

Driving Factors Online Shopping in the Era of New Normal

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Keywords: Online Shopping, Quantitative, Agile, MSMEs, North Sulawesi.

Abstract: Online shopping is not something that has just emerged due to the COVID-19 pandemic. The development of information technology accelerates the growth of infrastructure that makes it easier for consumers to shop online. The increasing use of the internet provides prospects for the development of digital marketing. This research aims to analyze the factors that encourage consumers to do online shopping, especially in North Sulawesi. All respondents have done online shopping is the new normal. This research is a quantitative descriptive study, with a survey method and a questionnaire as the primary data collection tool. To develop the system development with a short development duration, we use the Agile method at this application development stage. Results obtained by 56.8% of respondents argued that the ease of shopping and access to detailed information about products were the driving factors for online shopping, especially during the pandemic. The results of this research are contributing to innovate the development of online shopping applications for MSMEs for coconut-derived products in North Sulawesi.

1 INTRODUCTION

Currently, multitasking media competes with TV media to attract consumers' attention. The current global phenomenon has changed the way consumers shop and buys goods. Many companies are currently using the internet to cut the cost of marketing a product to stay ahead in a very competitive market .

Mulpuru, 2013, Forrester research estimates that U.S. online retail will reach \$262 billion and \$370 billion by 2013 and 2017, respectively, representing a compound annual growth rate of 10%. The increasing way of online shopping today in the new normal era is an interesting thing to research in-depth to develop a system that can help MSMEs in North Sulawesi.

With the COVID-19 pandemic there has been a rapid change in buyer behavior. This encourages every effort to reform marketing strategy. The purpose of this study is to find the main factors that encourage people to shop online during the pandemic, so that the results of this study contribute to innovating online shopping/e-commerce systems to encourage economic growth, especially MSMEs for coconut products in North Sulawesi (SULUT). The many problems that have arisen due to the Covid-19 Pandemic have encouraged MSMEs actors to make breakthroughs that can encourage business

continuity. As a result of the pandemic, Taiwan experienced disruption of the agricultural food supply chain to supply market needs which experienced a surge in demand (Chang, 2021). Apart from the problems experienced by all business actors and consumers during the pandemic with social restrictions, working from home, the tourism industry is quiet and many workers have been laid off, but we must admit that on the other hand there is a positive impact on the availability of e-platforms. - online commerce that answers the need by sending goods to the place/home.

2 SYSTEM ANALYSIS METHOD

This research is a quantitative descriptive study, which describes the state of the subject or object of research based on the facts or as they are. Descriptive research only describes research situations or events, does not seek or explain relationships, does not test hypotheses, or make predictions. In addition, this study focuses on observations and existing facts . Likert scale is an instrument used to receive respondents in responding to several statements in the questionnaire. The data obtained are simplified in the form of single table analysis and graphs so that they are easy to read and interpret.

The agile method was chosen as a reference in system development because the development time is quite short and cost-effective so that it allows fast application usage. This research using 6 stages of the Agile method, namely: planning, design, coding, testing, documentation, and deployment and maintenance.

3 RESULT AND DISCUSSION

The COVID-19 pandemic is unprecedented, its consequences defying the most predictable scenario (Carlsson-Szlezak Martin and Paul. 2020). COVID-19 has had a far-reaching impact on the global economy, with several countries closing their stock markets, closing corporate offices, retiring small businesses, and canceling large social events.

In Great Britain, economic spending has largely been diverted to necessities, such as groceries. In Denmark market consumption of products and services has fallen by 27% with economic spending largely diverted to personal protective equipment. The same situation happened in Indonesia. The State Expenditure Budget, which was originally estimated at Rp 2,540,422 trillion, has increased to Rp 2,613.8 trillion.

In this research, the participating respondents came from 14 districts / cities in North Sulawesi aged 15-56 years with 43.2% women and 56.8% men where all respondents affected by the COVID-19 pandemic had done shopping and online transactions during the pandemic. The questions developed in the questionnaire include open and closed questions, so that respondents can provide their opinions regarding the questions posed without being limited by choices.

From the results obtained the distribution of the questionnaire as shown in table 1 :

Table 1 : Respondent.

Address	Respondent
Manado	39.8
Bitung	27.3
Minahasa Utara	10.2
Minahasa Selatan	5.7
Minahasa Tenggara	3.4
Boltim	3.4
Other Regions/Cities	10.2

This State Budget consists of the Central Government Expenditure Budget (ABPP) of IDR 1,851.10 trillion, including additional spending for

handling the COVID-19 pandemic of IDR 255.110 trillion. The Central Government Budget Structure (ABPP) prioritizes its use for handling the COVID-19 pandemic and its impacts in the form of threats that endanger the national economy and/or financial system stability with a focus on health spending, social safety nets, and economic recovery. In addition, for the TKDD Expenditure Budget, the government has determined that the Village Fund Budget can be used, among others, as a social safety net fund in the village in the form of direct cash assistance to the poor in the village and activities for handling the COVID-19 outbreak .

Based on a survey released by Populix, online shopping or e-commerce platforms are the people's choice in meeting their daily needs. During the pandemic, the majority of people work from home according to government recommendations, as well as in North Sulawesi. People surf with e-commerce, gaming, banking, automotive, entertainment applications, and so on.

From the results of the study, during the Covid-19 pandemic in Indonesia, there was a significant spike in the pattern of using E-commerce by the public as a means of meeting needs. This increase was seen in the first quarter of 2020, which coincided with the emergence of the first cases of COVID-19 in Indonesia, and continued to increase in the second quarter by 38%. This research is quantitative where the process of collecting data is by using a questionnaire method.

The respondent's address is one of the most valuable variables. To find out whether North Sulawesi is familiar with online shopping and transaction technology. The graph below shows the respondents who participated in this research in Figure 1.

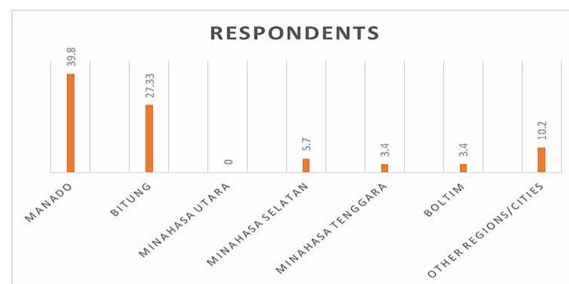


Figure 1: Respondents Address.

Based on previous research on consumer behavior analysis, consumer motivation is one of the key factors in online shopping. This motivation encourages consumers to choose how to shop according to their wants and needs .

Based on the results of the respondent's test regarding the factors that encourage online shopping, 56.8%, namely providing convenience both in choosing products, making transactions, and consumers just waiting at home. They said the same thing, namely about the ease of both viewing and selecting products, transacting and receiving goods on the spot. These factors greatly affect the pandemic situation. In addition, 19.3% said reducing activities, and contact with people in addition to saving time 7.9% and another 16% had very varied responses. From the results of direct interviews with them, online shopping has been done not only during the pandemic. In addition, some say that they are cool and enjoy browsing the internet on online shopping sites to see the products offered even though there is no desire to buy at that time because they only fill time when social restrictions are imposed and work from home.

Consumer behavior that currently tends to try something new and think innovatively opens opportunities for all business actors, especially businesses in the field of coconut derivative products in North Sulawesi to innovate digital-based marketing and sales models. It is based that online shopping has a positive influence on consumers in taking attitudes. From the questions given regarding the need for online shopping sites / websites during the pandemic 47.7% of respondents strongly agree that currently in running a business every business actor has an online shopping service or website, not just making the website as a promotional medium, 21.6% agree and 30.7% disagree. Those who disagree do not mean that they have never done online shopping, but assume that the availability of supporting infrastructure requires a large amount of money. Respondent test results related to the availability of online shopping services are presented in Figure 2:

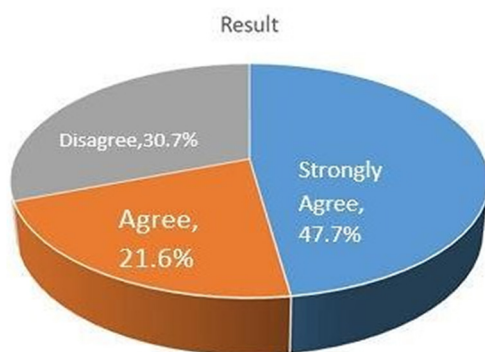


Figure 2: Respondents Test.

The convenience factor in shopping online is a

driving factor so that 97.7% think that online shopping is very effective for increasing sales during the pandemic. For respondents who come from the city of Manado which is the provincial capital, 77% of respondents experienced an increase in online shopping activities during the pandemic.

In the Global Journal, the convenience factor is the reason most respondents choose e-commerce. The convenience of being able to buy by sitting at home is 52.2% and the convenience of transactions can be done 24 hours by 50.7%. This convenience factor is the main factor that people choose to use E-commerce. The results of this study are in line with the results of research that has been carried out.

The price of the product has the most influential factor on purchasing products online, then product security, guarantees, and delivery time. In addition, the company's reputation, information privacy, and good product descriptions.

Because the need for online shopping services is the most valuable thing in the era of new normal, the web-based application that we have developed to make it easier for buyers and sellers to conduct online shopping transactions has an interface as shown below.



Figure 3: Interface Design.

Interface design that is developed to meet user needs regarding user and MSMEs needs. The developed interface can be easily used because the existing features are very familiar to the user. The Agile method is used as a reference for system development because it only takes a short time, especially since the practice of social restrictions in all regions in Indonesia since the pandemic.

4 CONCLUSION

Simplicity is an important factor in online shopping. consumers must enjoy in terms of viewing details and selecting products, making transactions, services, and using applications that support online shopping

services. based on the test results of respondents showed that 47.7% of respondents strongly agree that currently in running a business every business actor has an online shopping service or website, not just making the website as a promotional medium, 21.6% agree and 30.7% disagree.

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