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Factors Influencing Online Shopping Behavior In The Covid-19 Pandemic Period Of MSME Products In The Bogor Region

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A B S T R A C T

The aimed of the study was to determine the effect of the External Subject Norm, the Covid-19 Pandemic, the Internal Subject Norm, Hedonic Motivation, and Perceived Usefulness on online shopping behavior for MSME products in the Bogor area during the Covid-19 pandemic. This study uses a quantitative method and the population is consumers who have purchased MSME products online. This research uses non-probability sampling technique and purposive sampling approach. Data collection by distributing questionnaires via google form with 272 respondents. Data analysis was tested using multiple linear regression tests, the coefficient of determination and hypothesis testing. The results showed that the variables Hedonic Motivation, Perceived Usefulness, Internal Subject Norm, and the Covid-19 Pandemic had a significant and simultaneous effect on online shopping behavior for purchasing MSME products in the Bogor area. Partially, External Subject Norms and Perceived Usefulness have a significant effect on online shopping behavior, while Internal Subject Norms, Hedonic Motivation, and the Covid-19 Pandemic have no significant effect. The implication of this research for MSME actors who market their products online is to pay attention to the factors that influence online shopping behavior for MSME products in the Bogor area.

Keywords: *MSME Products, Online Shopping Behavior, Covid-19 Pandemic*

INTRODUCTION

At the end of 2019, a pandemic outbreak known as Corona Virus Disease or called the corona virus or covid-19 was first discovered in the city of Wuhan, China.

This epidemic has even claimed the lives of hundreds to thousands of people in a relatively short time, in the presence of this disease outbreak it suddenly becomes a terrible threat to the global community. Many people, including Indonesia, have contracted the corona virus from nearly 200 countries. Lockdown and social distancing are used to break the chain of the spread of the corona virus, especially in big cities (Al Fadly, 2020). Other efforts have been made in the fields of treatment, prevention, and so on to stop the spread of the corona virus (Ika, 2020).

(Arda & Andriany, 2019), in accordance with (Kotler & Armstrong, 2008), said that online shopping offers consumers a number of advantages, including the ability to shop from any location at any time and also to save time. Disadvantages of online shopping such as the lack of assistance, the inability to make direct physical contact with the seller, the inability to touch or test the product, the possibility of irrevocable product damage during delivery, and online shopping fraud (Al-Arif, 2013). There will be lot of online shopping sites that pay more attention to customers, even though There also some of them which are misleading, unclear, and so on. (Mardiani, 2013).

Similar research conducted by (Assidiqi, 2009) said that among the variables of usability (ease of using objects), interactivity, credibility, aesthetics, and marketing mix, only usability and aesthetic factors that have an affect in online purchasing decisions for electronic goods. Meanwhile (Koch et al., 2020) explains that a better predictor of purchase intention is hedonic motivation than utilitarian motives and those with the highest hedonic motivation are women, people who are doing quarantine, and generation Z.

People's lives can be better with the internet, especially in big cities (Hardiawan, 2014). More and more offline stores are using their online stores to promote their products. According to (Khairil Hamdi and Dorris Yadewani, 2002), promotion is considered the most effective way to promote business expansion and development, including through social media such as Instagram.

Based on the situation that occurred in the corona virus crisis, where consumer behavior changed drastically including one's motivation to shop online. With the ease and speed of the internet, people can communicate anywhere and anytime. Likewise for residents of the Bogor area, there has been a change in motivation in online shopping behavior for MSME's products. In this case, apart from being able to shop at offline stores, you can also shop at online stores.

When consumers make purchasing decisions, their online shopping behavior is not only influenced by internal factors but also by external factors. Researchers reviewed several factors from previous studies. Internal Subject Norm, External Subject Norm, Hedonic Motivation, Perceived Usefulness, Covid – 19 pandemic, and the Y variable, which is Online Shopping Behavior for MSME Products in Bogor area, were the factors chosen to be studied by researchers.

Based on this thought, researchers want to conduct scientific research to help MSME actors and also find out the shopping motivation that encourages online buying behaviour during the Covid-19 pandemic, called: "Factors Influencing Online Shopping Behavior In The Covid-19 Pandemic Period Of MSME Products In The Bogor Region".

Based on the background above, this study focuses on these cores of problems:

1. Does the online shopping behavior of MSME products during the Covid-19 pandemic affect the hedonic motivation factor for residents who live in the Bogor area?
2. Does the online shopping behavior of MSME products during the Covid-19 pandemic affect the Perceived Usefulness factor for residents who live in the Bogor area?
3. Does the Online Shopping Behavior of MSME Products affect the Internal Subject Norm factor for residents who live in the Bogor area?
4. Does the Online Shopping Behavior of MSME Products affect the External Subject Norm factor for residents who live in the Bogor area?
5. Does the online shopping behavior of MSME products during the Covid-19 pandemic affect the Covid-19 pandemic for residents who live in the Bogor area?
6. Was there a simultaneous effect of online shopping behavior for MSME products during the Covid-19 pandemic on the factors of Hedonic Motivation, Perceived Usefulness, Internal Subject Norm, External Subject Norm for residents who live in the Bogor area.

RESEARCH METHODS

Research Subject

The research subjects were residents in the Bogor area.

Object Of Research

The object of research is the online shopping behavior of residents in the Bogor area.

Operational Variables

Operational variables consist of Hedonic Motivation, Perceived Usefulness, Internal Subject Norm, External Subject Norm, Covid-19 Pandemic and Behavior Intention (Online Shopping Behavior).

Population And Sample

The population is residents who have purchased MSME products online, especially in the Bogor area. The sample are 272 residents.

Sampling Method

Sampling methods include library research and distributing questionnaires. Data analysis was tested with multiple linear regression testing techniques, the coefficient of determination and hypothesis testing.

RESULTS & DISCUSSION

Variable Description of the Hedonic Motivation

Variable Hedonic Motivation, there are 3 indicators used to measure in this study. Responses to the findings of Hedonic Motivation can be explained as follows:

Table 1: Variabel *Hedonic Motivation*

No.	Statement	Score					Number of respondents
		SS	S	RG	TS	STS	
1.	X1.HM 1	26	135	107	4	-	272
2.	X1.HM 2	27	134	103	8	-	272
3.	X1.HM 3	31	126	107	8	-	272

From table 1 above, it can be explained that the Hedonic Motivation Variable will be able to increase online shopping behavior because the majority of respondents agreed with the statements.

Variable Description of the Perceived Usefulness

Variable Perceived Usefulness, there are 4 indicators used to measure in this study. Responses to the findings of Perceived Usefulness can be explained as follows:

Table 2: Variabel *Perceived Usefulness*

No.	Statement	Score					Number of respondents
		SS	S	RG	TS	STS	
1.	X2.PU 1	42	177	52	1	-	272
2.	X2.PU 2	73	172	27	-	-	272
3.	X2.PU 3	48	172	48	4	-	272
4.	X2.PU 4	38	160	71	3	-	272

From table 2 above, it can be explained that the Variable Perceived Usefulness will be able to increase online shopping behavior because the majority of respondents agreed with the statements.

Variable Description Internal Subject Norm

Variabel Internal Subject Norm, there are 3 indicators used to measure in this study. Responses to the findings of the Internal Subject Norm can be explained as follows:

Table 3: Variabel *Internal Subject Norm*

No.	Statement	Score					Number of respondents
		SS	S	RG	TS	STS	
1.	X3.ISN 1	31	145	90	4	2	272
2.	X3.ISN 2	14	91	128	34	5	272
3.	X3.ISN 3	19	118	130	4	1	272

Table 3 above proves that the Internal Subject Norm Variable is not able to increase online shopping behavior, because most of the respondents in this case agreed with the statements, while others disagreed.

Variable Description External Subject Norm

External Subject Norm Variables, there are 3 indicators used to measure this research. Responses to the findings of the External Subject Norm can be explained as follows:

Table 4: Variabel *External Subject Norm*

No.	Statement	Score					Number of respondents
		SS	S	RG	TS	STS	
1.	X4.ESN 1	18	146	104	4	-	272
2.	X4.ESN 2	20	124	121	7	-	272
3.	X4.ESN 3	18	89	144	20	1	272

Table 4 above explains why the External Subject Norm Variable was not able to increase online shopping behavior, most of the respondents answered that they agreed with the statements and the numbers of disagree respondents are also significant..

Variable Description of the Covid-19 Pandemic

The Covid-19 Pandemic Variable, there are 3 indicators used to measure this research. Responses to the findings of the Covid-19 Pandemic can be explained as follows:

Table 5: Covid-19 Pandemic Variables

No.	Statement	Score					Number of respondents
		SS	S	RG	TS	STS	
1.	X5.P-COV 1	48	154	62	8	-	272
2.	X5.P-COV 2	32	163	64	13	-	272
3.	X5.P-COV 3	54	180	36	2	-	272

From table 5 above, we can see that most of respondents agreed with the statements so it can be understood that the Covid-19 Pandemic Variable can increase online shopping behavior.

Variable Description of Online Shopping Behavior

Online Shopping Behavior Variables, there are 3 indicators used to measure this research. Responses to the findings of Behavior Intention can be explained as follows:

Table 6: Variable Description of Online Shopping Behavior

No.	statement	score					Number of respondents
		SS	S	RG	TS	STS	
1.	Y.BI 1	19	143	101	8	1	272
2.	Y.BI 2	16	127	118	10	1	272
3.	Y.BI 3	15	128	115	14	-	272

Based on table 6 above, the respondents' responses to Online Shopping Behavior can be explained that 143 respondents or 143% of the respondents agreed with the statements.

Table 7: Independent And Dependent Variables

Regression			
Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	ISN, PU, PCOV, ESN, HM ^b	.	Enter

a. Dependent Variable: BI (Perilaku Belanja Online)

b. All requested variables entered.

Table 8: Determinant Coefficient Test (RSquare)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,518 ^a	,269	,254	1,60589

a. Predictors: (Constant), ISN, PU, PCOV, ESN, HM

All independent variables have a significant effect on online shopping motivation for residents who live in the Bogor area. Based on the results of the R-square, which is equal to 0.254, it can be concluded that the variation of the Behavior Intention of Online Shopping variable for residents in the Bogor area are 25.4% of the variables used in this study. The remaining 74.6% of it is influenced by other variables not examined, such as promotions on social media (Khairil Hamdi, 2021), trust, convenience, and quality of information (Hardiawan, 2014), price, and halal (Hervina 2021).

Table 9: F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	233,258	5	46,652	18,090	,000 ^b
	Residual	634,405	246	2,579		
	Total	867,663	251			

a. Dependent Variable: BI

b. Predictors: (Constant), ISN, PU, PCOV, ESN, HM

The calculated F value of 18.090 with a significance level of 0.000 shows this fact. With $df = n-k$ ($272-5=267$) and $k-1$ ($5-1=4$), the 4380 F table can be compiled. It is possible to conclude that the regression model used in this study is suitable considering that the calculated F value exceeds the F table ($18.090 > 4.380$) and the F significance value is less than 0.05.

Table 10: Double regression

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,100	,867		3,576	,000
	PU	,184	,064	,216	2,890	,004
	HM	,150	,077	,153	1,944	,053
	PCOV	-,026	,074	-,025	-,354	,724
	ESN	,258	,084	,241	3,078	,002
	ISN	,046	,072	,047	,640	,523

a. Dependent Variable: BI

REGRESSION EQUATION

$$Y = 3.100 + 0.184X1 + 0.150X2 - 0.026X3 + 0.258X4 + 0.046X5 + e$$

The following can be concluded from the equation:

1. Online Shopping Motivation is predicted to have a value of 3,100 if the HM, PU, ISN, ESN, and PCOV variables are zero in according with a constant of 3,100.
2. The regression coefficient values for the variables HM (0.150), PU (0.184), ISN (0.046), ESN (0.258), and PCOV (0.026) are all positive, except for the Covid-19 pandemic. It shows that the relationship between all variables and online shopping motivation is positive, which indicates that the better these variables are, the more Internet shopping behavior will increase.
3. The results of the t test show partial hypothesis testing. Perceived Usefulness and External Subjective Norms have a positive and significant effect on online shopping behavior on MSME products for residents who live in the Bogor area with a sig value of less than 0.05. Hedonic Motivation, Internal Subject Norm, and perceptions of the Covid-19 pandemic have no significant effect on the behavioral intention to shop online for MSME products because the sig value is greater than 0.05.

DISCUSSION

In online shopping behavior, several previous studies have stated that Internal Subject Norms, External Subject Norms, Hedonic Motivation, Perceived Usefulness, and the Covid-19 pandemic are factors that influence online shopping behavior, besides that, motivation and consumer behavior also influence online shopping behavior.

The main factors that are the reasons for consumers' online shopping behavior can be seen from previous research are:

Unlike previous studies (Delafrooz et al., 2010), hedonic motivation has no effect on online shopping behavior (Delafrooz et al., 2010; Ling et al., 2010; Pookulangara and Natesan, 2010; Khare, 2011; Shiau and Wu, 2013; Dlodlo, 2014; Tseng and Chang, 2015) where the consequence of their exploration states that Libertine Inspiration has an impact on Purposeful Behavior (social expectations).

Research by Shanmugam et al. (2014) and Abadi et al. (2012) states that Perceived Usefulness has an effect on Behavioral Intention which is supported by the results of his

research that the perceived usefulness of his research has a positive impact on attitudes towards mobile banking.

According Wahyudi (2011) and Kurniawan, et al. (2013) Perceived Usefulness has an influence on user attitudes. This can also be explained from the demographics of respondents where the dominant age is 41-50 years, namely the age of adulthood in online shopping with a motive for the use of the product to be purchased. And the majority of respondents buy MSME products in the form of food.

External Subjective Norms influence Behavior Intention which is supported by research (Lee, P.C.B. & Wan, G., 2010) where the research results found that subjective norms are important when adoption involves people who live in collectivist societies. This shows that the campaign for using MSME products as a norm influences consumer's spending intentions. In order for the President of the Republic of Indonesia to be able to survive during the pandemic to prioritize MSMEs (Media Indonesia, 2020). Likewise, the Bogor Regent conveyed the same thing, that the movement to buy MSMEs is a form of loving the country (Antaranews, 2021).

Ajzen's research (1988) in Awaluddin (2017) states that Internal Subjective Norms have no effect on Behavioral Intentions, and says that Theory of Reasoned Action (TRA) or the theory of reasoned action is explained by the existence of attitudes and subjective norms that can shape one's compliance . These results can be explained from the diversity of age, occupation and income backgrounds of the respondents so that there are no specific internal subjective norms that characterize individuals in the behavioral intention to buy MSME products in Bogor City. So it is hoped that solicitations in the form of external subjective norms can eventually be internalized in individual subjective norms in the intention of online shopping behavior for MSME products.

Contrary to research findings (Baicu et al., 2020) on perceptions of the Covid-19 pandemic which found that behavioral intention (Behavioral Intention) to use digital banking, one of the online payment methods, was affected by the Covid-19 Pandemic, in this case, it has no effect on on line shopping behavior. It can be seen through examination by Baicu et al. that conducted at the beginning of the pandemic in 2020. Meanwhile, according to the same survey, nine out of ten respondents said they increased their online shopping activities during the Covid-19 pandemic.

In April 2020, 46 percent of respondents acknowledged that extended web-based shopping actions were used to purchase food. Meanwhile, Kompas.com reported that Pandu P Syahrir, President and Commissioner of the SEA Group, explained that the work from home policy had an impact on people's consumption habits, including online shopping. Some employees will continue to work from home as the new norms are implemented. This indicates that people's online shopping habits will also continue to be influenced by the new normal. Kompas.com, 2020) so that the covid pandemic does not become a big factor in the way people shop online.

CONCLUSION & SUGGESTION

The F test has a sig value of 0.000 which is lower than an alpha value of 0.05 as shown by the results ($0.000 < 0.05$), so it can be concluded that Behavioral Intention or Online Shopping Behavior on MSME products in Bogor area is significantly influenced by Perceived Usefulness, Hedonic Motivation, Internal Subject Norms, External Subject Norms, and the Covid-19 Pandemic. While the partial test shows Hedonic Motivation, Internal Subject Norm, and the Covid-19 Pandemic do not significantly influence online shopping behavior for MSME's products in Bogor area. Factors that motivate consumers in online shopping behavior for MSME's products during the Covid-19 Pandemic are Perceived Usefulness and External Subjective Norms.

The results of this study are not satisfactory if see it from consumer online shopping behavior aspect as a whole because of its limitations, especially in terms of its limited coverage of a small number of samples in the Bogor area. Here are some suggestions for further research:

1. It is recommended to conduct additional research on a larger scale with more research subjects.
2. For example, research should focus more on certain types of products or consumer behavior: culinary research on how people shop online or how they buy other MSME's products online.

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