

Analysis of Consumer Behavior and The Impact of Increased Use of Online Shop Businesses in Makassar

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Abstract

This research aims to determine consumer behavior and the impact of increased use of online shops in the Makassar area during the Covid-19 pandemic. This research will discuss behavioral theory, consumer behavior, purchasing decisions, and online business. This research was conducted using a qualitative narrative approach and used the problem study method to share results. The problem study method is an in-depth and detailed investigation of an incident and can be an incident, environment, or exclusive situation that discusses or means something. Researchers conducted research on online shop users until they received saturated data and found answers that depended on the research subject. Data analysis used in this research includes organizing data, reading data (memos), writing data into code, grouping into coding topics, interpreting data, and presenting data (Cresswell, 2018). Based on the research results, there are two discussions, namely Consumer Behavior in Online Shopping and the Impact of Increasing Use of Online Shop Businesses.

Keywords: Consumer Behavior, Impact of Increasing Online Shop Business.

INTRODUCTION

Indonesia is currently experiencing a critical period in eradicating the spread of Covid-19, as well as a large number of victims affected by this virus in Indonesia, not only Indonesia, other countries are also feeling the impact of Covid-19. The clinical symptoms caused by Covid-19 are like flu. Covid cases in children have decreased in Indonesia. Apart from flu, the cause that often attacks children's respiratory systems, parents, especially the public, should be more aware of

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maintaining health, in eradicating the chain of spread of Covid-19. . Respiratory disorders that occur in children include human metapneumovirus, respiratory syncytial virus, influenza and parainfluenza.

The government's recommendations for implementing self-restrictions in busy social environments are very effective. Apart from that, other precautions include diligently washing your hands, maintaining personal hygiene and adopting a healthy lifestyle which is very influential in eradicating the chain of spread of Covid-19. The results of the data that researchers quoted in the journal with the title Positive Effects of Covid-19 Control Measures on Influenza Prevention, explain that effective ways to prevent Covid-19 which must be implemented in society by adhering to health protocols have a very large impact, namely reducing existing diseases similar to flu.

Covid-19 has had a very detrimental effect on society. The implementation of the PSBB has an impact on the community's economy because the restrictions imposed by the community will make it difficult for them to get to their workplace. Wiku Adisasmito, an expert in handling the Covid-19 pandemic, said that a lockdown would not be implemented, because the community's economy is getting worse because many Indonesians earn salaries through daily wages, this is a form of the government's concern for people with a poor economy due to the impact of Covid-19 . The government always gives directions to all people to limit direct face-to-face contact with each other. Apart from the central government, regional governments also took part in conveying appeals to the public, and many regional governments also made policies to temporarily close companies, holiday destinations and schools were also closed in order to eradicate the spread of the pandemic. Many tourist attractions are experiencing losses and many tourist owners are desperate to open tourist locations because tourist owners have to continue to pay for existing operations while the tourist attractions they manage do not produce anything due to closures carried out by regional and central governments.

Many factories have laid off employees and some companies have even laid off all their existing employees. And there are several companies that are determined to keep some employees coming in, but those who come in must comply with the regulations made by the company and the government to maintain employee safety, and there are also employees who are laid off so that if there is a sudden order from the market, the employees will be summoned. Back to work. According to employees who are laid off, they will not receive any wages. The impact experienced by employees who are laid off will cause their economic situation to get worse. This situation causes the unemployment rate in Indonesia to increase.



Coronavirus has caused financial hardship, its financial impact spreads to people, families, small, medium and large organizations, in any case, affecting the economy of countries with a measure of inclusion from the environment, the public, and, surprisingly, throughout the world. The presence of Covid-19 has an impact on all areas in various regions in Indonesia, including the monetary area. The presence of PSBB means that the business world is hampered by a reduction in creativity and workforce. Many representatives have been dismissed or laid off and this has significantly reduced the local area's personal satisfaction. Most MSME exercises require real presence where during the Covid-19 pandemic there were many MSME exercises which were suspended for around several months. There has been a decrease in retention of MSME goods, resulting in a decrease in MSME salaries. Indeed, since the beginning of March 2020, the daily salaries of MSMEs have fallen drastically which in the end has disrupted the continuity of their businesses, there have been layoffs which have also reduced people's purchasing power.

Another impact that is most felt in society is that the increase in prices of basic goods makes it difficult for consumers to stock up on goods at home, which is included in consumer behavior including the durability and goodness of a product, also the price of the product or service is the thing that consumers pay the most attention to. If the price of an item is lower than in another place, consumers will be attracted to a cheaper price than the same price between shops, causing people to think, ask and look again at the goods being sold to consumers, thereby wasting a lot of time. According to Engel. et al. (in Fadila. 2013: 3) states that consumer actions to buy products or services in a decision process that must be taken to fulfill satisfaction are called consumer behavior. Meanwhile, Setiadi (2008), stated that in understanding consumers and developing appropriate marketing strategies, we must be able to think logically and also feel what consumers feel, so that we know what consumers are thinking and feeling.

The rapid progress of innovation in data and correspondence, both in terms of speed and ease of accessing the web, has inspired the business world to involve it as the main media in promoting goods and administration. Some of the benefits that the web has, especially in terms of expertise, can significantly influence the sales and purchasing approach. This has an impact on the purchasing behavior of customers who were previously disconnected from the internet, including Makassar. This change in purchasing behavior has also led to a destructive pattern of development in retail plazas in several urban communities in Indonesia, seen in the absence of shoppers and the end of shops in these malls. The development of internet-based shops in Indonesia is still a hot topic of conversation among the wider community, especially young people,



who cannot be separated from momentary things without burning up their efforts to meet their needs. However, behind the accommodation and speed of web-based shopping, there are good and bad consequences felt by clients.

As Alwi (2020) points out, the impact of the Covid-19 pandemic is grouped into three states of business movement, specifically business resilience/steadiness, business decline and business development. In a stable business through changing the association model by utilizing online application stages. The declining business is for buyers who have been greatly impacted by the pandemic such as the travel, lodging, public transportation and retail outlets industries and organizations which are due to the growing elements and association changes in the utilization of online business application stages.

Through this internet-based business, buyers don't need to try to go to the store just to get the ideal item. Buyers can view and sell stock via mobile phone. Sellers and buyers do not have to meet face to face to make an exchange. Buyers simply request the desired item, then, at that time, installments can be made via bank transfer or Visa. From then on, the product will be sent from the location according to the buyer's wishes.

As a result of the Covid-19 pandemic, the government has called for implementing PSBB and working from home. The impact of the pandemic has also made many people use online shops to shop for daily necessities. Apart from not having to leave the house, using an online shop is also very easy and more flexible because it can be used anytime and anywhere.

Based on a description of the background. This study is intended to identify the use of online shop businesses. In this context, it focuses on consumer behavior and the impact of increasing use of online shop businesses in Makassar during the Covid-19 pandemic.

RESEARCH METHODS

This research was conducted using a qualitative narrative approach & used the problem study method to share results. The problem study method is an in-depth & detailed investigation of an incident and can be an incident, environment, or special situation that discusses or means something. The choice of this strategy was based on the fact that the information we were looking for was about consumer behavior and the impact of increasing online shop business. It will be easier for you to find the facts you need if you express them in a way that is easy to understand.

Purposive sampling, namely a strategy for identifying informants based on certain factors, was used in this research. Namely online shop users.



Table. 1 Research Informant

Name	Gender	Age	Frequently used online shop
Nurilmi Awalia	P	20	Shopee
Nur Mgfirah	P	22	Shopee & Instagram
Tiara	P	20	Tokopedia
Irka Novianti	P	20	Shopee & Tokopedia
Nimra	P	20	Lazada

Researchers conducted research on online shop users until they received saturated data & found answers that definitely depended on the research subject. Data analysis used in this research includes organizing data, reading data (memos), writing data into code, grouping into coding topics, interpreting data, and presenting data (Cresswell, 2018). In the context of this research, coding is the process of classifying data with short names so that it looks like other data. In addition, the validity of the data from this research was tested using a process of temporal triangulation and reflection. The triangle, when trying to ask the same question at different times, carries out a reflective process to determine the influence of location and identity through the role of seeker. The data encryption steps used in this research are shown in the following figure (Charmaz, 2006).

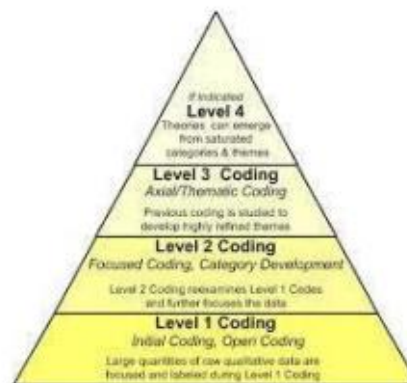


Figure 1. Data Coding Stages

RESULTS AND DISCUSSION

Results

Table 2. Summary of Interview Results

Question	Informant's answer
What is the perception of online shops?	I think online shopping is a fun thing because it is practical. The online shop also displays description content, making it easier for us to choose the desired item and the appearance is not boring. (Tiara, Interview on March 17, 2023). (Coding A1.1)
What makes you interested in online shopping?	I am interested in shopping online at the online shop because it is very flexible and can be done while lying down. Apart from that, I feel I can save more time and energy and can see the goods and models via the cellphone screen. (Nurilmi Awalia, Nur Interview on March 17 2023). (Coding A2.1) I like shopping using the online shop because we don't need to leave the house to shop anymore, then the goods provided in the online shop come in many varieties and there are lots of discounts offered so that we as buyers feel interested. (Nur Magfirah, Interview on March 17, 2023). (Coding A2.2)
The impact of using an online shop business	As a user of the online shop application to sell the goods I offer, I feel that during this pandemic many people have switched from shopping directly at the market to online shops. This has a positive impact because consumers will get used to shopping online and have many customers (Irka Novianti, Interview on March 15 2023). (Coding A3.1) One of the impacts I feel from shopping online is that I become addicted to buying the products on



	offer, especially when there are discounts I always want to buy those products. I also feel lazy about going to the market in person because having an online shop that can be accessed anytime and anywhere can make it easier for me to choose goods without having to crowd the market (Nimra, Interview on March 18 2023). (Coding A3.2) One of the impacts I felt was that the quality of the goods was different, not according to what was promoted, the goods were damaged during delivery, and sometimes the goods sent did not match what was ordered. (Tiara, Interview on March 17, 2023). (Coding A3.2)
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Source: Interview Results, 2023

Discussion

Consumer Behavior in Online Shopping

The rapid advancement of innovation and easier access to the web has opened valuable open doors for individuals to complete trading exercises on the web, therefore, web-based trading applications are currently emerging such as Tokopedia, Shopee, Bukalapak, etc. The presence of many online shops itself reaps many advantages and disadvantages, online trading is definitely considered capable of providing many advantages, especially in terms of fairness, buyers no longer need to come to the shop and queue to pay in installments at the cashier, therefore they feel helped by the presence of various types of online shops, apart from the convenience felt by clients, online shops have different influences on our society, such as the development of a culture of commercialization.

Web-based shopping is a type of advancement introduced by the web in connection with developments in shopping. Web-based shopping or web-based shopping via the web is a process of purchasing labor and products from people who sell via the web. (Diana and Sarmini, 2016).

According to Setiadi (2008), to know buyers and develop appropriate advertising procedures, we must understand their thought processes (insight) and their feelings (warmth), what they do (behavior), and where (surrounding events) influence them. Furthermore, it is

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influenced by the buyer's thinking, feeling and doing processes. (Nofri and Hafifah, 2018).

From the peculiarities obtained by analysts through observations and meetings with several groups that have a tendency to get to the destination of online stores, it is of primary concern that by making purchases or searching for goods on the web page, it is easier for installment exchanges to be made without understanding that they can burn cash that they will never use. This is due to the pursuit of the current direction and ecology as well as the undeniable development of data technology to get to the location of online stores (Agnes and Dewi, 2018).

From this review it can also be concluded that women's lifestyle adjustments are related to waste in using goods or energy and products. This depends on a high level of desire, both in supporting one's appearance and providing a superficial point of interest in order to appear more popular or not out of date in other people's minds. They also admitted that currently they like shopping through online stores on Instagram, even though previously they had shopped online through various media such as Facebook, Twitter, and Blackberry Messenger, but not as often as now people shop online through Instagram as much. From this review it can also be seen It can be concluded that women's lifestyle adjustments lead to waste in using goods or energy and products. This depends on a high level of desire, both in supporting one's appearance and providing a superficial point of interest in order to appear more popular or not out of date in other people's minds. They also admitted that currently they like shopping through online stores on Instagram, even though previously they had shopped online through various media such as Facebook, Twitter and Blackberry Messenger, but not as often as now who shop online through Instagram as much.

The benefits of today's online market and purchasing are not in uncertainty, for buyers web-based frameworks have undermined their needs, requirements and assumptions. In many cases, buyers need affordable goods with good quality, this is fulfilled by internet-based markets (Fadillah and Anismadiyah, 2019).

The Impact of Increasing Use of Online Shop Businesses

The impact of the presence of online shop media on people who have a high level of literacy is that this media has had a latent negative influence on people's lives. (Warung, 2018). Apart from the benefits we feel, there are several burdens we feel or visible shortcomings of web-based stores. To begin with, there is a delay between installment and delivery of goods. Second, we couldn't try on the items we requested before getting them. Third, we cannot inspect the

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products we previously requested, regardless of whether there is any damage. Customers consider costs when purchasing in web-based stores, where one's judgment will influence one's shopping goals (Vitasari, 2020).

We have asked several questions to various sources that will be an aftereffect of our exploration. We choose sources with non-rigid rules. Those who are still confused about choosing our sources are students who often make shopping transactions in online stores. Judging from the discovery of information, online shops have now entered various circles of society, not only entrepreneurs and housewives who have felt the effects of online shops, currently online shops have penetrated among young people, especially students.

One of our sources found that he is a client of a web-based shop, he often buys things he really wants in a web-based shop, not just his needs, he said he likes to buy things he needs rather than what he actually wants. Additionally, our sources also say the exact same thing. The merchandise they buy are products they believe are attractive and clearly simple. Lately, online stores are seriously providing various restrictions and free transportation for some of the items they sell, this is a factor that encourages people to prefer shopping online rather than coming directly to the store.

CONCLUSION

Shopping online is fun because it is practical. The online shop also displays description content, making it easier for us to choose the desired item and the appearance is not boring. Apart from that, when shopping online they find it very easy in terms of payment transactions. Customers also help some data about a product through business sources, especially sources that are the advertiser's territory. However, this actually needs to be studied further, because it could be different from one case to another. Assessing options is the next stage that customers usually carry out before finally choosing to buy goods with the chosen brand with ideal advantages.

Shopping through an online shop is very easy to do. However, one of the impacts felt from shopping at an online shop is that I become addicted to buying the products on offer, especially when there are discounts I always want to buy these products. Online shopping also makes me feel lazy about going to the market directly because having an online shop that can be accessed anytime and anywhere can make it easier for me to choose goods without having to crowd the market. Therefore, it can be concluded that online shopping can have a negative impact on myself. Alone



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