impact on sales. This is also explained in the research conducted by Wati (2018: 2), and the research of Indrasari, Hapsari, and Sukesi (2019; 184), which illustrates that information on the suspension of permits for products by BPOM will be responded to by relevant agencies such as the Department of Industry and Trade and DJBC. More than that, the information regarding the suspension of the permit greatly influences the purchasing decisions of the public or the distribution/retailer companies for products that have already been circulated even though they have not yet been recalled. Likewise, the research of Suprpto and Azizib (2020: 127), as well as Sukesi and Hidayat (2019; 28) explains that even MSME products have licensing problems, these problems quickly appear in the news and greatly affect purchasing decisions for a long period of time.

Factors that influence purchasing decisions according to this concept are information obtained by consumers, and according to Kotler and Keller (2016: 195); and Kaplan and Haenlein (2010: 88), the factors that have an influence on buying decisions are mostly formed by the influence of existing culture and sub-culture, social factors and encouragement from within the individual himself. Relative social and sub-cultural factors can include elements of information intensity received by consumers, this was conveyed in Puteri's research (2021); and Yuniarti and Faidalen (2018), who explains that the decision to buy, as well as increasing purchase interest, is influenced by how much intensity a person uses online media to view or visit product promotion sites. This means increasing the intensity of the use of Internet media for product promotion, offering low prices, affordable locations, and fast delivery.

This is also proven in Raheni's research (2018: 82); and Hanifa, Fitriana, and Tayo (2018: 38), explain that the intensity of consumers obtaining information or viewing advertisements online has an effect on interest in buying products. Likewise, the research by Shahniaz and Zulfebriges (2018: 879); and Apriliana and Utomo (2019: 182) concluded that intensity in the form of frequency of visiting online social media sites, and length of time (duration) had an impact on increasing interest in buying products displayed via social media. Budiyaniti's research (2017: 15) states that news on social media regarding the official list of troubled goods by government agencies has had the effect of reducing people's buying interest. Apriliantika (2020), explains that although there are many products that have not completed the administrative process at customs, consumers' decisions to buy from retailers who bring products under supervision are still relatively large.

Based on the description of the problems that have been put forward, the researcher considers it important to examine the role and functions of the DGCE office from a consumer perspective, especially related to functional performance in the form of supervision, control, and restrictions on products on the market. This performance certainly influences purchase intention because every aspect of DCBJ's performance cannot escape the scrutiny of the public and news agencies, which are informed through various media including online media. Therefore, in this research, DGCE's performance and the effect of information obtained by the public or the intensity of the public's information and its impact on purchasing decisions on products that are in the process of completing administration and are constrained by law in the DGCE office are examined.

## II. METHOD

This study uses a quantitative research approach, which is a research method that emphasizes the objective measurement aspects of social phenomena. Sugiyono (2019), explains that the purpose of quantitative research is to develop and use mathematical models, theories, or hypotheses related to natural phenomena. The measurement process is a central part of quantitative research because it provides a fundamental link between empirical observations and the mathematical expression of the quantitative relationship. The methodological approach used in this research is the Ex Post Facto method, according to Ghazali (2017) this method is a method that is often used for research, namely examining causal relationships that can be manipulated by researchers, or the existence of causal relationships based on research. theoretically, if certain variables can cause certain other variables. The use of the local language when research is used to avoid misunderstandings by respondents.

In populations with unlimited areas, Sugiyono (2019), explains that unlimited populations or infinite populations are populations whose boundaries cannot be found, so they cannot be expressed in quantitative terms. In this study the consumer population is as large as the number of Android or internet users, the Indonesian Internet Service Providers Association (APJII) in 2020, in the Surabaya area is 35% of the 65% of marketplace users in East Java, which is estimated at 1.7 million users. Then the researcher used a sampling technique, namely quota purposive sampling, with the sampling to be taken referring to the Isaac and Michaela formula with an error rate of 10% for N greater than 1 million, with a minimum of 272 samplings.

### III. RESULT AND DISCUSSION

#### A. Result

Based on the data collected through a research questionnaire distributed to 292 consumer communities in the Surabaya area and its surroundings, the characteristics of the research subjects can be described as follows.

**Table 1.** Age and Education Background of the Respondents

Age Group	Educational level				Total
	Junior School	Senior High School	Bachelor	Postgraduate	
18-24 age	0,50	0,22	0,06	0,00	0,08
25-31 age	0,50	0,22	0,20	0,35	0,24
32-38 age	0,00	0,15	0,39	0,22	0,30
39-45 age	0,00	0,31	0,30	0,35	0,31
49-52 age	0,00	0,09	0,05	0,07	0,06
Sub. Total	4	54	168	68	294

It is known that the data in Table 1 explains 31% of research subjects from the age group of 39-45 years, and 30% of subjects from the age group of 32-38 years. This means that these two age groups are classified as consumers who are sampling and responding to research statements, as well as consumers who use online marketing media. Then 24% of the subjects were from the 25-31 year age group, and the rest were from the 49-52 year age group and subjects aged between 18-24 years. Meanwhile, the work background shows that 28% of the subjects are students and 22% of the subjects are entrepreneurs or business actors. The two groups in other statements on the questionnaire stated that the subjects purchased products other than for consumption or self-use as well as some of them being resold. Then 15% of the subjects had backgrounds as civil servants and employees of state or regional-owned enterprises (BUMN/D), 14% of the subjects were housewives and private employees respectively, and 8% of the subjects were consumers who had retired and did not Work.

**Table 2.** Types of imported products purchased through online media

Type	Product category	Total	%
Products for consumption	Food/ Beverage	32	11%
	Health and beauty tools	64	22%
Products/ Tools Non consumed	Fashion and Accessories	61	21%
	Carpentry Tools / Workshop	32	11%
	Electronic goods	85	29%
	Musical Instruments and Sports	20	7%
Total		294	100%

Table 2 shows several types of products purchased by subjects through online marketing media, of which 29% of subjects bought electronic goods, household appliance products, cleaning equipment, toys, communication tools, and other hobby tools. Then 22% of the subjects were consumers of beauty and health equipment, and 21% of the subjects were consumers of fashion and accessories products. In addition, 18% of the subjects were consumers of sports equipment and musical instruments, and 11% of the subjects were buyers of carpentry equipment and workshops. Based on the data in the table it can be seen that most of the subjects of online marketing media users are consumers of electronic goods, beauty, and health equipment as well as buyers of fashion and accessories products.

Furthermore, it can be seen that the description of the respondent's work background is related to the interest in purchasing imported products through online marketing as follows.

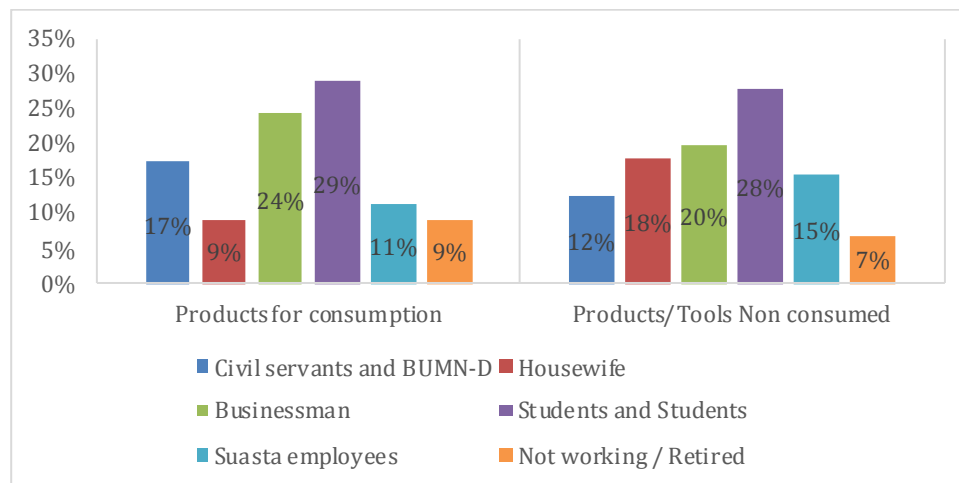


Figure 2. Types of purchases of imported products in terms of Respondent's Occupation

The graph shows that 29% of the subjects who buy imported products have a student background, as well as 28% of the subjects who buy local products, are students. Then 24% of the subjects who bought imported products and 20% of the subjects who bought local products had an entrepreneurial background. The rest of the subjects buying imported products and local products are known to have work backgrounds with the same frequency between the two. It can be said that there is no difference between buyers of imported and local products when viewed from the background of the subject's work. It is also known to show that 29% of subjects who use online marketing media to buy imported products have an undergraduate education background, as well as 28% of subjects who buy products for consumption, most of them have an undergraduate education background. In this graph, subjects who use online marketing media to buy imported products, both equipment and products for consumption, have the same frequency. It can be said that the marketing of tools, fashion, and jewelry products as well as products for consumption both attract the attention of consumers from various educational backgrounds, both subjects with secondary to tertiary education levels.

Furthermore, it can be seen the intensity of the use of online media through mobile communication devices (HP) that encourage consumers to make purchases. It can be seen that online promotion is a promotional activity using the internet like social media (Pirendra, in Hana, 2019: 206). Several types of media affect consumer attractiveness and purchase decisions at online stores, as well as new promotional and advertising media such as social media and other promotional tools that affect consumer buying interest. To market a product, a marketer must develop an effective communication program aimed at consumers to communicate existing information and designed to produce consumer actions that lead to company profits. E-marketing is the marketing side of E-Commerce, which consists of the work of companies to communicate something, and promote and sell goods and services via the Internet (Hana, 2019: 207). According to Mohammed (Hana, 2019: 207) E-promotion is the process of building and maintaining relationships with customers through online activities that facilitate the exchange of ideas, products, and services that meet the goals of both parties. In terms of respondents' responses on the intensity scale of using online marketing communication media, it is known as follows.



Table 3. Intensity of Using Online Marketing Media

Intensity	The use of real online promotional media			
<b>Frequency of use of online media</b>				
Number of days you use the Internet to view products marketed via the Internet	1,0% leverage a day / week	6,8% leverage 2-4 days/week	11,2% leverage 5-6 days/week	81,0% daily using media
<b>The duration of paying attention to marketplace promotions</b>				
The number of hours you spend viewing products marketed via the internet	1,0% use time 1-2 hours/day	8,2% use time 3-4 hours/day	13,6% use time 5-6 hours/day	77,2% use time more than 6 hours/day

Table 3 shows that 81% of respondents use electronic equipment to visit online marketing sites every day, with a duration of use of 77.2% for more than 6 hours per day. In this data, it is also known that respondents who use less than 6 hours per day such as 5-6 hours/day are 11.2% and respondents who use less than 6 hours such as 5-6 hours per day are only 13.6%. This can be interpreted that the intensity of using online marketing communication media is relatively large. Before carrying out path analysis, the construction of endogenous variables is carried out, namely variables that are predicted as causes or influencing variables. This endogenous variable is the variable that is affected or is the result, because of the independent (endogenous) variables.

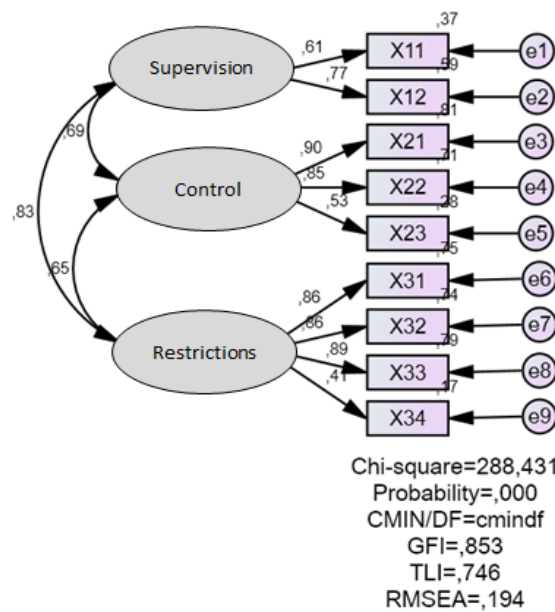
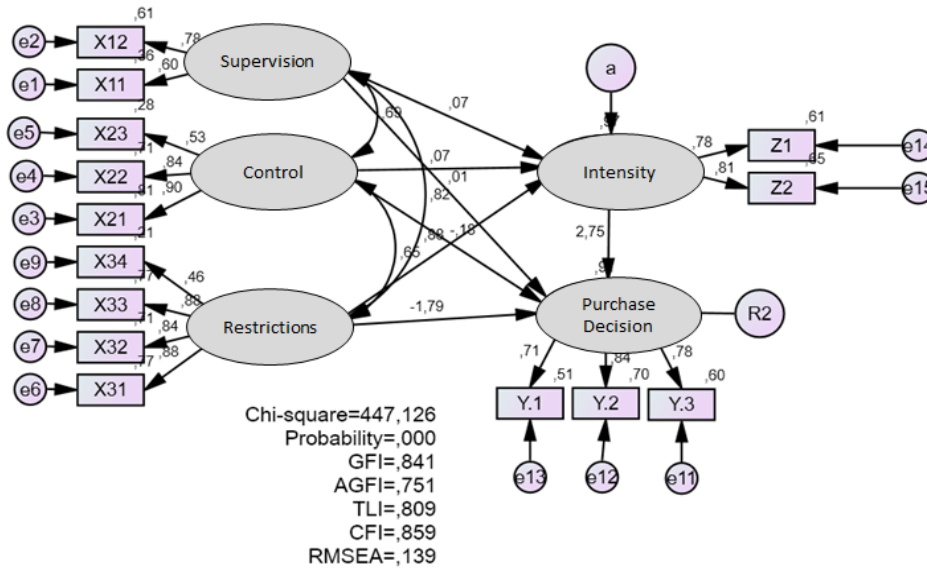


Figure 3. Endogenous Variable Model Construct  
Source: processing results of AMOS 20.0 (2023)

After the measurement model is fulfilled, then the analysis in the next stage can be carried out with construct validity tests to ensure that the indicators are constructs of the latent variables studied. This construct validity test is a test to ensure that the indicators have formed a single entity in each of the latent variable constructs. The shape of the box in the image above represents the variables observed using a questionnaire. For example, purchasing decisions are formed from three indicators, each indicator having an error rate of e1, e2, e3, and e4 respectively. Likewise, the other constructs formed from each of the indicators. In the SPSS Amos 20 application, the causality relationship is simply described in a flowchart, and then the programming language converts the image into equations, and the equations into estimates. The chi-square value of 447.126 with a probability of 0.000 ( $p < 0.01$ ) indicates that the null hypothesis which states the model is the same as the empirical data is rejected, and means that the model is not fit. According to Ghazali (2017) that the expected

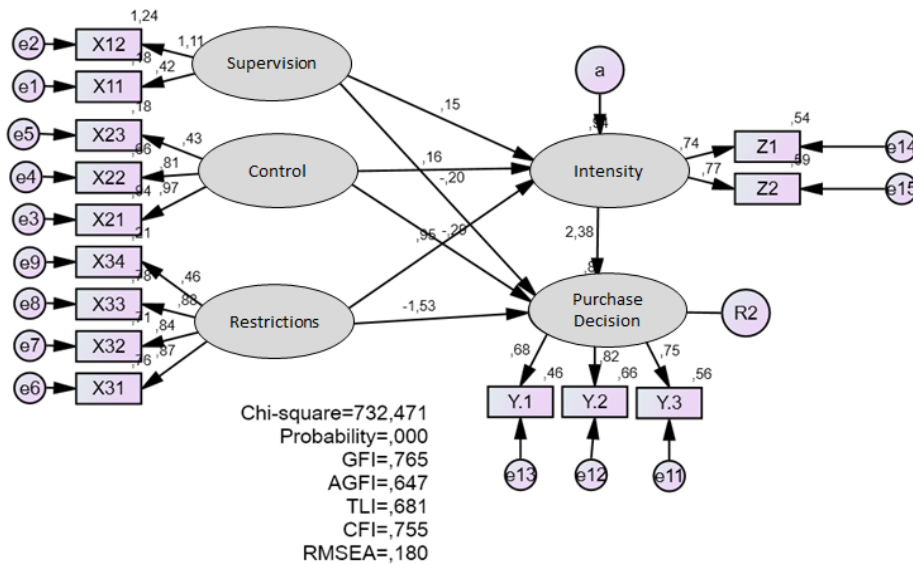
probability value is  $p \geq 0.05$  when using a 95% degree of confidence. This indicates that the null hypothesis is accepted and the predicted input matrix is not statistically different. Chi-square is not the only test to assess the goodness of fit of the model, because this test has a drawback, namely the size of the data. If the sample size is small, then the chi-square test will show that the data is not significantly different from the model and the underlying theories. That's why model measurement can be done with GFI, AGFI, TLI, and RMSEA.



**Figure 4.** Analysis of the fit model  
Source: processing results of AMOS 20.0 (2023)

The estimation results in the image above give a Chi-Square value of 759.467 with a value of  $p = 0.000$ . It appears that  $p$  is less than the significance level ( $p < 0.05$ ), which means that there is a significant difference between the sample covariance matrix and the population covariance matrix.

Evaluation of model fit (Goodness of Fit) describes how well or fits a set of observations with the model. The measure of goodness of fit usually summarizes the difference between the observed value and the expected value of the model used. Testing the suitability of the model in path analysis is the same as testing in a structural equation model (SEM) using several parameters because there are many different views from several experts.



**Figure 4.** Structural Model Analysis  
 Source: processing results of AMOS 20.0 (2023)

In general, the Goodness of Fit of a path analysis model usually uses the following measures:

**Table 4.** Model suitability test criteria

Criteria	Results	Cut off Value	Explanation
$\chi^2$	732,471		
Cmin/df	10,464		In accordance
Probability	0,000	$\geq 0.05$	Not fulfilled
RMSEA	0,180	$\leq 0.08$	Not fulfilled
GFI	0,765	$\geq 0.90$	Not fulfilled
AGFI	0,647	$\geq 0.80$	Just Appropriate
CFI	0,755	$\geq 0.90$	Just Appropriate
TLI	0,681	$\geq 0.90$	Just Appropriate

Table 4 shows GFI as a measure of the accuracy of the model in producing the observed matrix covariance. According to Ghazali (2017), the GFI value ranges from 0 – 1. The closer to number 1, the better the model is declared. Most researchers use a minimum benchmark of 0.90 as a model parameter which can be said to be a good model. Adjusted Goodness of Fit Index (AGFI) according to Ghazali (2017) and Kaplan (2000), in principle, AGFI is the same as GFI, but adjusts the effect of the degree of freedom on the model. The model is said to be good if the AGFI value is above 0.90. Meanwhile, the Root mean square error of approximation (RMSEA) measures the deviation of the parameter values of a model with its population covariance matrix. The RMSEA value  $< 0.05$  indicates that the model is a close fit, while the value  $0.05 < RMSEA < 0.08$  indicates the model is a good fit. The Comparative Fit Index (CFI) value according to Ghazali (2017) is another alternative that can be used to assess whether a model is fit or not, namely the Normed Fit Index (NFI). This NFI was discovered by Bentler and Bonets (Ghozali, 2017). Bentler later revised the NFI to CFI (Comparative Fit Index) because NFI tends to lower fit on small samples. The CFI value ranges from 0-1, while the model is considered fit if the CFI is greater than 0.9. Based on the suitability index, it can be concluded that the measurement model on the model structure construct shows a fairly good fit.



The results of the analysis of hypothesis testing can be summarized in the following table.

**Table 5.** Summary of hypothesis testing

			Estimate	S.E.	C.R.	P	Label
Intensity	←	Supervision	0,596	0,178	4,540	0,034	
Intensity	←	Control	0,951	0,117	8,127	0,000	
Intensity	←	Restrictions	0,044	0,040	1,084	0,279	
Purchase Decision	←	Supervision	0,012	0,615	0,019	0,985	
Purchase Decision	←	Control	-0,128	0,195	-0,658	0,511	
Purchase Decision	←	Restrictions	-2,253	3,460	-0,651	0,515	
Purchase Decision	←	Intensity	3,203	3,569	4,898	0,039	

The results of the analysis of testing the hypothesis can be seen that:

- The critical ratio value is 4.540 with a probability of 0.034 ( $p < 0.05$ ) indicating that supervision which is intervened by the intensity of online media influences buying decisions. The results of the test analysis indicate that the hypothesis which states that there is an influence of supervision on buying decisions that are intervened by the intensity of online media is acceptable.
- The critical ratio value is 8.127 with a probability of 0.000 ( $p < 0.05$ ) indicating control which is intervened by the intensity of using online media has an effect on purchasing decisions. The results of the test analysis indicate that the hypothesis which states that there is a control effect on buying decisions that are intervened by the use of online media is acceptable.
- The critical ratio value is 1.1084 with a probability of 0.279 ( $p > 0.05$ ) indicating that restrictions intervened by the use of online media have no effect on purchasing decisions. The results of the test analysis indicate that the hypothesis which states that there is a limiting effect on purchasing decisions that are intervened by the use of online media is rejected.
- The critical ratio value is 0.019 with a probability of 0.985 ( $p > 0.05$ ) indicating that supervision has no direct effect on buying decisions. The results of the test analysis indicate that the hypothesis which states that there is an influence of supervision on buying decisions is rejected.
- The critical ratio value is -0.658 with a probability of 0.511 ( $p > 0.05$ ) indicating control has no direct effect on buying decisions. The results of the test analysis indicate that the hypothesis which states that there is a direct influence of control on buying decisions is rejected.
- The critical ratio value is -0.651 with a probability of 0.515 ( $p > 0.05$ ) indicating that restrictions do not directly affect buying decisions. The results of the test analysis show that the hypothesis which states that there is a limiting effect on buying decisions is rejected.
- The critical ratio value is 4.898 with a probability of 0.039 ( $p < 0.05$ ) indicating the intensity of online media use influences buying decisions. The results of the test analysis indicate that the hypothesis which states that there is an influence of the intensity of online media use on buying decisions is accepted.

## B. Discussion

Government policy with the passing of Law No.10/1995 concerning Customs which was effective on April 1, 1997, which has been revised by Law No. 17/2006 concerning changes to the Customs Law, is an anticipatory step that touches on strategic, substantive and essential dimensions in the field of trade and is expected to be able to face every challenge in the free trade era that is at hand. The enactment of Law No.10/1995 on Customs has also provided logical consequences for DGCE in the form of greater authority as a government institution to be able to play its role following the scope of duties and functions carried out, where this increasing authority is the wish of the users. international services (including the deprecation of pre-shipment inspection by PT. Surveyor Indonesia, and fully returned to DGCE), the note bene that this authority is a universal Customs authority, and is a logical consequence of Indonesia's participation in ratifying the GATT Agreement as well as AFTA, APEC, and others. From the entire research process, which took samples of consumers of imported products who purchased several products that were included in the category currently in the process of administrative inspection at the East Java Customs Office one can be explained as follows.

**Intervened supervision of the intensity of the use of online media affects purchasing decisions**

The results of testing the hypothesis stated that the monitoring process, controlling product traffic online, which was intervened by the intensity of people using online media influenced purchasing decisions. This can be seen from the probability value of 0.034 ( $p < 0.05$ ), which means that hypothesis testing is acceptable. It has been proven that the hypothesis in this study is consistent with several previous studies, as reported by Apriliana and Utomo (2019), which reported that the intensity of using online media provides opportunities for potential consumers to obtain various information, including unfavorable product information provided by marketing features. Besides that, potential consumers have many opportunities to know the various types of products that are under government supervision. This illustrates that the intensity of using online media with supervision is mutually supportive and influences purchasing decisions.

Kristinah, et., al (2021) explain in their research report that the government through Customs and Excise needs to open the information faucet as widely as possible with sufficient intensity so that the consumer community understands the importance of buying products that are not problematic. Kristinah, et., al (2021); and Suprpto and Azizib (2020) provide the same description, that the aspect of supervision carried out by state agencies to influence purchasing decisions for a product is related to the intensity of the community in using and utilizing online marketing media. Hana (2019), who in his research took the millennial generation as a sampling, explained that the millennial generation has a high intensity in utilizing online media to make purchase transactions. However, this generation has a relatively high awareness of product information, starting from product legality, product types, and problems in the marketing process, both problems in customs matters and those declared problems by interested agencies. This means that monitoring of products on the market that are sold in online transactions that are intervened by the intensity of using online media influences consumer decisions to make purchases. Kadis and Pane's research (2020) also proves that supervision mediated by consumer intensity in using Android as a promotional medium influences buying decisions.

Kadis and Pane (2020), also explained that the decision to buy products that were informed as black market goods that were sold cheaply was of little interest to buyers. Kristinah, et., al (2021), reported that the effect of surveillance and information open to the public through social media had an impact on sales, and several companies immediately resolved supervisory issues published in online media, because some consumers canceled purchases, including imported products.

**Intervened controls by the intensity of online marketing media use influence purchasing decisions**

The results of the analysis of the hypothesis that tested the effect of controlling the traffic of goods on purchasing decisions which were intervened by the intensity of using online marketing media obtained a positive  $t$  value of 8.127 with a probability of 0.000 ( $p < 0.05$ ) which proved the control factor carried out by Customs on trade, which intervened by the intensity of use of online marketing media has a significant positive effect on purchasing decisions. The hypothesis is proven that product control in the online market is intervened by the intensity of using online media on consumer decisions to buy products in this study, which is consistent with the explanations from several previous studies. Raheni Research (2018); and Saputra and Latifah (2020), put forward their explanation that the decision to buy products online is not only influenced by the incessant promotion through digital media but also influenced by the intensity of consumers using these marketing media. It was further explained that the potential for online sales is also influenced by product control in the online market by the government.

Shahniaz and Zulfebriges (2018), report that the government has a big hand in controlling (controlling) products on the market, even though they are marketed online. Wati's research (2018), also explains that the government's role in controlling products on the market has an impact on sales. It can be said that the decision to buy products in the online market is also influenced by controls that are intervened by the intensity of online media use. Apriliantika (2020), provides an explanation that the control factors for products on the market and the intensity of visiting (viewing) online promotions influence buying decisions. Consumers who know that a product on the market is recommended, for example, a product that is not environmentally friendly or is decided as a type of product that is not healthy, will cancel the consumer's intention to buy. The role of the government in controlling products on the market is not only carried out by Customs (Apriliana & Utomo, 2019), but the intensity of the use of online media visits provides opportunities to increase purchases and also reduce purchases. Aprilini and Rani (2017), argue that issues and various unilateral information, or information issued by government agencies can also affect the market. In this case, Customs and Excise can hamper the distribution volume of product circulation, especially various types of imported products (Budiyanti, 2017). It can be said that the control of products circulating in the market online, and the intensity of the public who see online promotions and offers that intervene in the control variables affect consumer decisions to buy products, both local products and imported products.

**Intervened restrictions on the intensity of using online marketing media do not affect buying decisions**

The results of testing the hypothesis about the effect of restrictions on goods traffic on purchasing decisions that are intervened by the intensity of using online marketing media, obtained a t value of -1.077 with a probability of 0.282 ( $p > 0.05$ ) indicating that restrictions through the intensity of using online marketing media do not affect buying decision. This means that the hypothesis is rejected or not proven. It is not proven that this hypothesis is not following several previous studies as stated by Anggraeni and Lestari (2021); and Apriliana and Utomo (2019), who explain that restrictions on the distribution of products marketed online which are intervened by the intensity of the public in visiting online marketing sites affect people's decisions to buy. However, Apriliana and Utomo's research (2019) also explains that restrictions on product distribution by government agencies such as BPOM, MUI, or other agencies do not rule out not influencing consumer decisions to buy these products when there are efforts to clarify from producers or marketers to consumers.

Budiyanti's research (2017), which examines the government's strategy in dealing with trade in imported products online, explains that a large amount of public interest in buying imported products is due to the intense intensity of the public viewing product promotions online via Android. So the government's effort to control the distribution of imported products as a tool to protect local products is to limit incoming goods. Budiyanti (2017), also explains that government restrictions will not work effectively as long as people's interest in buying products remains high, for this reason, collaboration between agencies is needed. This means that the performance of restrictions on distribution or products marketed online which is intervened by the intensity of using online promotional media does not affect people's decisions to buy. Burton, et., al (2018); and Rodrigues, Lopes, and Varela (2021), who research consumer behavior and changes in consumer behavior using online marketing media, provide the same explanation. That consumers will continue to purchase products beyond their needs as a result of the intensity of visiting promotional sites from online media and the ease of transactions. Rodrigues, Lopes, and Varela (2021), also explained that product restrictions on the market did not discourage buying behavior by consumers who had high intensity visiting online sites. Ershad and Aghajani (2017), also provide the same picture to consumers who have high intensity in visiting online product promotion sites and pay little attention to government warnings to reduce purchases of certain products. The three results of this study can be said to be findings that are following the results of the analysis of testing the hypothesis of this study. Majeed, Ansah, and Ashmond's research (2021), also provides the same study results as the results of this analysis, that consumers who are driven by a strong desire and belief in certain product brands tend to ignore government warnings that intend to control product distribution in an increasingly widespread market. The factor of consumer awareness of the type of product and the credibility of the company is a guarantee for consumers to decide to buy a product, and consumers are prejudiced that restrictions are a political effort. Sohn and Ko (2021), also explain that consumer decisions to buy products consider more situational aspects regarding current needs, ease of transaction and purchase processes, and product benefits. According to Sohn and Ko (2021), Victor, et., al (2018); and Wekeza and Sibanda (2019), explaining that consumers have autonomy in making purchasing decisions, and are hardly influenced by the political trade situation which imposes restrictions on imported products through various social media and the internet. Wekeza and Sibanda (2019), also explained that the government also finds it difficult to control and limit the distribution of products circulating in the market that are transacted online because of the high consumer decision to make purchases.

**The intensity of the use of online marketing media affects purchasing decisions**

The results of testing the hypothesis put forward show a t value of 4.503 with a probability of 0.000 ( $p < 0.05$ ) indicating that the intensity of using online marketing media influences purchasing decisions. The acceptance of this hypothesis is consistent with many previous studies, as stated by Anwar and Adidarma (2016); Raheni (2018); Yuniyanto and Sirine (2018), who explained that the intensity of seeing product promotions online influences purchase requests and encourages consumers to make purchases. Likewise, Apriliana and Utomo's research (2019); Hannah (2019); Jati and Yuliansyah (2017); explain that online promotion and marketing media are very effective at capturing markets and increasing purchases. Then Puteri's research (2021); Kumalasari (2020); Richadinata and Astitiani (2021); Saragih and Tarigan (2020); and Rodrigues, Lopes, and Varela (2021), concluded that the intensity of visiting online marketing sites can change consumer behavior in making purchases. Putri (2021); Kumalasari (2020), and Saragih and Tarigan (2020); also concluded that consumers tend to decide to buy after interactions with online marketers, and Richadinata and Astitiani (2021), explained that online media is a product promotion strategy that can boost purchases.

Putri (2021); Saragih and Tarigan (2020); and Majeed, Ansah, and Ashmond (2021), have the same view, that one of the current information and communication technologies that have been widely used by people in carrying out virtual social interactions is social media. The We Are Social & Hootsuite Institute (Puteri,

2021), published its findings that in 2020, Indonesia has a fairly high number of internet and social media users. There is as much as 64% of internet penetration or as many as 175.4 million more internet users in Indonesia. Of the total population using the internet, there is as much as 59% penetration or as many as 160 million active users of social media. The findings also show that in Indonesia the average person uses the internet for approximately 7 hours 59 minutes and uses social media, namely 3 hours 26 minutes through any device every day (Richadinata and Astitiani, 2021; Anggraeni, and Lestari, 2021). Based on these data it is clear that social media is now a top priority used by the public in communicating and also to meet their information needs, thus enabling consumers' decisions to buy products to be heavily influenced by the intensity of media use that promotes their products online. The role of social media is being able to form components that can attract attention (Apriliana & Utomo, 2019) and establish good relations with consumers through content and information provided by marketers (Arfianingrum & Mulyono, 2013; Jati & Yuliansyah, 2017; Kuspriyono, 2017; Raheni, 2018; and Hana, 2019). Raheni (2018), concluded that promotions through social media shaded by trusted companies and products can influence purchasing decisions as the product of first choice compared to other products.

#### **Monitoring, Control, and Limitations do not affect Purchase Decisions**

The results of testing the direct influence of supervision, control, and restrictions on buying decisions have a probability value of more than 5% ( $p > 0.05$ ) which means that partially each variable does not affect buying decisions, which means the hypothesis is rejected. This illustrates that the role of supervision, control, and restriction is not directly related to consumer activity in deciding to buy. Studies on the performance of the Directorate General of Customs and Excise related to the task of supervising, controlling, and limiting marketed products related to marketing and consumer behavior issues are very limited. So that the simultaneous testing that can prove that the performance of supervision, control, and restrictions carried out by DGCE which is intervened by the intensity of visiting online marketing media affects purchasing decisions does not have enough references. Firdaus and Ishak's research (2019), which examines enforcement and investigations by the Customs and Excise Office of smuggling of imported used clothing, explain that the intensity of people visiting online marketing sites triggers an increase in public interest and decisions to buy illegal products. The intensity of visiting these online promotion sites is in line with the increase in investigations conducted by the DGCE office, where there is increasing news about cases of goods on the black market, stimulating consumers to find out how to buy black market products for resale. Research reported by Utami (2020), provides an illustration that products labeled green management have increased when supported by various state agencies, which along with an increase in internet users visiting various sites that promote the importance of returning to nature and living a healthy life. Likewise, Wati's research (2018), describes the effect of decreased purchases when government agencies such as the Food and Drug Supervisory Agency (BPOM) revoke product permits and are informed to the public. Both of these can be said that the higher the intensity of people visiting marketing sites and looking for information about products, the higher the consideration of the community in making purchasing decisions, especially for products that are recommended or prohibited and controlled by the government through online media. Likewise, research by Yuniyanto and Sirine (2018), explains that the opportunities for companies to market their products online not only depend on the intensity of using online marketing media but are also influenced by competitor versions of product information and government responses or support.

#### **IV. CONCLUSION**

Provisions regarding supervision, control, and restriction of imported products, refer to the regulation of the Minister of Trade No. 56/M-DAG/PER/12/2008 concerning provisions for the import of certain products expired on December 31, 2010. Then the Minister of Trade of the Republic of Indonesia issued a new regulation through the Minister of Trade of the Republic of Indonesia No. 57/M-DAG/PER/12/2010 concerning provisions for the Import of Products Certain products that have also expired have expired on December 31, 2012. The Minister of Trade of the Republic of Indonesia issued a new regulation through the Minister of Trade of the Republic of Indonesia No. 83/M-DAG/PER/12/2012 concerning provisions for the Import of Certain Products which will expire on December 31, 2015. Furthermore, the work procedures for the Directorate General of Customs and Excise in carrying out their duties in the field of supervision, control, and restrictions refer to Government Regulation of the Republic of Indonesia Number 29 of 2021 concerning the Implementation of the Trade Sector. Decision-making by consumers to buy imported products even though these products are constrained by administrative problems at the Customs office regarding terms and taxes. Decisions taken by

consumers become an important process that influences consumer behavior that must be understood by marketers. Consumer behavior is a study that examines how individuals make decisions to spend available and owned resources (time, money, and effort) to obtain goods or services that will later be consumed.

Based on the results of the analysis of hypothesis testing and the discussion that has been put forward, it can be concluded that supervision carried out by the office of the Directorate General of Customs and Excise influences consumer decisions to buy which are intervened by the intensity of visiting online marketing media; control efforts implemented by the Office of the Directorate General of Customs and Excise have an effect on purchasing decisions which are intervened by the intensity of online marketing; Restrictions by the Office of the Directorate General of Customs and Excise have no effect on purchasing decisions which are intervened by the intensity of visiting online marketing media; Supervision of the Office of the Directorate General of Customs and Excise does not directly affect the decision to buy imported products; The control carried out by the Office of the Directorate General of Customs and Excise does not directly affect the purchase decision; Meanwhile, the restrictions on imported products implemented by the Office of the Directorate General of Customs and Excise do not directly affect purchasing decisions; and the intensity of paying attention to online marketing media influences buying decisions.

As the results of the analysis and discussion have stated that the limitation variable that is intervened is the intensity of people visiting online marketing sites that do not affect consumer decisions to buy products, it is suggested that the Directorate General of Customs and Excise consider whether or not it is necessary to use social media to provide information to the public about types of -Types of products included in the restricted list concerning DGCE's roles and functions. As the results of the analysis of hypothesis testing and discussion of the performance of the Directorate General of Customs and Excise with their duties of supervising, controlling, and limiting are intervened by the intensity of the use of online media which simultaneously influences purchasing decisions. For this reason, it is suggested that further researchers conduct research with a similar theme, using a cross-sectional method, namely consumer sampling and DJCB officer sampling so that an overview of the optimization of the monitoring, control, and restriction processes can be obtained which is not from the consumer's point of view.

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