



THE IMPACT OF THE COVID-19 CRISIS ON CONSUMER BEHAVIOR ONLINE SHOPPING IN WISMA ATLET 2 QUARANTINE AREA, JAKARTA

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ABSTRACT

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This study aims to see whether there is an impact during the Covid 19 pandemic on online shopping behaviour, especially for volunteers and people who are in the quarantine area of Wisma Atlet 2. Where the independent variable of this study is crisis covid 19, which will affect the dependent variable, namely consumer behavior towards online shopping. This research was conducted because currently, Indonesia is experiencing the Corona Virus or more. They are known as Covid 19. Handling and prevention efforts continue to be carried out to fight COVID-19, one of which is by carrying out quarantine both independently and in bulk. One of the places in Jakarta that is used as a place for quarantine is Wisma Atlet 2. Therefore, researchers want to see whether this pandemic can affect someone in shopping online. This research is a quantitative study that uses a questionnaire from Icek Ajzen (Ajzen, 1991) as the main technique of data collection. The results show that online shopping behaviour has increased during the quarantine period.

Keywords: Covid 19 pandemic; online shopping; consumer behaviour.

ABSTRAK

Penelitian ini bertujuan untuk melihat apakah ada dampak masa pandemi Covid 19 terhadap perilaku belanja online khususnya bagi relawan dan masyarakat yang berada di area karantina Wisma Atlet 2. Di mana variabel bebas penelitian ini adalah krisis covid 19 yang akan mempengaruhi variabel terikat yaitu perilaku konsumen terhadap belanja online. Penelitian ini dilakukan karena saat ini Indonesia sedang mengalami Virus Corona atau lebih. Mereka dikenal sebagai Covid-19. Upaya penanganan dan pencegahan terus dilakukan untuk memerangi COVID-19, salah satunya dengan melakukan karantina baik secara mandiri maupun massal. Salah satu tempat di Jakarta yang dijadikan sebagai tempat karantina adalah Wisma Atlet 2. Oleh karena itu, peneliti ingin melihat apakah pandemi ini dapat mempengaruhi seseorang dalam berbelanja online. Penelitian ini merupakan penelitian kuantitatif yang menggunakan kuesioner dari Icek Ajzen (Ajzen, 1991) sebagai teknik utama pengumpulan data. Hasil penelitian menunjukkan bahwa perilaku belanja online meningkat selama masa karantina.

Kata kunci: Pandemi Covid 19; berbelanja online; perilaku konsumen.

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INTRODUCTION

Since the WHO (World Health Organization) established Covid-19 as a world pandemic (Association of Southeast Asian Nations (ASEAN), 2020), various countries have begun to anticipate to prevent the spread of Covid-19 (FMCG & RETAIL, 2020). Following the determination of the WHO, the Indonesian government also determined the Covid-19 virus pandemic as a national disaster and Indonesia entered a period of non-natural disaster emergency (Dahiya, Kapil & Potia, 2020). Various policies have been taken by the government to prevent the spread of the Covid-19 virus, starting with social distancing, working from home, even limiting or closing city areas (lock-down) or PSBB (Large-Scale Social Restrictions) applied in Jakarta. This condition causes traffic and normal activities to be limited (Koch et al., 2020).

Hong (Cholilawati & Suliyanthini, 2021) admitted that the Covid-19 pandemic had affected all aspects of human life. Most people have to do their daily activities from home both for work and study. Even so, the effects of this pandemic are not only felt on the work or study side. The impact that is most felt is high uncertainty both on business actors in various business sectors and from consumer behaviour (Contagious & Surfaces, n.d.). Restricted movements make some businesses sluggish.

There are three new consumer trends due to the Covid-19 pandemic (Ali, n.d.). First, as a result of social distancing, consumers switch to making purchases with low contact (online) (Hohtoulas et al., 2020). Moreover, when the implementation of quarantine began to emerge, both self-contained and mass quarantine, where consumers tried to fill their time with new activities in this quarantine place. Even food purchases are forced to only be done through delivery by online motorcycle taxis. Consumers also start to spend their time watching television, reading books to shopping online. This is what makes changes to consumer shopping patterns.

Second, it is also related to social distancing, where introverted consumers will increasingly enjoy the cocooning lifestyle. This term was introduced by futurist Faith Popcorn (Cholilawati & Suliyanthini, 2021) to denote people who enjoy life in solitude and avoid direct interaction with other people, like a cocoon caterpillar that makes silk fibers to wrap around itself. Third, concern for health will be even higher. Countries in the world will increasingly pay attention to health issues and protect national borders properly. This needs to be done to avoid another pandemic. This change in consumer behavior patterns is called "The adaptive shopper" (Kenyon & Sen, 2015). Where everyone reacts in different ways to new circumstances during the COVID-19 pandemic.

With an increase in people's purchasing power, this shows that the pace of the economy is still strong. But on the other hand, there is consumptive behavior from the community. Especially when we are in a quarantine area where there is no entertainment, and there are no friends to talk to each other, of course, many consumers have a lot of free time and this is what will encourage these consumers to open online stores and shop unconsciously. Too ignoring the needs needed because they see the various promos offered. However, if they are self-quarantining, some of them can still be visited or delivered to food by their family or close friends, while maintaining a distance of course, so this can make those who self-quarantine a little comforted. Slightly different from what happened in the quarantine area of Wisma Atlet Pademangan 2, based on observations and also further investigation of the stories of people who have been quarantined at Wisma Atlet. Most of them have neither friends nor relatives. They are not even allowed to receive a visit until the test results show they are negative and are only allowed to go

home. So that's why, many of them think that they have more time to open internet, browsing and buy something from online shop. Another reason, they spend more time in their own room (social distancing), feel lonely (Butu et al., n.d.). So they are encouraged to do online shopping to fill their spare time (Csts, 2020). Most of them shop for food and games. Especially there are also a lot of discounts provided by the seller, which makes this behavior even more rampant (Surapati & Syariful Mahsyar, 2019).

On the one hand, this will benefit various parties because they will still earn income in this pandemic era. But on the other hand, if the behavior is to consume or shop without limits, buy something that is excessive or unplanned, it is not based on need, but is driven by desire and desire, it will cause new economic problems and can cause several problems (Homburg, 2021). Such as the emergence of consumptive behavior or waste as a result too often or even because they are too engrossed in online shopping transactions (Vollero et al., 2021). Pandemics like COVID-19 result in a disruption in the lifestyle and buying pattern of a consumer and adversely impact the global economy. Consumer purchase of country's own brand and the products manufactured in their own country plays a vital role in the GDP of that country and help in revival of the country's economy (Verma & Naveen, 2021).

This knowledge can be obtained by looking at a deeper understanding of consumer behavior and the resulting effects. The hope is that with this research, researchers want to be able to provide new insights to consumers who are currently undergoing quarantine to reduce their consumptive behavior in this pandemic era.

RESEARCH METHODOLOGY

This research was conducted when the initial pandemic began to enter our country. because it is still early, so the regulations applied are not as strict as today. The occupants who were quarantined at that time were still around 30% of the existing capacity (Department, 2021). For the study collection, we used the same subjects and questionnaires to see the difference in their behavior before and when they were quarantined because pandemic at the Wisma Atlet 2. This study used a questionnaire and distributed it by entrusting the survey sheet to the security guard, and the researcher took the results a few days later. As for the initial observation data, it was conducted by interviewing several people who had finished running quarantine at random at the Wisma Atlet 2 and and some based on analytical data from related journals (Yayat Rahmat Hidayat, 1967).

After getting the results from the distribution of the questionnaire, we do the calculating through SPSS by T-test. The sampling technique used is simple random sampling, targeting individual participants who live in the quarantine area of Wisma Atlet 2, Jakarta and are accustomed to shopping online. The method used to calculate the test results of the measuring instrument is to look at Cronbach's alpha to determine the level of reliability, then to analyze the results using the T test analysis technique (different test) with Pearson for normally distributed data.

In measuring this research, the researcher used a measuring tool for consumer behaviour in online shopping which had been adapted to Indonesian by the researcher as many as 15 question items related to online shopping. This measuring tool uses the main theoretical basis of planned behaviour theory (TPB) put forward by Icek Ajzen as an extension of the theory of Reasoned Action (Abdul & Alkasassbeh, 2014; Ajzen,

1991). We use the same measuring tool for simulating before or after pandemic. The same subject filled out the same questionnaire 2 times to see the difference in the behavior. For the first questionnaire, taken when they do quarantine, but they are conditioned before doing quarantine. While the second questionnaire was conditioned when they were undergoing quarantine at the Wisma Atlet 2.

RESULT AND DISCUSSION

The peculiarity of the buying process through internet media is when potential consumers use the internet and are looking for information related to the goods or services they need. This time before the Covid 19 pandemic was not owned by most people. It is during this pandemic, especially when potential consumers are being quarantined and have no outside activities, the opportunity for them to open a site / online shop portal so that they shop online is more open (Abdul & Alkasassbeh, 2014)

According to Forsythe & Shi (Abdul & Alkasassbeh, 2014; Forsythe & Shi, 2003) the online buyer decision-making process is influenced by two groups of factors. External factors (originating from vendors and the internet community) and internal factors (such as convenience, time savings, security, interest in design).

Online buyer decision making can be both impulsive and rational (Mehta et al., 2020). Finally, the process ends with purchasing output online, which impacts the price and quality of products offered online and offline, customer service and other marketing activities. It is clear that online buyer behaviour has very similar features as those in this area of the entire market (demographic, psychological, sociological factors) (Ahmed et al., 2020).

Research that has been conducted in several countries (Laato et al., 2020), shows that workers who do WFH (work from home) and who do quarantine (both independently and in bulk), have a tendency to experience an increase in online shopping (Meylynda, 2021). Kea (Szymkowiak et al., 2020) also expressed the same thing regarding the increase in online shopping during the Covid 19 pandemic, especially in Singapore.

In line with some of the studies above, based on the results of distributing questionnaires using 70 subjects, it was found that the measuring instruments in this study were reliable measurement tools to be used as data collection tools. In measuring consumer behaviour by shopping online before the Covid 19 pandemic, it was found that 15 measuring instruments had a Cronbach Alpha of 0.994 (before the Covid 19 pandemic) and 0.998 (after the Covid 19 pandemic), so that measuring consumer behaviour in shopping online in this study can say to have good reliability and no items were dropped.

Table 1.
Reliability TPB before after pandemic.

Reliability Statistics before pandemic

Cronbach's Alpha	N of Items
.994	15

Reliability Statistics after pandemic

Cronbach's Alpha	N of Items
.998	15

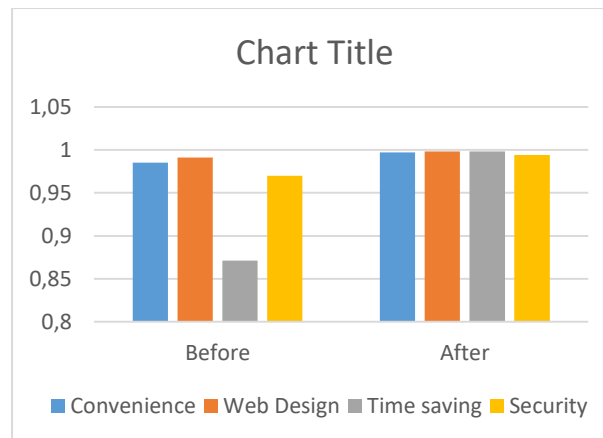
For the scale validity, we can see from the following table. the validity of the measurement of the TPB from Icek Ajzen measuring instrument which has been adapted to Indonesian for measurements before the pandemic, the results obtained 0,667 and after the pandemic got results 0,654. Which means that this measuring instrument has a good validity value.

Table 2.
Correlation Table

		BEFORE	AFTER	TOT
BEFORE	Pearson Correlation	1	.915**	.667**
	Sig. (2-tailed)		.000	.000
	N	70	70	70
AFTER	Pearson Correlation	.915**	1	.654**
	Sig. (2-tailed)	.000		.000
	N	70	70	70
TOT	Pearson Correlation	.667**	.654**	1
	Sig. (2-tailed)	.000	.000	
	N	70	70	71

** . Correlation is significant at the 0.01 level (2-tailed).

Then, from these results, it is also found that the dimensions of online shopping consumer behaviour have a fairly acceptable Cronbach Alpha and consist of the following: (1) the convenience dimension (convenience) of 0.985 before the pandemic and 0.997 after the pandemic, (2) the dimension of Web Design / Features (web design/features) of 0.991 before the pandemic and 0.998 after the pandemic, (3) the Time-Saving dimension (time-saving) of 0.871 before the pandemic and 0.998 after the pandemic, (4) the Security dimension of 0.970 before the pandemic and 0.994 after the pandemic.



Picture 1. Graphic chart TPB.

From the table above, it can be seen that the most influencing factor of consumer behavior during the pandemic so that it has increased is in terms of the time saving dimension.

Table 4.
Normality distribution.

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
TOTAL	2.748	4	.051	434.000	-4.48	872.48

Based on the results of data collection from the field with a total of 70 participant subjects, it was found that the variables in this study were normally distributed with a sign value of 2 tailed for online shopping behaviour of 0.51. Based on the results of normally distributed data, and then the analysis technique used is the T-test.

Table 5.
Result T test

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
BEFORE	2.028	70	.046	75.493	1.27	149.72
AFTER	2.029	70	.046	82.873	1.39	164.35

The correlation results show that there is a significant positive relationship between consumer behaviour in online shopping before and after the Covid 19 pandemic with a sign level. 2 tailed equal to 0.46.

From the results above, we can see that this study shows that there is a difference or influence between quarantine and online shopping behavior. or it can be concluded that when people quarantine, the higher or there is a possibility of changes in consumer behavior, especially in this case for online shopping after the Covid 19 pandemic when compared to before people quarantined when the covid 19 pandemic had not occurred.

Mulianingsih (Mulianingsih, 2020) said that one of the factors that influence consumer behavior is the country's economy, in line with with Cholilawati's research results, which state that there are indeed significant changes in society, especially with regard to consumer behavior during the Covid 19 pandemic (Cholilawati & Suliyanthini, 2021). Where in the scope of the global economy, especially during this pandemic, with many people doing quarantine, service companies are also developing online. The goal is to make it easier for people to continue to carry out activities and buy the fulfillment of their needs without feeling disturbed or afraid of the current situation.

In addition, Fatoni (Fatoni et al., 2020) has conducted an in-depth analysis of the impacts resulting from PSBB. The implementation of the PSBB, as well as now with the new policy, namely the PPKM which continues to be extended, will certainly affect community activities, especially when those who are positive are required to quarantine where everything is completely limited. At this time, e-commerce has an important role to help people meet their daily needs, even to fulfill hobbies and others. Everything is done through this e-commerce. Even now the government is implementing the use of e-commerce to reduce physical contact and social interaction. So it is not surprising that the use of e-commerce has increased after this pandemic. This is in accordance with research that has been obtained by researchers regarding changes in consumer behavior patterns during the pandemic, and there will be a possibility to continue to increase even though the quarantine period is over.

CONCLUSION

Based on the research results and findings above, this study concludes during the Covid-19 pandemic, the consumer community experienced changes in their behavior particular in activities using the internet related to the purchase of goods / services. A very influential factor is in terms of time effectiveness. where individuals who experience a period of quarantine during a pandemic, are unable to carry out full activities, so they spend more time opening the internet and shopping online. These activities are reduced or rarely carried out before the Covid-19 pandemic.

For further research references, I recommend that further research be made to cover the shortcomings of this research. First, this research is highly recommended to be carried out without any intervention presupposing a pandemic situation outbreaks, unless subsequent studies wish to collect data during an outbreak. In addition, future researchers may also be able to involve and enlighten respondents if they need assistance during the conduct of this research and assessment (especially after the pandemic period ends when there is no specific policy to implement health protocols and activity restrictions). it is hoped that with this, it can make the research experience an increase in results, especially on the validity of the reliability of the measuring instrument. Furthermore, this research is highly recommended to use a more in-depth mixed methods not just a bit of a mix of quantitative and qualitative methods. But combining the two in more detail until you can see the scope of the problem deeply and precisely. Therefore, there are many shortcomings that arise due to limitations during the pandemic that affect this research, which can be updated in future research.

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