Artikel yang diajukan dalam jurnal Psychoidea maksimal berjumlah 8 - 12 halaman termasuk daftar pusataka dalam ukuran A4 dengan margin normal. Jurnal dapat berupa bahasa Indonesia atau bahasa Inggris dengan format penulisan sebagai berikut :

**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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*RESUME/ ABSTRACT*

*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. Dimana 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.*

**INTRODUCTION**

Since the WHO (World Health Organization) established Covid-19 as a world pandemic, various countries have begun to anticipate to prevent the spread of Covid-19. 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. 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 (Evita, 2020).

Efendi Haslim Hong (2020), Lecturer at the Management Study Program, Faculty of Economics and Business, Unika Atma Jaya 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. Restricted movements make some businesses sluggish (Lawi, 2020).

There are three new consumer trends due to the Covid-19 pandemic, said Hong (2020). First, as a result of social distancing, consumers switch to making purchases with low contact (online). 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 (in Hong 2020) 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 shoper"(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 known friends to tell each other, of course many consumers have a lot of free time and this is what will encourage these consumers to open online shops and unconsciously shop. excessively regardless of the needs needed because of seeing the various promos offered.

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 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.

Through understanding this relationship, researchers want to be able to provide new insights to consumers who are currently in quarantine to reduce their consumptive behavior in this pandemic era.

**RESEARCH METHODOLOGY**

This research design is a research design using different T-test, and is a quantitative study. 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)**.**

**RELATIONSHIP BETWEEN PANDEMIC WITH CONSUMER BEHAVIOUR**

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 dan 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. 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).

Research that has been conducted by Nielsen (2020) in several countries, 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. Kea Garick (Nielsen, 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 three 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.

|  |  |
| --- | --- |
| **Reliability Statistics after pandemic** | |
| Cronbach's Alpha | N of Items |
| .998 | 15 |

Tabel 1. Reliability TPB before after pandemic.

|  |  |
| --- | --- |
| **Reliability Statistics before pandemic** | |
| Cronbach's Alpha | N of Items |
| .994 | 15 |

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.

Tabel 2. 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.

Tabel 3. 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, anf then the analysis technique used is the T-test.

Tabel 4. 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. These results indicate that the higher or there is a change in consumer behaviour in terms of online shopping after the Covid 19 pandemic.

**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. This is in line 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).

For future researchers, perhaps training can be given to reduce this consumptive behavior so that it is not sustainable.

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