Analysis of Factors Affecting Online Shopping Activities for MSME Products During the COVID-19 Pandemic

Erry Nugroho Himawan [*], Popy Novita Pasaribu

Magister Manajemen, Universitas Ibn Khaldun

Jalan Sholeh Iskandar, RT 01/RW10, Kedungbadak, Kecamatan Tanahsareal, Kota Bogor, Jawa Barat 16162, Indonesia

Info Artikel	Abstract
	The Covid19 pandemic has become a game-changer for human life, including shopping procedures and habits. During this pandemic, there was an increase in online shopping activities, including shopping for MSME products. In this study, an analysis of the factors that influence online shopping activities for MSME products was carried out in the Bogor area and its surroundings. Data was collected through online questionnaires distributed by snowballing. From the results of data processing, 3 variables that significantly influence are Hedonic Motivation, Internal Subject Norm, and Behavioral Intention. For further research, it is recommended to add variable testing of the quality of goods/products, quality of shop/merchant services, satisfaction with services/products, the reputation of merchants, and a sense of security for online transactions in the marketplace.

Author Correspondence:
Erry Nugroho Himawan
errynhimawan@gmail.com

1. Introduction

The Covid19 pandemic has become a game-changer for human life on earth. A condition that has never been expected before will be able to change almost all aspects of human life. The speed of spread, the effects and impacts caused really made the public panic, especially at the beginning of the pandemic. The Covid19 pandemic has changed the order of people's lives.

The Covid19 pandemic has been able to change people's behavior to be more happy to do activities or stay indoors. Google Mobility Report data as of October 9, 2020 shows that people's mobility is still concentrated in housing (Katadata, 2020).

One of the effects of people's choice to prefer to do activities or stay at home is the increase in online shopping and a decrease in the tendency to shop offline or be physically present at markets or shopping centers. As quoted from a DBS Bank survey (dbs.com, 2020) which stated that in Indonesia there was an increase in e-commerce

transaction activity which increased by 66 percent during the pandemic. People are increasingly fond of shopping through e-commerce or e-commerce (Katadata, 2020).

The high number of online shopping transactions that show high shopping interest must have an influence on e-commerce platforms. In an Ipsos survey (Kontan.co.id, 2021) in February 2021, it was found that MSMEs received the highest portion of purchases, both before and during the pandemic. Before the pandemic, more than half of Indonesia's people had bought products from small and medium enterprises (54%) and micro industries or home businesses (44%). It was further explained that during the pandemic, 64% of Indonesians preferred to buy MSME products through e-commerce, while 33% bought through social media, 33% through online transportation applications, and 30% still shopped at minimarkets or traditional stores.

The current halal product campaign has succeeded in making "halal products" part of the world's business with a very large and promising value. Conveyed by the Minister of Industry of the Republic of Indonesia (Truckmagz, 2021), there are 1.8 billion Muslim people in the world with the potential to spend on halal products reaching USD2.2 trillion. Indonesia itself has the largest Muslim population in the world, at 222 million people, where it is predicted that there will be an increase in consumption of halal products up to USD3.2 trillion in 2024.

Seeing the market development and the warm consumer response, Indonesia has implemented Law Number 33/2014 concerning Halal Product Assurance and subsequently there are revisions to several articles through Law Number 11/2020 concerning Job Creation. Through legislation like this, it is hoped that the industry understands the urgency of halal certificates and labels as a guarantee of halal products.

In Law Number 8 of 1999 concerning Consumer Protection, the principles of consumer protection are affirmed including the principles of benefits, justice, balance, consumer security and safety, as well as legal certainty. In the Law, it has been stated in Article 4 that consumers have the right to true, clear and honest information and about the condition and guarantee of goods and/or services. Thus, every producer must be able to provide a guarantee of halalness of its products, especially in food products that are very important for Muslims because eating halal food is a sharia provision (Tulus et.al. 2011, in Charity, 2017). After the birth of Law Number 33 of 2014 concerning Halal Product Assurance (UU-JPH), the nature of halal certification for a product is mandatory or mandatory, which means that all products that enter, circulate, and trade in Indonesia must be halal certified.

The existence of a legal umbrella regarding halal products should be followed by halal awareness among the public. Halal awareness is the level of knowledge that Muslim consumers have to find and consume halal products in accordance with Islamic sharia (Shaari and Arifin, 2010) in Hervina et.al (2021). Halal awareness is an

obligation for every Muslim as stated in the Qur'an Surah Al Maidah verse 88. For MSMEs, it is hoped that halal certification of MSME products will increase the breadth of the market that can be accessed and of course increase the peace and comfort of consumers in shopping for MSME products.

Another factor that is also quite sensitive for consumers in Indonesia in determining the shopping of a product is the price. According to Kotler & Keller (2009) in Tjiptodjojo (2012), price is one element of the marketing mix that generates revenue, while other elements generate costs. As for another definition, Kotler and Armstrong (2012) in Hervina et.al (2021) stated that price is the sum of all the value provided by customers for the benefit of owning or using a product or service.

Hedonic shopping behavior is more towards recreation, pleasure, intrinsic, and motivation-oriented stimulation (Babin et al. (1994) in Fathonah (tt). Shopping motivation is the things that encourage a person to shop in the marketplace and satisfy their own desires (Jim & Kim, 2003, in Merima, Eunuch & Sardjan, 2011). Hedonic Shopping motives are a person's desire to get a pleasure for himself which can be fulfilled by visiting online stores with various conveniences that have been provided. Hedonic motivation has categories such as Adventure Shopping, Social shopping, Gratification Shopping, Idea Shopping, Role Shopping and Value Shopping (Arnold & Reynolds, 2003 in Riani & Purnomo, 2018;

J. J. Kacen & Lee, 2002; Kesari & Atulkar, 2016a). From all categories of hedonic motivation, it will be seen that a person will feel interested in impulse buying when shopping at an online store. Impulse buying or unplanned purchase is an act of someone who shops without a plan and this type of consumer, they do not think long in buying a certain product or brand (J. J. Kacen & Lee, 2002).

In relation to this study, the researcher wants to know more about the factors that affect online shopping for MSME products during the Covid19 pandemic, especially in people living in the Bogor area and its surroundings. Previous research conducted by Izzudin (2018) found that halal awareness has an effect on the interest in buying Nasi Pecel Garahan Jember. Research by Septiani & Ridlwan (2020) also found that halal awareness affects consumer buying interest. Price variables have a positive effect on purchase decisions in the research of Tamunu & Tumewu (2014). Hervina, Kaban & Pasaribu (2021) found that partially price variables have a significant positive effect on purchase decisions. For the variable Hedonic Shopping Motives, research by Purnomo & Riani (2018) found that hedonic shopping motives have a significant effect on impulse buying in online store purchases. Koch, Frommeyer & Schewe (2020) found that hedonic motivation has an effect on online purchase interest. Noor et.al (2020) stated that subjective norms affect the desire to shop. Lim et.al (2016) found that subjective norms and perceived usefulness have a significant positive effect on the intention to shop online.

2. Research Method

This study uses a quantitative approach. The type of data used in this study is Primary Data. The type of questionnaire is a closed-ended questionnaire in the form of multiple choice and a Likert scale. The Likert Scale is a scale that can be used to measure a person's attitudes, opinions, and perceptions about a certain object or phenomenon (Siregar, 2017)

The questionnaire was distributed to residents who live in the Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) areas. In total, 456 respondents gave answers. After a sweep of respondents' answers regarding online shopping activities, 419 respondents were found who could be further processed with data.

The data obtained was then processed using Logistic Regression analysis. The binary logistic regression method is a method used to describe the relationship of one or more independent variables to dependent variables. The dependent variables used are categorized discrete with two possibilities, namely success and failure. Successful events are usually notated with $Y=1$, while failure events are notated with $Y=0$ (Hosmer, 2000, in FM Faruk, 2019).

3. Results

Dependent Variable Coding

Table 1. Dependent Variable Encoding

Original Value	Internal Value
Unchanged	0
Changed	1

Since what is coded 1 is "Change", then "Change" becomes a reference or effect of the cause. The cause in question is an event that is hypothesized as the cause of the appearance of an effect or problem. In this case, the independent variables Hedonic Motivation (X1) to the Number of Children (X10) are the causes that can affect changes in online shopping styles (code 1).

Omnibus Test Results

Table 2. Omnibus Test Results

	Chi-square	Df	Sig
Step	38.121	10	.000
Block	38.121	10	.000
Model	38.121	10	.000

H0 : The addition of independent variables cannot have a real effect on the model

H1 : The addition of independent variables can have a real effect on the model

Reject H0 if the sig value is less than 0.05 From the output of the omnibus test above, it can be seen that sig = 0.00 which means less than 0.05. So the decision = Reject H0 Conclusion = It can be seen that the chi-square value is 38.121 with a p-value of 0.000 (Model) which means with a 95% confidence level which indicates that the addition of independent variables CAN have a real influence on the model, or in other words the model is declared FIT.

Pseudo R Square

Table 3. Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	461.914	.087	.125

In Table 3 of the Model Summary, it is explained that to see the ability of independent variables to explain dependent variables, the Cox & Snell R Square and Nagelkerke R Square values are used. These values are also called Pseudo R-Square or if in linear regression (OLS) it is better known as R-Square.

The Nagelkerke R Square value is 0.125 and Cox & Snell R Square is 0.087, which shows that the ability of the independent variable to explain the dependent variable is 0.125 or 12.5% and there are 100% – 12.5% = 87.5% other factors outside the model that explain the dependent variable.

Hosmer and Lemeshow Test

The Hosmer and Lemeshow Test is a Goodness of fit test (GoF), which is a test to determine whether the model formed is correct or not. It is said that it is correct if there is no significant difference between the model and its observation value.

The hypothesis in the Hosmer test is set as follows:
- H0 : $\beta = 0$ (The hypothesized model fits with the data)
- H1 : $\beta \neq 0$ (The hypothesized model does not fit the data)

Decision making is carried out:
- H0 is accepted if the sig value ≥ 0.05
- H0 is rejected if the sig value < 0.05

From the table, a sig value of > 0.05 is obtained, so it can be concluded that the hypothesized model FITS with the data or accepts H0, which indicates that the model is ACCEPTABLE.

Table 4. Hosmer & Lemeshow Test

Step	Chi-square	Df	Sig
1	2.656	8	.954

Next, it tests whether independent and dependent variables can improve the logistic regression model.

Testing can be done in 2 ways:

a. The Chi Square value of the table for DF 1 (Number of independent variables – 1) at the significance level of 0.05 is 16.91898. Because the Chi Square value of Hosmer and Lemeshow is calculated < Chi Square table is 16.91898, hypothesis testing CAN be carried out because there is a significant difference between the model and its observation value.

b. By subtracting the value of -2 log likelihood Block 0 by 2 log likelihood Block 1 = 500,035 – 461,914 = 38,121.

Table 5. Table Block 0 (Beginning Block)

	Iteration	-2 Log likelihood	Coefficients Constant
Step 0	1	500.352	.864
	2	500.035	.924
	3	500.035	.925

Table 6. Table Method = Enter

	-2 Log likelihood	Constant	HedonicMotivation	PerceivedUtility	IntSubNorm	ExtSubNorm	PCov	BehaviourInt	Price	LabelHalal	Income	JumlahAnak
1	465.536	-2.654	.363	.148	.348	-.214	-.027	.381	-.041	-.070	.074	.044
2	461.949	-3.642	.483	.202	.440	-.293	-.031	.516	-.041	-.104	.099	.058
3	461.914	-3.750	.497	.209	.449	-.304	-.032	.532	-.040	-.109	.102	.060
4	461.914	-3.751	.498	.209	.449	-.304	-.032	.533	-.040	-.109	.102	.060
5	461.914	-3.751	.498	.209	.449	-.304	-.032	.533	-.040	-.109	.102	.060

The chi-square of the table with DF = number of independent variables – 1 = 10 – 1 = 9 is 16.91898.

It can be seen that the value of L0 – L1 > chi-square. Therefore, it can be concluded that the independent variables X1 (Hedonic Motivation), X2 (Perceived Usefulness), X3 (Internal Subject Norm), X4 (External Subject Norm), X5 (Covid19

Pandemic), X6 (Behavioural Intention), X7 (Price), X8 (Halal), X9 (Income) and X10 (Number of Children) can improve logistic regression.

Partial Test

Table 7. Regression Equation Variables

	B	S.E.	Forest	df	Mr.	Exp(B)
HedonicMotivation	.498	.226	4.854	1	.028	1.645
PerceivedUtility	.209	.261	.646	1	.422	1.233
IntSubNorm	.449	.220	4.160	1	.041	1.567
ExtSubNorm	-.304	.252	1.459	1	.227	.738
PCov	-.032	.248	.017	1	.897	.968
BehaviourInt	.533	.217	6.017	1	.014	1.703
Price	-.040	.153	.070	1	.791	.960
LabelHalal	-.109	.168	.419	1	.517	.897
Income	.102	.081	1.554	1	.212	1.107
JumlahAnak	.060	.079	.573	1	.449	1.062
Constant	-3.751	1.243	9.115	1	.003	.023

From Table 7, it can be shown that there are 3 significant variables affecting the Y variable.

H0 : B1 = 0 (variable X does not affect variable Y)

H1 : B1 ≠ 0 (variable X affects variable Y)

Provisions in decision-making:
- Reject H0 if the sig value < 0.05
- Accept H0 if the sig value ≥ 0.05

Decision: Reject H0 because there is a < sig value of 0.05 (there are 3 variables X)

Conclusion: with a confidence level of 95%, it can be concluded that there is a variable X that affects the variable Y.

The variables X1 (Hedonic Motivation), X3 (Internal Subject Norm) and X6 (Behavioural Intention) have a sig value of < 0.05 which means that it significantly affects Y and it is concluded that the decision taken is to accept H1.

H0 : B2 = 0 (no X variable significantly affects the Y variable)

H1 : B2 ≠ 0 (there is a variable X that significantly affects the variable Y)

Provisions in decision-making:

Reject H0 if the sig value < 0.05

Accept H0 if the sig value ≥ 0.05

Decision = Accept H0 because there is a > sig value of 0.05 (there are 7 X variables)

Conclusion = With a 95% confidence level, it can be concluded that there is a variable X that does not significantly affect the variable Y.

The variables X2 (Perceived Usefulness), X4 (External Subject Norm), X5 (Covid19 Pandemic), X7 (Price), X8 (Halal Label), X9 (Income) and X10 (Number of Children) have a > sig value of 0.05 which means that it does not significantly affect Y and it is concluded that the decision taken is to accept H0.

Parameter Estimation

From Table 7, an analysis of the magnitude of the influence can be carried out as shown by the value of exp(B) or also called ODDS RATIO (OR).

a) The HedonicMotivation variable (X1) with an Exp(B) or OR value of 1.645 means that people who have hedonic motivation are 1.645 times more likely to change their online shopping style (Y) than people who do not have hedonic motivation. The value of B (natural logarithm of 1.645) is 0.498. Because of the positive value, X1 (Hedonic Motivation) has a positive relationship with online shopping style.

b) The Perceived Utility variable (X2) with an OR value of 1.233 means that people who have Perceived Utility are more likely to experience changes in online shopping style by 1.233 times compared to people who do not have Perceived Utility. The B (natural logarithmic) value of 1.233 is 0.209. Because the value of B is positive, the variable X2 (Perceived Utility) has a positive relationship with online shopping style.

c) The X3 variable (Internal Subject Norm) with an OR value of 1.567 means that people who have an Internal Subject Norm are more likely to experience changes in online shopping style by 1.567 times compared to people who do not have an Internal Subject Norm. Because the B value is positive, the Internal Subject Norm (X3) has a positive relationship with online shopping style.

d) The X4 (External Subject Norm) variable with an OR value of 0.738 means that people who have an External Subject Norm are more likely to experience changes in online shopping style by 0.738 times compared to people who do not have an External Subject Norm. Because the B value is negative, the External Subject Norm (X4) has a negative relationship with online shopping style.

e) The X5 variable (Covid19 Pandemic) with an OR value of 0.968 means that the Covid19 Pandemic situation allows people to experience changes in online shopping style by 0.968 times compared to non-Covid19 Pandemic situations. The B value (natural logarithms) of 0.968 is -0.032. Because of a negative B value, the Covid19 Pandemic (X5) has a negative relationship with online shopping styles.

f) The X6 (Behavioural Intention) variable with an OR value of 1.703 means that people who have Behavioural Intention are more likely to experience changes in online shopping style by 1.703 times compared to people who do not have Behavioural Intention. The B value (natural logarithms) of 1.703 is 0.533. Because

the B value is positive, Behavioural Intention (X6) has a positive relationship with online shopping style.

g) The X7 (Price) variable with an OR value of 0.960 means that the Price factor allows to encourage changes in online shopping styles by 0.960 times compared to the non-Price factor. The value of B (natural logarithms) of 0.960 is -0.40. Because the B value is negative, the Price factor (X7) has a negative relationship with online shopping style.

h) The X8 variable (Halal Label) with an OR value of 0.897 means that the Halal Label factor allows to encourage changes in online shopping styles by 0.897 times compared to no Halal Label. The B value (natural logarithms) of 0.897 is -0.109. Because the B value is negative, the Halal Label (X8) has a negative relationship with the online shopping style.

i) The X9 (Income) variable with an OR value of 1.107 means that Income or income level allows to encourage changes in online shopping styles by 1.107 times compared to non-Price factors. The B value (natural logarithms) of 1.107 is 0.102. Because the value of B is positive, the price (X9) has a positive relationship with the online shopping style.

j) The variable X10 (Number of Children) with an OR value of 1.062 means that the number of children factor allows people to experience changes in online shopping styles by 1.062 times compared to the non-number of children factor. A B (natural logarithme) value of 1.062 is 0.060. Because the B value is positive, the number of children (X10) has a positive relationship with online shopping style.

Logistic Regression Equation

From Table 7, 1 independent variable (X) was obtained that significantly affected the change in online shopping style during the Covid19 pandemic because the variable had a significance value of < 0.05 (5%), namely X1 (Hedonic Motivation, 0.028).

Based on the values of B in the calculation above, the equation model formed is as follows:

Ln P/1-P = -3,751 + 0,498X1 + 0,209X2 + 0,449X3 – 0,304X4 -0,032X5 + 0,533X6 – 0,40X7– 0,109X8 + 0,102X9 + 0,060X10

Or:

Probabilitas = (exp(-3,751 + 0,498X1 + 0,209X2 + 0,449X3 – 0,304X4 -0,032X5 +0,533X6 – 0,40X7 – 0,109X8 + 0,102X9 +0,060X10)) / (1 + exp(-3,751 + 0,498X1 +0,209X2 + 0,449X3 – 0,304X4 -0,032X5 +0,533X6 – 0,40X7 – 0,109X8 + 0,102X9 +0,060X10)

4. Discussion

Based on the results of the data processing above, it is known that hedonic motivation (X1) has a significant influence on changes in the online shopping style of MSME products during the Covid19 pandemic. This result is in accordance with research by Koch, Frommeyer & Schewe (2020) stating that hedonic motivation has an effect on online clothing shopping. Koch et.al (2020) is of the view that this online shopping activity is another way for consumers to enjoy joy during the lockdown during the pandemic. This opinion is in line with Fiore's (2005) study that there is a close positive relationship between online shopping activities and motivational variables such as passion and pleasure. As well as research on shopping activities in e-commerce, it was also found that hedonic motivation was positive in encouraging interest in online shopping (Heijden, Verhagen, Creemers, 2003; Childers, Carr, Peck & Carson, 2001).

The Internal Subject Norm variable also shows a significant influence on the intention of online shopping for MSME products. Rogers (2003) divides the subjective norm into two parts, namely internal and external components. The internal component is a closed social network, namely the environment of family and friends. So this study proves that the network of family and friends has a significant effect on the intention of online shopping for MSME products.

The third variable that has a significant effect on online shopping intention is Behavioral Intention. Beck and Kenning (2015) stated that behavioral intention to buy a new product is influenced by the seller's reputation and the level of consumer trust concerned. This is in line with the results of research by Wahyudin et.al (2020) which states that the perception of transaction convenience, especially the ease of payment and delivery services, has a positive impact and has a significant effect on consumers' attitudes and behavioral intentions to use online store channels to buy daily necessities products. These results are in line with research conducted by Roy et al. (2018), which stated that the perception of ease of using online stores positively affects consumer attitudes and shopping intentions.

5. Conclusions and Suggestions
Conclusion

Hedonic motivation, Internal Subject Norm and Behavioral Intention are variables that have a significant effect on the intention of online shopping for MSME products during the Covid19 pandemic.

Suggestion

For further research, it is recommended to complete the variables studied, namely the quality of goods/products, the quality of store / merchant services, satisfaction with services/products, merchant reputation and a sense of security for online transactions in the marketplace.

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