Analysis of Consumer Behavior in Online Shopping During in the Pandemic Covid-19 Period in Bengkalis Sub-District

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ABSTRACT

This study aims to determine the factors that influence consumer behavior in online shopping, determine the dominant factors and determine the lowest factor consumer behavior in shopping online during the covid-19 period in Bengkalis district. Method of collecting data is through a survey through a questionnaire instrument. Research questionnaires were presented to respondents through distributing online questionnaires on uploaded internet links, number of samples obtained was 100 respondents in total. The sampling technique used was a non-probability sampling technique, a type of snowball sampling. The results show that personal is the dominant factor while culture is the lowest factor influencing consumer behavior, where both of these factors are included in the high category. respondents who filled out the questionnaire to be able to help pass it on to other potential respondents. It is hoped that in the future this research can continue to be developed in accordance with the times.

Key words: consumer behavior

1. Introduction

In this globalization era, business competition is inevitable. Producers who provide goods and services must be able to meet consumer needs, thus providing better competitor value. Manufacturers must be able to influence consumers so that the products produced are in demand. Because it offers quality products at competitive prices online. The high growth of online trade has made Indonesia one of the countries in Southeast Asia that has a large market potential in the economic sector. The rapid growth of e-commerce has occurred after the Corona virus outbreak has spread in Indonesia. The growth of e-commerce opens great opportunities for freight forwarding services between regions.

Based on the increasing level of Covid-19, business competition to meet the needs of the community has increased with government policies that everyone must be at home and work at home (work from home). This has an influence on consumer behavior in shopping online. A quality product at a competitive price is the key to buying and selling a product that ultimately gets a higher satisfaction value. In this case the company will understand the process of making consumer decisions in using products between alternative processes and making buying and selling decisions online. Quality must be measured from the point of view of consumers of the product itself and shipping costs must be in accordance with predetermined policies, so that consumer tastes are influential. So in managing shipments and goods sent according to consumer desires

Consumer behavior is the study of how individuals, groups and organizations who choose, buy, use and how goods, services, ideas, or experiences to include needs and their wish. Consumers are an important part of the sustainability of a company, it is necessary companies to better understand and see consumer behavior them, and how the company delivers a quality product to its consumers.

Special purpose of the resesarch to find out the factors that influence consumer behavior in shopping online during in the pandemic Covid-19 period in Bengkalis Sub-District, to find out the highest dominant factor that influence consumer behavior in online shopping during in the pandemic Covid-19 period in Bengkalis Sub-District, and to find out the lowest factor that influence consumer behavior in shopping online during in the pandemic Covid-19 period in Bengkalis Sub-District.

This research is inseperable from the results of previous research that have been carried out as comparison and study including research conducted by ML Endang Edi Rahayu, et al (2020), with the

title Analysis of Consumer Behavior in Online Shopping in Madiun Municipality The result showed: Factor that influence consumer behavior are eficient, busyness, convenience and price information. Among these factor are the most dominant factor is the convenience factor. The simultaneous analysis showed that factor eficient, busyness, convenience, and price information has a significant impact on consumer behavior. Determination test based on the four factor have contributed 87,50 % to the consumer behavior. And the remaining 12,50 % influenced by other variable such as : have much time, want torelax in the store, stuttering technology, etc. while the research conducted by Okta Nofri and Andi Hafifah (2018), with the title Analysis of Consumer Behavior in Online shopping in Makassar City. The results of his research state that cultural, social, personality and psychological factors have a positive and significant effect on online purchasing decisions either simultaneously or partially. So, in this study indirectly the risk perception examined in this study is included in one of the variables, namely variables, where risk perception is a consideration of the consumer y with the consumer's personality. Then the research of M. Vidya and P. Selvamani (2019), entitled Consumer Behavior Towards Online Shopping - an Analysis with Product Dimensions. Research Results Online shoppers in both districts were satisfied with the online shopping process. They benefit from perks such as convenience, less procedures, on time delivery, product offerings, low costs, etc. The product dimensions are identifiable as satisfactory and highly correlated. The understanding of the nature, needs and wants of consumers as in any other business is essential for learning.

In this research there are several general theories, namely [1] behavioral is an activity and activity concerned organisms, whether observable or observable activity cannot be observed by others. Humans behave or do activities because of the need to achieve a goal. As is the need for motivation or motivation. So that the individual will activity to achieve goals and experience satisfaction (Notoatmodjo 2003, in Okta Nofri and Andi Hafifah 2018). [2] Consumer behavior is explaining consumer behavior as a study of purchasing units - can be individuals, groups or organizations. These units will form the market so that the individual market or consumer market, group purchasing unit, and business market formed by the organization appears (Kotler 2009, in Sangadji 2014).

The special theory in this research is [3] According to Dedy Ansari Harahap and Dita Amanah (2018), online shopping is a transaction process carried out through media or intermediaries, namely in the form of online buying and selling sites or social networks that provide goods or services that are traded. [4] Covid-19 Corona virus is a positive, encapsulated, and non-segmented single-strain RNA virus. Coronavirus belongs to the order Nidovirales, family Coronaviridae. The coronavirus structure forms a cube-like structure with the S protein located on the surface of the virus. Protein S or spike protein is one of the main antigen proteins of viruses and is the main structure for writing genes. This S protein plays a role in the attachment and entry of viruses into the host cell (the interaction of S protein with its receptors in the host cell). Coronaviruses are heat sensitive and can be effectively inactivated by disinfectants containing chlorine, lipid solvents with a temperature of 30 minutes, ether, alcohol, perioxyacetic acid, non-ionic detergents, formaldehyde, oxidizing agents and chloroform. Chlorhexidine is not effective in deactivating viruses (Wang, Korsman, 2012 in the journal Yuliana, 2020).

Table 1. Definition of variable and indicators

Variable	Definition	Indicators	Measurement
Consumer Behavior	consumer behavior as a study of purchasing units - can be individuals, groups or organizations. These units will form the market so that the individual market or consumer market, group purchasing unit, and business market formed by the organization appears (Kotler 2009)	1. Culture 2. Social 3. Personel 4. Psychological	Five-Point Likert Scale (1-5)

Source: Sources: Kotler 2009

2. Research Method

The place research analysis of consumer behavior in online shopping during in the pandemic covid-19 in Bengkalis Sub-District the conducted in Bengkalis Sub-District. The object is the consumer behavior in online shopping during in the Pandemi Covid-19 period in Bengkalis Sub-District. Type of the research obsevational. Type of the study used in quantitaive and qualitative data. The population in this study is the consumers society in Bengkalis Sub-District that have experiences in doing shopping online. Non-Probability Sampling, namely the number of population is unknown, then using Snowball Sampling technique. On researchuses four type of data collection techniques namely questionnary, literature study, interview and observation. This study uses a likert scale as measurement scale.

3. Result and Discussion

In this section, we will describe the data obtained from the questionnaire on the results of online consumer behavior research during the Covid-19 pandei in Bengkalis District. The data that will be based on the consumer behavior variable indicators can be seen in Table 2 below:

Table 2. Result of Descriptive Statistics

No	Indicators	Item	SD	D	H	A	SA	Grand Mean	Means	Category
			1	2	3	4	5			
1	Culture	X1.1	1	8	11	53	27	100	3,97	High
			1	16	33	212	135	397		
		X1.2	3	6	9	54	28	100	3,98	High
			3	12	27	216	140	398		
		X1.3	4	11	18	47	20	100	3,68	High
			4	22	54	188	100	368		
	TOTAL		8	25	38	154	75	300	3,88	High
			8	50	114	616	375	1163		
2	Sosial Economy Aspect	X2.1	1	5	9	57	28	100	4,06	High
			1	10	27	228	140	406		
		X2.2	2	3	8	68	19	100	3,99	High
			2	6	24	272	95	399		
		X2.3	1	6	10	53	30	100	4,05	High
			1	12	30	212	150	405		
		X2.4	3	7	16	47	27	100	3,88	High
			3	14	48	188	135	388		
	TOTAL		7	21	43	225	104	400	4,00	High
			7	42	129	900	520	1598		
3	Personel	X3.1	0	2	5	56	37	100	4,28	Very High
			0	4	15	224	185	428		
		X3.2	0	7	9	54	30	100	4,07	High
			0	14	27	216	150	407		
		X3.3	2	1	11	59	27	100	4,08	High
			2	2	33	236	135	408		
	TOTAL		2	10	25	169	94	300	4,14	High
			2	20	75	676	470	1243		
4	Psychological	X4.1	0	3	5	57	35	100	4,24	High
			0	6	15	228	175	424		
		X4.2	1	5	9	63	22	100	4,00	High
			1	10	27	252	110	400		
		X4.3	4	4	11	59	22	100	3,91	High
			4	8	33	236	110	391		
		X4.4	1	2	8	66	23	100	4,08	High
			1	4	24	264	115	408		
	TOTAL		6	14	33	245	102	400	4,06	High
			6	28	99	980	510	1623		

Source: Data Processed 2021

Based on Table 2 above the frequency distribution results that can be explain from the variable of consumer behavior for the first indicator, namely culture, for the first statement on the cultural indicator got an average score of 3.97 with the high category, then for the second statement got an average score 3.98 with the high category, while the third statement got an average score of 3.68 with the high category. From these results it can be concluded that from each indicator that is used as a statement to respondents, it shows that consumer behavior in online shopping during the Covid-19 pandemic period is due to cultural influences by getting an average value of 3.88 and categorized as high.

Furthermore, for the results of the frequency distribution that can be explained from the consumer behavior variable for the second indicator, namely social economy aspect, for the first statement on the social economy aspect indicator gets an average score of 4.06 in the high category, then for the second statement it gets an average score of 3, 99 with the high category, while the third statement got an average score of 4.05 with the high category and for the fourth statement got an average score of 3.88 with the high category. From these results it can be concluded that from each indicator that is used as a statement to respondents, it shows that consumer behavior in shopping online during the Covid-19 pandemic period is due to the influence of the social economy aspect by getting an average value of 4.00 and categorized as high.

Furthermore, for the results of the frequency distribution that can be explained from the variable consumer behavior for the third indicator, namely personal, for the first statement on personal indicators get an average score of 4.28 with a very high category, then for the second statement get an average score of 4.07 with high category, while the third statement got an average score of 4.08 in the high category. From these results it can be concluded that from each indicator that is used as a statement to respondents, it shows that consumer behavior in shopping online during the Covid-19 pandemic period is due to personal influence by getting an average value of 4.14 and categorized as high.

Furthermore, for the results of the frequency distribution that can be explained from the consumer behavior variable for the fourth indicator, namely psychology, for the first statement on the psychological indicator, the average score is 4.24 in the very high category, then for the second statement it gets an average score of 4.00 with high category, while the third statement got an average score of 3.91 in the high category and for the fourth statement got an average score of 3.08 with the high category. From these results it can be concluded that from each indicator that is used as a statement to the respondent shows that Consumer behavior in shopping online during the Covid-19 pandemic period was due to psychological influence by getting an average value of 4.06 and categorized as high.

4. Conclusion

Based on the results of research, factors that influence consumer behavior in online shopping during the Covid-19 pandemic period are culture, socio-economic aspects, personal aspects, and psychology. The dominant factor that has the highest influence on consumer behavior in online shopping during the Covid-19 pandemic period is a personal aspects with an average value of 4.14 and with high category, this shows that consumer behavior in shopping online during the Covid-19 pandemic period is strongly influenced by personal aspects factors. The factor with the lowest consumer behavior in online shopping during the Covid-19 pandemic period was culture aspect with an average of 3.88 with a high category.

From the results of the study, it was found that the factor that had the lowest or least influence on consumer behavior was culture aspect factor, it was hoped that consumers would only do activities at home and to fulfill their needs by shopping online during the Covid-19 pandemic. Research on analyzing consumer behavior in online behavior during the Covid-19 pandemic period in Bengkalis district is expected to be further developed by the further researchers by adding any factors that influence behavior apart from the things discussed in this study.

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