AISAS Model Analysis towards Marketing Communication in Social Media on Online Shopping Sites: Case study of Lazada Indonesia, Mataharimall and Tokopedia

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Abstract

This study describes the analysis of AISAS model which is a consumer journey in digital age towards Marketing Communications in Social Media on Online shopping sites. The main aspects of this study are how each variable in the AISAS model, ie Awareness, Interest, Search, Action and Share affect other variables, thus creating a tendency to increase the higher involvement of consumers (Communication with low involvement to Communication with high Involvement). The extrem enhancement of internet users in Indonesia makes Internet become an important aspect for Indonesian citizen’s daily life. Internet development has made a lot of changes, one of them is the changing pattern of daily interaction that currently popular through social media. Since social media has a very broad audience, marketers start to glance at social media as marketing communication channel and treat social media as the market itself. Furthermore, the development of internet also makes the number of online shopping sites company popping up and competing in Indonesian market. Various ways are used by online sales sites to attract consumers intention to buy, one of them is by using social media to spread marketing communication messages and hope it will effectively influence consumers to start using online sales site to shop their daily needs.

This research was conducted from November 2016 to April 2017. The result shows that in the AISAS model, Communication with low involvement through social media significantly affects Communication with high involvement on online shopping sites, but when we break each variables of the AISAS model, we found out that each variables does not necessarily indicate a direct relationship in the consumer’s journey as illustrated by the model.

Keywords: Marketing Communications, Social Media, AISAS, Consumer Behavior.

Introduction

The presence of internet technology became a milestone of various changes in various aspects of the life of Indonesian people. This technology allows Indonesian people to access information and interacts quickly, easily and cheaply through the concept of online. In a relatively short of time, the number of Internet users in Indonesia increased significantly. Based on data from Pusat Kajian Komunikasi dan Asosiasi Penyelenggara Jasa Internet (2015), showed that there was a significant increase in the number of internet users in Indonesia.

Figure 1. Number of Internet Users in Indonesia (in million)

source : Reprocessed from Indonesia Internet User Profile, Puskakom UI and APJII (2015)
The surge of internet users in Indonesia is in line with the growth of new interaction pattern in the community, namely through social media. Accessing social media is one of the most frequent activities of Indonesian people when accessing the internet. A survey results conducted to 2000 samples from 42 districts and municipalities randomly selected showed that 87.4% of internet users accessed social media while using internet (Puskakom and APJII, 2015). High number of social media users makes social media become one of impactfull channel to spread messages to unlimited audience and range. Social media now comes as a market that can easily influence people in it.

Start up company like online shopping sites seriously invest on marketing communication through social media because social media have two powerful benefit, low cost and high impact. Further analyzed showed that the big task for online shopping sites company is to create a marketing communication’s strategy in an effective and efficient way to influence consumers willingness to buy in online shopping sites. Another thing that should not be forgotten is the process of consumer decision making. The decision making process with AIDA model (Awareness, Interest, Desire, and Action) seems to be outdated and needs to be replaced with AISAS (Awareness, Interest, Search, Action, Share) model. This means, consumers in this era is indicated have much more complicated behavior. Consumers who are interested in one product, will not immediately making a decision to buy, but through an additional stage first, which is searching for additional information about the product via internet to be their consideration. Armed with the knowledge of AISAS model, online shopping sites should formulate messages that can increase awareness, stimulate interest, and having good performance in online review so that consumer will be going to the next stage of the AISAS model, that is buy the product and write down their shopping experience as review.

This study took several cases from three online shopping sites in Indonesia. Three online shopping site companies that became the study object were Lazada, Mataharimall, and Tokopedia. Those three online shopping sites were selected because they were considered as the most popular online shopping sites in Indonesia based on the ranking at Alexa.com which is one of the traffic measurement agencies of various websites visitors. Alexa.com’s ranking in October 2016 showed that Tokopedia was the number 1 most visited site in Indonesia compared to similar sites. After Tokopedia, Lazada Indonesia reached the second position on most visited site in Indonesia for the same category and Mataharimall stand in fourth position. Although Mataharimall performance rank is under Bukalapak that stand in 3rd position, Mataharimall was chosen as the object of research due to several factors, one of them was Mataharimall’s controversial emergence in Indonesian as well as a surge of social media followers number in less than a year after it was officially launched in Indonesia.

This study aims to generate a finding to understand AISAS models towards Marketing Communications in Social Media on Online shopping sites, whereby the AISAS model would be examined at each stage to generate a through understanding of the correlation between each dimension and variables of AISAS models.

Literature Review
Communication is generally defined as a process of toughts or ideas exchange. The effectiveness of communication process is accomplished when thoughts and ideas
are successfully exchanged and make both parties exchange them to understand the information (see Littlejohn, 2009: 4). Communication itself has various subsidiary, one of which is Marketing Communication. Marketing Communication within a company is very important to provide information & build consumers awareness of a product or service that could encourages consumers to buy products or services marketed. Marketing Communication is an important aspect of corporate success (see Shimp, 2003: 4). Good Marketing Communications will produce a good understanding of the products or services, and generate credibility of the product or service to increase consumer intention to buy. In marketing communication field, Kotler and Keller (2009) see that communication or message strategy is effective if the message can cause effects in accordance to company expectation. Furthermore, Tubbs and Moss (2000) also explain that communication effectiveness can affect to the attitude of a recipient as expected by the message giver. This kind of communication is more persuasive and more emphasis on the effort to influence the recipient of the message to act. Furthermore, with the presence of Social Media, companies can develop a better and a real time interaction patterns with consumers, and in an unlimited ‘market’ as well. Many companies use Social Media because it has many effective marketing functions as proposed by King (2011);

“Many companies use Facebook, Twitter & Youtube to engange customers in product development, branding, pricing, and continous improvement by analyzing customer’s continuos, real time input on social media”

In performing its function as a part of marketing communication, it needs a proper strategy to get maximum result. The strategy should be clearly defined, directed, consistent, attractive, and in accordance with well-defined strategy for every activity. Referring to the statement of MacDonald and Sharp (2000: 5-15,48), another factor that can affect consumers to make transaction is awareness. The concept of awareness is described by Gustafson & Cabot (2007: 105) as follows: “If an organization has a successful brand awareness it means that the products and services of the organization have a good repute in the market and simply acceptable”

Furthermore, AISAS as a new model of analysis of the consumer journey cycle developed by the Dentsu Group advertising agency released in 2005. AISAS model will be the main theory to this research. AISAS became a framework model to explain the overall variables in this study. Basically AISAS model can be grouped into more abstract variables in two parts, Communication with low involvement and Communication with high involvement. Communication with low involvement will be measured with more passive dimension, that is Awareness and Interest, while Communication with high
involvement will be measured by more active dimensions, that is Search, Action and Share.

![AISAS Framework](http://www.bbaa.or.jp/english/dissertation/rethinking/trustee.html)

**Figure 2. AISAS Framework**

Communication with Low Involvement

Mochizuki (2014) explains that communication with low involvement is an communication process where consumers receive messages passively. At this stage, consumers do not seek information independently. Communication with low involvement can be divided into two dimensions. First dimension is Awareness. Awareness stage begins when marketing communication messages spreads and accepted by the consumer’s senses. This effort leads to the enhancement of knowledge based on the message itself. Second dimension is Interest, At this stage, marketing communication messages serve to stimulate customer’s interest about the content of the message, and with preceded by product awareness, the messages can easily provoke consumer curiosity.

Communication with High Involvement

Mochizuki (2014) also explained that communication with high involvement is an communication process where consumers play an active role. At this stage, consumer searches the information for the message it receives independently and make decisions to buy and share the experience. Communication with high involvement can be divided into three dimensions. First is Search, after being stimulated by low communications involvement, customer begin to have a deeper curiosity and make further searches about the messages. The results of this stage used by consumers to be their behaviour consideration. It can be said that buying behavior in AISAS model is more to interactional, where customer buying decisions are depending on the results of external stimulation. The next dimension is Action, At this stage, marketing communication messages successfully affect customer and encourage consumers to take certain actions, in this case is to make purchases of products or services that have been communicated earlier. The last dimension is Share. After making a purchase, consumers who are satisfied or dissatisfied with the purchase will begin to share their experience.
through internet and spread it to a wide audience, where in this case, there is a deeper exchange or sharing knowledge among consumers.

**Research Methodology**

The population of this study is defined “People who buy and use Lazada, Mataharimall, and Tokopedia, in the last three months of the month of this research is done and have at least two social media accounts from Facebook, Twitter, or Instagram”. Meanwhile, the observation unit in this study is the individual level with the unit of analysis are the individual level and the company’s online shopping sites level. The sampling technique used in this study is purposive stratified sampling with total sample 122 people. To maintain the representative, stratified sampling technique is done by dividing the sample into two groups, 42% male and 58% female. The purposive technique was carried out in this study because of the limitations in getting the total population list (the total number of buyers on the online shopping sites in the last three months). The survey was conducted in 16 to 27 January 2017.

In this research, there are several analysis method that be used. They are validity and reability test, Descriptive statistics, Funnel analysis, and correlation analysis. Validity and reliability test in this research was conducted to test whether the questionnaire or research instrument has really measured the concept that has been formulated previously. Validity and reliability test is done with testing the questionnaire by giving questionnaire to 30 respondents with the same characteristics as the definition of population. Further descriptive analysis. Researchers analyze descriptively the results of the frequency of each research variable measured in this study. The Funnel analysis. In this phase, Researchers analyze step by step process from concept used in this research, that is AISAS. Funnel analysis is also used to map the applicable overall rate number of online shopping sites. The main of this study is correlation analysis. In the results of this study, researchers conducted a correlation analysis using bivariate and multivariate regression. Bivariate analysis analyzed two relationships between variables. The variables in this study will be formulated into ordinal-scale variables by indexing the results statistically in each question, resulting in high, medium, low yields on the scale of the outcome. Determination of the lower limit and upper limit on each variable will be done by looking at the frequency distribution. Statistical testing technique used is regression. Regression technique is used to calculate two variables with interval and interval scale. Multivariate analysis is a statistical analysis that analyzes more than two variables simultaneously. In this section, researcher tried to include Market Segmentation as a control variable on the cross-table of communication with low
involvement in Social Media with communication with high involvement at online site. The statistical technique used is regression.

**Result**

In general, the descriptive data that will be presented in this section are the data of the use of online shopping sites and the penetration of AISAS value on each of the online trading site, namely Lazada, Mataharimall, and Tokopedia.

![Figure 3. Online shopping sites Usage in The Last Three Months](image)

![Figure 4. Online Shopping Sites Brand Usage Share](image)

The graph above shows that in terms of usage, Tokopedia and Lazada became the most commonly used online shopping sites compared to Mataharimall. In other words, Online shopping sites brand usage share in the last 3 months shows that in terms of usage frequency of users, Lazada and Tokopedia lead as an online shopping sites that has a relatively high brand usage, which is more than 40 % of the total. Tokopedia is considered as a complete online shopping sites by provide many variety of consumer needs, that’s why Tokopedia is one of the most commonly used online shopping sites. Meanwhile, Lazada is also the most commonly used online shopping sites for different reasons, Lazada is considered to be the most trustful online shopping sites with faster shipping time, and has value which consumer needs the most: flexible return policy. In Lazada, consumer are able to returns the goods simply if they change their mind, the goods is behind expectation, or the goods damaged at shipping time. On the other hand, the results show that Mataharimall is an online shopping sites that is relatively less used than other sites. It is indicated due to Mataharimall as the youngest player amongst all, many people doesn’t know about Mataharimall and never tried to shop in that online shopping sites. This reason is supported by Mataharimall’s awareness rate.
which only shows 29.1% of the total awareness among the three online shopping sites in this research.

The next result is about the use of online shopping sites based on gender. Among the three online shopping sites, Mataharimall and Tokopedia had the same number of male and female users, while Lazada had more female users than men users. Lazada also had female users with the most percentage. Adapted from the statement of several respondents, Lazada tent to offer many products of household appliances and women’s fashion in unique and interesting ways to attract female consumers. This could be the reason why many female consumers are dominated by Lazada. Further analyzed is about the comparative penetration of each online shopping sites. The presentation of data made by calculation of the penetration of each comparison of each online shopping sites which is used as object in this study. Likert technique is used to see the comparison of performance of each online.

Penetration value = ΣX1/( ΣX1+ ΣX2+ ΣX3)

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Table 1
Penetration Share From Each Online shopping sites

The table above shows that Lazada became an online shopping sites that dominantly controls every stage of consumer journey in conducting purchases. Trying not to left behind, Tokopedia almost equate its performance in every stage close to Lazada. The table also shows in the awareness aspect, Lazada is still a pioneer with dominant control of consumer awareness. Unlike Mataharimall, when compared with Lazada and Tokopedia, consumer awareness on Mataharimall is still far below the two other sites. Next, in the Interest aspect, the results of this research shows that the position is almost equal to each other. There is no significant difference that makes one of online shopping sites more prominent, so it can be said that consumers basically have their own interest in the three online shopping sites because every online shopping sites have their own unique or differentiated characters. In the next stage, Search and Action, Lazada and Tokopedia are still dominant and competing tightly, while Mataharimall is left behind, and in the last stage, Share, both Lazada, Mataharimall and Tokopedia shows the same performace. The results of this study can be validated by comparing with facts that indicate number of likers or followers on each social media account like Facebook,
Instagram and Twitter. Here’s a comparison of the number of likers or followers of the three online shopping sites.

**Figure 6. Online shopping sites’ Number of Followers in Social Media**

By the data above can be concluded that Lazada took the lead in winning consumer awareness. This is consistent with the results of research showing that Lazada won Awareness by 40% or higher than 10% of Tokopedia and 20% higher than Mataharimall.

**Figure 5. Most Viewed Online shopping sites’ Ads on Social Media**

Further analysis is most viewed online shopping sites’ ads on social media. Result shows Lazada has more viewed ads in social media than Tokopedia or Mataharimall. Mataharimall ads is only seen about 7.4% of consumers or adrift far enough from Tokopedia advertisements at 26.2%. Applause adressed to Lazada who grabs 58.2%. Basically, this is very possible because Lazada able to achieve visibility in Facebook as much as 16,895,648 users, 285,000 from Instagram users and on Twitter as much as 202,300 users. No wonder if consumers tend to see more ads in Lazada compared to other online shopping sites. The findings are also in line with previous data showing Lazada as an online shopping sites with a higher level of awareness. It can also be concluded that Lazada’s marketing communication messages able to create an effective visibility with a wider reach in social media compared to other online shopping sites.

In general, communication is defined as a process of exchange of thoughts or ideas. The effectiveness of the communication process is accomplished when thoughts and ideas are successfully exchanged and make both parties exchange them to understand the information (see Littlejohn, 2009: 4). Online shopping sites seeks to exchange information and ideas to consumers, where marketing communications are used by companies to provide various information with hope that consumers will understand point of the messages, next stage, consumers are expected to deeply engaged and stimulate their sense of attraction. The expected end result is consumer made buying decision. Basically, messages could be delivered through many media, but social media currently considered as most powerful channels, that’s why online shopping sites also utilize social media and trying to influence the audience in it. This is in line with what King (2011) said:

“Many companies use Facebook, Twitter & Youtube to engage customers in product development, branding, pricing, and continuous
improvement by analyzing customer’s continuos, real time input on Media Sosial”

The big potential market and powerful influence of social media will be meaningless without creating a unique, interesting, and effective messages to influence consumers so they consciously know, understand, interest and then make a buying decision. In this case, a message must be formulated with certain strategies so the impact will be as good as expected, especially when we have to face new characteristic of consumers in this digital era, which has more complex decision making process. The presence of social media also enables companies to develop patterns of interaction with their customers in a better, easier, and faster way. Ultimately, messages delivered in social media are expected to effectively influence consumer behavior. The results showed that there is a significant influence between communication with low involvement in social media with communication with high involvement on online shopping sites. Variables in the study can be identified where the communication with low involvement acts as independent variable, while communication with high involvement acts as dependent variable. The result of the regression calculation shows that the sig coefficient value of the relationship between these two variables is 0.003, which is smaller than 0.05. This suggests that independent variables significantly influence the dependent variable, or communication with low involvement in social media affects communication with high involvement on online shopping sites significantly. The relationship between them is also positive, where the higher the communication with low involvement, the higher the communication with high involvement on online shopping sites. Meanwhile, strength of the relationship is enough with the value of 0.490, where the independent variable can explain by 24% the occurrence of the dependent variable, the remaining 76% explained by other variables that not identified in this study. Furthermore, deeper analyses shows about the relationship between the two variables, it can be said that in a positive relationship, the more online shopping sites can increase consumer awareness and create more content that stimulate consumer interest, then consumers will increasingly search for more information and then make buying decisions. Until in the end, they will share their shopping experience.

Through various research results that have been presented, it can be seen that the communication with low involvement can be said to be an important aspect of the success of online shopping sites. Through marketing communications conducted in Social Media, online shopping sites affect consumers in many a way that makes consumers aroused to buying online. Flashback to many years ago, Indonesian citizen are refuse online shopping since it is too risky, but nowadays by many socialization through Internet, significantly online shopping sites can affect consumers to conduct risky online shopping transactions. The success of marketing communications in social media by online shopping sites is implicitly described by Shimp (2003: 4), He believed that good marketing communications will result in a good understanding of a product or service, and generate trust in the product or service, thus increasing the consumer’s intention to buy.

Moving forward, through the formulation of marketing communications conducted in Social Media, online shopping sites spread messages that are considered capable of influencing consumers to trusting, feeling secure, comfortable, and interested in finding out more, and finally making buying decisions. When
consumers are already doing transaction or buying the product, it means the marketing communication strategy, or in this research called with communication with low involvement is effective to produces the effect as expected. Post-purchase, consumers also tend to share their shopping experience and review the product they bought. Overall, all online shopping sites in this study, Lazada, Mataharimall and Tokopedia are doing effective marketing communication as explained by Kotler and Keller (2009), that communication or message strategy is effective if the message can cause the corresponding effect as the company wants. Furthermore, the discussion will be directed to three cases that have been taken, both on Lazada, Mataharimall.com and Tokopedia.

Lazada Indonesia is a foreign online shopping sites company from Germany. Lazada Indonesia can be accessed via http://www.lazada.co.id/. Lazada business scoop is a global online shopping sites company that is also available in various Asian countries, including Singapore, Malaysia and Thailand. Lazada’s business concept is marketplace and retail, where Lazada offers business owners to sell on its platform, but also has retail products stored in their warehouse. Lazada has an official Social Media account named Lazada Indonesia at https://www.facebook.com/LazadaIndonesia/, and Twitter and Instagram with username @LazadaID. Lazada’s Instagram account currently has a number of followers as much as 279,000, while the Facebook account Lazada has a number of likers as much as 16,853,055 and 16,814,557 followers. Lazada’ Twitter account has a total of 201,800 followers. When compared to the other two online shopping sites, the number of followers and likers of Lazada is the highest among all. Some respondents stated that Lazada’s image in their eyes is an online site that impressed as luxurious, fashionable, mature, and high class. Data showed that communication with low involvement conducted by Lazada in social media significantly affects consumer to engage more to do communication with high involvement. From the result of regression calculation, we can see that coefficient value is 0.00 which is smaller than alpha value 0.05. communication with low involvement as independent variable proven to affect the dependent variable, communication with high involvement. Whenever Lazada shared marketing communication message in social media to increase awareness and interest, then consumers also increase their buying behavior in Lazada. The relationship between the two variables is also positive, where the higher communication with low involvement in social media, the higher the communication with high involvement as well. The strength of the relationship between these two variables is sufficient with the value of 0.428, which then the independent variable can explain 18.3% occurrence of the dependent variable, and the remain 81.7% is explained by other variables that not identified in this study. In conclusion, the higher the effectiveness of communication with low involvement conducted by Lazada, the higher the communication with high involvement on that site. When Lazada improves brand awareness among online consumers and creates an interesting message to spread on social media, consumers will receive messages as a meaningful symbol which then makes consumers more interested in learning more about Lazada by searching, making purchases, and finally share their experience to a wide audience through internet.

Mataharimall is an online shopping sites company powered by Lippo Group. Mataharimall can be accessed at https://www.mataharimall.com/. Mataharimall’s business concept is marketplace & retail. Supported by funding from Mitsui,
Mataharimall was launched in September 2015 and offers various categories of products to consumers across Indonesia and offers a new concept as well, it is O2O (Online to Offline and Offline to Online). Mataharimall has an official Social Media facebook account under the name MatahariMallcom at https://www.facebook.com, matahari-mallcom/, as well as Twitter and Instagram account with username @MatahariMallcom. As a new player of online shopping sites, Mataharimall shows seriousness in doing Integrated Marketing Communications through social media. In just a year after launched, Mataharimall has 1,529,197 followers and likers in Facebook, 218,000 followers in Instagram, and 105,700 followers in Twitter. In this case, Mataharimall use social media accounts to deliver messages faster and broader with various goals such as branding, promotion, campaign, and educate consumers about online shopping, especially about the new concept offered by Mataharimall, O2O (online to offline and offline to online). Some respondents mentioned Mataharimall’s image as an online shopping sites that full of discounts, witty, cheerful, up to date, and young. Messages delivered on Social Media are considered unique and amusing and best suited to the needs of today’s millennial generation. Through messages that are packaged in such a way, Mataharimall seeks to make consumers interested in making Mataharimall as an online shopping destination.

Communication with low involvement in Social Media significantly affects communication with high involvement in Mataharimall, where the higher the communication with low involvement, the higher the communication with high involvement. From the calculation result of regression, it is seen that coefficient value is 0.00, which is smaller than alpha value 0.05. That is, the communication with low involvement as independent variable significantly affect the dependent variable, communication with high involvement. The relationship between two variables is also positive as described previously. Strength of the relationship between independent variable and dependent variable is strong with the value of 0.870. Independent variable able to explain 75.8% dependent variable, which means communication with low involvement conducted by Mataharimall in social media can explain 75.8% why customer buy prouct at Mataharimall. This figure indicates that the majority of transactions in Mataharimall comes from the contribution of the message delivered on social media. The potential of social media for Mataharimall is huge to increase more sales. By making efforts to increase brand awareness and create compelling messages in social media, consumers are increasingly aroused to find out more about Mataharimall, make transactions, and then share their shopping experience at Mataharimall through internet. Based on the findings in this study, Mataharimall prove that they are success in implementing the function of effective communications through Social Media that significantly affect consumers to make transaction in Mataharimall.

Tokopedia is one of online shopping sites in Indonesia that carries the marketplace business model. Tokopedia can be accessed via https://www.tokopedia.com/. Tokopedia under the auspices of PT. Tokopedia was established in 2009 and continues to grow with investment from SoftBank and Sequoia Capital. Tokopedia supports every kind of small to medium enterprise to open stores and manage them online. Tokopedia has an official Social Media accounts such as Facebok Tokopedia that can be accessed at https://www.facebook.com/tokopedia/, as well as Twitter and Instagram account with username @tokopedia. Tokopedia currently has 2,613,301 likers and 2,611,466 followers on Facebook accounts, they also has 212,000 followers on Instagram.
accounts, and 120,700 followers on Twitter account. Tokopedia through Social Media routinely spread marketing communication messages to consumers to influence them to make purchases at Tokopedia’s site. Tokopedia’s image in the eyes of consumers is Tokopedia seen as an online shopping sites that has a choice of the most diverse products, whether new or used goods, to digital products such as telephone credit, electric pulses, bill payments to the purchase of train tickets. Tokopedia is also seen as a cheap online sale site, simple or easy to use, but the look of the site is considered not as good as other online shopping sites. In addition, through its Social Media, Tokopedia is working to build two ways relationship to its customers.

Communication with low involvement conducted by Tokopedia in their social media proved to significantly affect communication with high involvement. Regression calculation shows that the value of coefficient is 0.00, which means smaller than alpha 0.05. Relations between the two variables are positive, where the higher the communication with low involvement, the higher the communication with high involvement happened. The strength of the relationship is sufficient with a value of 0.553 and in Tokopedia case, 30.6% of consumer purchases can be explained by the communication with low involvement conducted by Tokopedia in social media, while 69.4% are explained by other variables that not identified in this study. The conclusion that can be drawn is that Tokopedia successfully formulated marketing communication messages in social media so it effectively influence consumers to make purchases in Tokopedia. Social media in the Tokopedia case needs to be considered as one of the impactful media because it contribute 30.6% of transactions. Coupled with the nature of positive relationships, where the higher the communication with low involvement conducted in social media, the higher the communication with high involvement on the site, it is important for Tokopedia to formulate messages strategically to be shared in social media with the aim that consumers increase Transactions and share their shopping experience in Tokopedia to a wider audience.

Discussion: Theoretical Implications of AISAS Concept
As we know, Internet is one of Indonesian citizen daily needs as it changes Indonesian society into an informational, global, and networked with digital communities. It also makes Social Media become a place for aily social interaction. Social media in this case serves a very dynamic communication channel because it connects to all parties across space and time dimension in real time and integrated to each other. Companies create communication messages in Social Media to attract consumers using their online shopping sites whenever consumers wants to shop. The form of effective communication messages is as a symbol that can be interpreted by the recipient with the company’s expectations to make consumer is repeatedly using their online shopping sites to shop. The higher communication with low involvement in social media, the greater the communication with high involvement on online shopping sites. Proven in this research when online shopping sites provide effective messages, then consumer buying behavior on online shopping sites is also increase. Basically, Awareness has a significant role in building consumer interest before entering the buying decision stage. Referring to the statement of MacDonald and Sharp (2000; 5-15,48), one of the factors that can affect consumers to make a purchase on a product is Awareness. With
Awareness, a brand has better availability and accessibility in the eyes of consumers. The concept of Awareness is also explained by Gustafson & Cabot (2007: 105) as follows:

“If an organization has a successful brand Awareness it means that the products and services of the organization have a good repute in the market and simply acceptable”

With the well understanding start from how to make an order, what products they sell, how to make payment, how to receive the order, and what promotion consumer can take, it means there online shopping sites already create consumer’s acceptance to online shop culture and online shopping sites itself.

Furthermore, consumers will be more interested to know more, so that in this case, awareness becomes a trigger to increase consumer’s acceptance and interest. Interest is defined as an curiosity that arises and makes consumers consider buying a particular product. The results of this study indicate that Awareness and Interest built from Marketing Communications conducted by online shopping sites ultimately affect consumer behavior on online shopping sites itself. This is in line with what Tubbs and Moss (2000) statement, that the effectiveness of communication can affect a recipient’s attitude as expected by the messenger. This kind of communication is more persuasive that is more emphasis on the effort to influence the recipient of the message to act in accordance with the wishes of the message.

The correlation of communication with low involvement in social media with communication with high involvement applies in all online shopping sites in this study. The results indicate messages delivered by Lazada, Mataharimall and Tokopedia leads to increased communication with high involvement on online shopping sites. It means that the messages are affective as a marketing communication. The relationship between variables on all online shopping sites is positive, where the higher the level of communication with low involvement in social media, the higher communication with high involvement as well.

From the graph above, it can be seen that the relationship between two variables in this study is stronger on Mataharimall case. As a new comer company compared to the other online shopping sites, the role of social media as marketing communication channel in Mataharimall is effective to stimulate consumers to shop at Mataharimall. It is indicate Mataharimall as a new comer tends to create content that improves customer engagement, such as creating interactive messages to stimulate consumer feedback, using interesting daily slang, advertise products with hard selling method, or using the key moment so that the products advertised in Social Media are in accordance with the needs of consumers. This work is done by Mataharimall to
influence consumer buying decisions because as a new brand, consumer awareness of Mataharimall is not as high as other online shopping sites, it’s only 6% in this study.

Moving forward to Tokopedia, communication with low involvement in social media significantly influences communication with high involvement with enough strength. As compared to the number of likers or followers in social media, Tokopedia still leading the number compared to Mataharimall, but the strength of the relationship between two variables on Tokopedia is far below Mataharimall. With a high penetration of brand usage share in this study, that is almost 41.7%, indicating that Tokopedia as a mature online shopping site and has existed since 2009 did not rely on increasing the transaction on the function of marketing communications through social media. This is also evident from the nature of messages shared by Tokopedia which tend to be soft selling method to keep the traffic and all transactions organics. The content of distributed messages is more focused on Tokopedia socialization as an online shopping site that has all the needs of consumers as a branding effort Tokopedia to become a destination site to find all kinds of products, services, tickets, or bill payments.

Among the other online shopping sites in this study, Lazada has the lowest relationship strength between the two variables. The findings are surprising because Lazada has the largest number of followers in social media compared to Mataharimall and Tokopedia. This shows that as a well-known online shopping site in Indonesia, even with the awareness penetration up to 40.2% in this study, Lazada does not rely solely on marketing communications in social media alone to stimulate consumer behavior, but also using other impactful variables to win consumer’s heart, it is proved by although the penetration of Awareness and Interest to Search, Action and Share in Lazada is only give small contribution, but the brand usage share of Lazada is the highest amongst all online shopping sites, it reach 42% penetration.

The next discussion will be analyzed about the model of consumer journey in digital era developed by the advertising agency Dentsu Group (2005). The model is called AISAS, which is an abbreviation of the journey or stages that will be passed by consumer at the decision making process. The first stage is Awareness, at this stage, customer consciousness are created. The second stage is the Interest, at this stage, consumers begin to feel interested and curious. Next stage, based on their curiosity, consumer start to search for further information from various resources to convince themselves before making decision. The fourth stage is Action, at this stage consumers will take a buying decision. The fifth or last stage is Share, where the consumer will share the shopping experience or review the product they have purchased. The concept from Dentsu will be analyzed deeper by looking at the correlation of each stage in online shopping sites in Indonesia, especially the one who become the research object in this study, that is Lazada, Mataharimall, and Tokopedia.

![Figure 9. The Correlation of AISAS Model Variables at Online shopping sites](image)

Research shows that the stage of consumer buying decisions in the digital era of AISAS is not representative of existing conditions in the field. Based on the
illustration above, it is not proven that each stage will affect the next stage directly with direct relationship. At the beginning it was explained that the relationship between the two variables in the research proved to be significantly influential and had a positive relationship, but when we analyzed deeper, the concept of AISAS was not relevant enough to explain the process of consumer buying decision in all online shopping sites in this research.

Before going to a more in-depth analysis, it is necessary to reflect that in this study, the concept of AISAS is used by making it as a dimension into two variables. Communication with low involvement in social media is measured with a more passive dimension, that is Awareness and Interest, while communication with high involvement is measured by more active dimensions, that is Search, Action and Share. The results show that Awareness does not affect the interest because the value of sig is 0.214 or greater than 0.05, so Awareness is not proven to directly influence to stimulate interest in consumers in all online shopping sites in this study. The next finding is Interest turned out to significantly affect Search directly with a sig value of 0.00 or less than 0.05. In other words, consumers who feel attracted to the messages spread in social media will directly perform the next stage, Search or find out more about what is conveyed in the message. Then in the next stage, the results showed that Search was not directly affect the Action, this is indicated by the value of sig 0.218 or greater than 0.05. Consumers online shopping sites did not necessarily make a purchase after they do a search of the information, there should be other variables that are suspected to have a direct effect on the Action stage. Recent findings indicate that when consumers have reached the stage of Action or made a purchase, they are not directly will share their shopping experience in cyberspace. This can be seen from the sig value 0.554 or greater than 0.05 at the stage from Action to Share.

In the correlation of AISAS model variables on Lazada, it appears that each stage in this model is influenced by the previous stages, except in the Share stage. Awareness significantly affects interest directly with the value of sig 0.00 and with enough relationship strenght. In other words, Lazada consumers who have awareness of the brand or the products, must be directly into the next stage, Interest. In the next stage, Interest also significantly affects Search directly, where Lazada consumers who Interested with the messages automatically will perform to the next stage, which is to search further on the contents of the messages, this can be seen from the sig value of 0.00 or less than 0.05 at the stage from Interest to Search and with enough relationship strength. It show that consumer awareness is well directed by Lazada to the Interest stage, then stimulated by interesting message posted in social media, so that when the consumer felt Interest, they will find out more. The search process may include about promotion, usability and quality of advertised products, or comparing prices with other online shopping sites. Furthermore, when consumers Lazada already do Search, then the consumer will proceed to the next stage directly, that is making a purchase on Lazada. This is indicated by the sig value of 0.00 or less than 0.05 in the Search to
Action stage and with sufficient relationship strength. With the influence of Search to Action, it can be said that Lazada managed to make consumers who do the search process convinced enough to make a purchase. In this case it means that Lazada succeeded in providing clear and interesting information about the promotion, the usability and quality of the advertised product, and the competitive price compared to other online shopping sites. Unfortunately, the last stage of AISAS model does not apply in Lazada. Lazada consumer who has made a purchase, not directly share shopping their experience. This is evidenced by the value of sig 0.132 or greater than 0.05 and the low relationship strength.

In correlation of AISAS model variable at Mataharimall, it is seen that only the Awareness to Interest stage and Interest to Search stages are influenced by the previous stage, meanwhile Search to Action and Action to Share is not proven affected by the previous stage. In this case, consumer awareness of Mataharimall influences or significantly stimulates interest with low relationship strength, and then when the consumer already feel Interest, then the consumer will immediately move to Search stage, in other words, Interest is significantly influence Search indicated by the value of sig 0.00 or smaller than 0.05 with enough relationship strength. In this case, Mataharimall quite succeeded in making consumers interested to find out more and it means message delivered by Mataharimall through Social Media is relatively appealing to consumers so that it can stimulate consumers to do further search. The next stage is quite surprising, it turns out that Mataharimall consumer which doing do a further search will not necessarily perform to Action stage, or make a purchase. This is seen in the AISAS model in Mataharimall case where Search does not affect the Action by referring to sig 0.89 or greater than 0.05. It is assumed that there are variables that affect consumers not to do the buying phase when they have done a further search, it can be occurs when consumers do the stages Search, they do not find the suitability of messages advertised with products offered by Mataharimall either in terms of function, quality of goods, or there is price discrepancies. In the next stage, similar to Lazada, Action does not affect Share with a sig 0.94 value, or in other words, the majority of Mataharimall customers who have made a purchase do not share about the shopping experience in Mataharimall.

Moving forward to Tokopedia case, some stage of AISAS model is not proven to affect the next stage. The first stage, Awareness did not affect Interest with the value of sig 0.07, or in other words, Tokopedia consumers do not require Awareness to reach the Interest stage of Tokopedia. Basically, consumers of Tokopedia are not have
enough information or well knowledgeable about Tokopedia, this could happen due to frequency of Tokopedia share message through social media is not as heavy as other sites. The main reason why Tokopedia limit their post is because Tokopedia strictly want transaction happen in an organic way, as it has been accustomed since 2009. This is also the reason why Tokopedia doing more offline marketing communication such as billboards in high traffic space in Jakarta like Sudirman, Kuningan, and Gatot Subroto in effort to make Tokopedia become consumer top of mind everytime they want to buy something. Back to the AISAS stage analysis in Tokopedia, in the next stage, Interest affects Search with a sig value of 0.00 or lower than 0.05 and with sufficient relationship strength. This proves that the interest in consumers will significantly make consumers do a further search. Results from further search then bring consumers to do the next stage, that is Action. This is indicated by a sig value of 0.04 or lower than 0.05 with a value of R 0.18 or a low relationship strength. The last stage in the AISAS model was also not applicable in Tokopedia case, where consumers who made purchases, did not do Share the experience. This can be seen from the sig value of 0.492 or greater than 0.05. These findings are understandable because Tokopedia provides a direct review feature on products purchased by consumers, so consumers do not have to do a review on social media about their shopping experience at Tokopedia.

Conclusion
This study proves that the established hypothesis has been proven, Communication with low involvement in Social Media significantly affects communication with high involvement on online shopping sites with positive relationship, where the higher Communication with low involvement in social media, the higher is Communication with high involvement in online shopping sites. Once applied to all cases of online shopping sites in this study, Lazada, Mataharimall and Tokopedia, it can be seen that the relationship of these two variables have also been tested positive. By further examined, it can be seen that Mataharimall became the online shopping sites with the highest correlation in the relationship between the two variables when compared with other sites, Lazada and Tokopedia. As a new player, Mataharimall using social media as marketing communication channel that effectively stimulate consumer behavior. At the same time, the correlation between Communication with low involvement in social media with Communication with high involvement in online shopping sites for the case of Lazada and Tokopedia shows that it only explains less than a half percent of why consumers make purchases on those online shopping sites. In other words, communication with low involvement conducted by Lazada and Tokopedia in social media does not contribute much to the communication with high involvement on their sites.

The conclusion that can be drawn is communication with low involvement in social media is very influential to the enhancement of communication with high involvement on the new or entry point online shopping sites like Mataharimall, meanwhile, for mature online shopping sites like Lazada and Tokopedia, the communication with low involvement in social media became one of the important variables, but did not play a major role in making transaction happened. In contrast to new online shopping sites that rely communication with low involvement in social media to influence the communication with high involvement, mature online shopping sites have another variables that are not described in this study which proportionally higher in affecting com-
munication with high involvement compared to communication with low involvement in social media itself. Divided into each dimension that shape each variables, although AISAS model is believed to be able to describe the consumer journey in digital age, the results show that some variables in AISAS model do not affect each variables directly. There are other variables that become intermediaries variables that affect directly to the next variable. For example, it is generally known that awareness is not necessarily affect to Interest and Search is not directly affect to Action. It is assumed that intervening variables become a cause why Interest and Action may occur, but it should be emphasized that the model of relationship is not necessarily applied to all cases. Each case on an online shopping sites has different significance from the influence of AISAS model, therefore AISAS can still be a guide to understanding the consumer journey on online shopping sites, but we also need to identify other variables that may be able to explain how the consumer journey can occur in more detail at each stage.

Finally, in general it can be concluded that online shopping sites can use social media to spread messages that effectively can stimulate consumers to make transactions, because basically regardless of the size or magnitude of the AISAS model from communication with low involvement to communication with high involvement, social media proved to have an effect on the increase consumer behavior. Similarly, AISAS model in practice can be used as a reference to explain consumer behavior, although it seems necessary to do further research by identifying various variables that have not been explained by AISAS model on consumer journey on online shopping sites.

References


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