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Factors Influencing Interest in Buying the Shopee Marketplace During the Covid-19 Pandemic

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ABSTRACT

This study analyses consumer buying behavior during the Covid-19 pandemic, which had an impact on people's lives, especially economic conditions. To avoid the spread of the coronavirus, the government implements provisions for completing community life activities; on the other hand, people who are faced with risk factors avoid direct transactions. The impact felt by the community is the limitation of direct spending to meet daily needs, so people switch from shopping directly to shopping in the marketplace. This research examines the impact of the crisis during the pandemic on the purchasing behavior of marketplace Shopee consumers. This paper is based on a quantitative analysis involving 100 respondents in Bogor and its surroundings. This study was conducted in November 2022. Partial and simultaneous data analysis showed that the independent variable perceived usefulness, perceived severity of the covid pandemic, perceived risk management, and perceived trust significantly influenced the variable purchase intention (Y) at the Shopee marketplace during the pandemic at Bogor. The results of the summary model test obtained a coefficient of determination of 0.463, implying that the model can explain the intention to buy the Shopee market place 46.3%. Partial results show that perceived trust and perceived usefulness significantly influence shopping intentions using the Shopee marketplace in Bogor.

1. INTRODUCTION

The world has been shocked by the COVID-19 pandemic since December 2019 in Wuhan, China, then spread to Indonesia in March 2020 and is now entering a transitional period towards an epidemic era. The Covid-19 pandemic first spread from Wuhan-China, then spread quickly to all corners of the world. Press Release Coordinating Ministry of Midwives for the Economy of the Republic of Indonesia No. HM.4.6/415/SET.M.EKON.3/ 08/2022 dated 5 August 2022 concerning Indonesia's economic growth in the 2nd quarter (Q2) of 2022, growing by 5.44% (YoY) and quarterly by 3, 73% (QoQ). On the other hand, the GDP obtained was higher than before the pandemic in March 2020, which was IDR 2,924 trillion. The Indonesian economic growth data above shows that the economic recovery is improving. Indonesia's economic growth is relatively better than other countries, such as the world's two financial giants, namely the United States and China. Marketing concepts and theories are currently experiencing very rapid development in line with the increasing advancement of human civilisation marked by the ongoing era of globalisation, with indicators such as technological developments, free markets, maturity of regulations in the economic field and others.

As for there are several research objectives based on the description of the problem formulation above, namely; explaining changes in consumer behaviour to purchase intentions in the market during the Covid-19 pandemic, and establishing a strategy for dealing with changes in consumer behaviour at the beginning of the pandemic for purchase intention in marketplace Shopee in Bogor.

Digital marketing found that each independent variable, such as human capital, market orientation, and digital marketing technology, had impacted partially or simultaneously the performance of business significantly in optical SMEs in East Java (M Adhitya Nugraha Pratama, Hariyati, 2021). Digital media influences the B2B business development cycle of marketing and sales. A cross-sectional survey of over 530 practitioners is used to build the conceptual model. Parallel research helps ensure optimal alignment by recognizing vendor, third-party, and buyer perspectives (Krings et al., 2021).

Restrictions on community activities impact business activities which then affect the economy; because of that, everyone has started using digital media to carry out their activities. Likewise, meeting daily needs as much as possible is done online, which causes changes in marketplace consumer behaviour (Silalahi & Chaniago, 2020). Regardless of attitude, Indian consumers care deeply about the environment and have willingness to improve it. They are ready to pay more to protect the environment. Young consumers prefer eco-friendly clothing while being supported by friends, family and society at large (Kumar et al., 2021).

The community needs the development of information technology to support various large and small business activities. One of which is using digital marketing in research for business entities to increase sales volume and a number of consumers to influence their competitiveness in global competition (Rizaldi & Hidayat, 2020). Digital marketing has a significant effect in positive side on online purchase intentions. However, the mediating development of CRM was found to be insignificant. The contribution of this study to the literature is by providing a digital marketing and purchase intention research model to quantify the impact of digital marketing on online purchase intentions in the context of the Malaysian marketplace

The choice of using digital marketing in a business's marketing system increases sales volume and the number of consumers which affects competitiveness at the global competition level. Technology will facilitate human work to meet their needs related to the development of business entities (Rizaldi & Hidayat, 2020).

Consumer behaviour towards the marketplace during the Covid-19 pandemic in shops and travel experienced a significant increase in the sales and purchases of company products until from this Covid pandemic condition. It caused companies to be able to switch sales and buyer system functions to digital-based, and this can be seen from the movement in e-commerce transactions that have significantly increased. The use of online shopping applications has increased significantly (Mardiani et al., 2020). Consumer behaviour due to the Covid-19 pandemic and the development of the consumer marketplace from Selangor. Reliability, linearity, normality, correlation, and multiple regression tests were performed using SPSS to show that only perceived severity and self-isolation were significantly associated with consumer behaviour. This scientific novelty is that both cyberchondria and self-efficacy are insignificant (Utami et al., 2021).

Changes in consumer and business behaviour, ethical issues, and aspects related to employees and leadership during the Covid-19 pandemic have severe economic consequences worldwide. This has implications for the economy; all of society is affected, leading to dramatic changes in how businesses act and consumer behaviour in the USA and Norway in 2020 (Donthu & Gustafsson, 2020). The impact of the coronavirus has changed the nature of businesses worldwide in the marketplace. In particular, Covid-19 has had a significant effect on global marketplaces and, in some instances, had negative consequences, although in general, marketplaces are improving rapidly due to the coronavirus. In addition, marketplace businesses face numerous problems, such as delayed delivery times, challenges in movement control, and lockdowns (Halim, 2022). It can also be estimated that the Covid-19 crisis will affect online shopping in the future. In fact, more than 40% of the respondents plan to shop online after Covid-19 than during the crisis. Online retailers must adapt to these changes and take them into account when designing and implementing their e-strategies (Svatosova, 2022). Panic buying, government stimulus, perceived scarcity, and appeal to fear significantly affect impulse buying behavior. The attraction of fear mediates between panic buying, while impulsive buying behaviour has no significant effect (Primanto & Rahmawati, 2021). Additionally, one way to help maintain efficiency and safe operations during the pandemic is to adopt digitization or switch from traditional trading methods to online transactions, often referred to as e-commerce. (Istiyanatul Mahbubah, 2021).

2. LITERATURE REVIEW

Perceived Severity. Perceived severity is defined as an individual's perception of the degree of harm caused by a hazardous situation. In fact, research conducted in Wuhan and Shanghai, China, found a significant association between consumer behaviour and perceived severity during the Covid-19 pandemic. The previous study found that psychological and behavioural responses were particularly intense during an increase in Covid-19 outbreaks, with perceived severity being the strongest predictor of behavioural change. In China, another similar study conducted found that perceived severity had a positive impact on consumer behaviour, such as increased mobile phone use. The authors note that perceived severity is usually associated with

more emotional and behavioural problems, but also with more preemptive behaviour. Therefore, based on the literature review, we proposed the following hypotheses:

H1: Significant relationship exists between the perception of contracting the pandemic virus (severity) and the behaviour of e-commerce Shopee consumers during the Covid -19 pandemic and the new normal era which has an impact on consumer purchase intention in Bogor.

Consumer Thrust. Perceived consumer trust has a positive and significant effect and is interpreted as a desire to rely on or surrender to trusted partners to overcome the changes that occur (Moorman et al, 1993) in (Corbitt et al., 2003), in this sense, logically there must also be trust in the consumer towards the seller. In the relationship between buyers and sellers, the trust factor is very closely related to risk, both of which can influence each other. According to (Chang & Chen, 2008) there is a negative relationship between trust and perceived risk, meaning that if consumers perceive high risk in a purchase, trust will decrease, and vice versa. These two phenomena need proof, thus the hypotheses that can be made are:

H2: Trust influences purchase intention positively and significantly.

Perception of Risk Handling. Perceived risk has a negative and significant effect on trust and intention to buy according to (Ajzen, 1991), intention to buy is influenced by three factors, namely consumer attitudes, subjective norms and perceived control over behavior. Associated with the perception of risk and trust is the trust held by consumers which is a component of attitude. Furthermore, trust and perceived risk affect purchase intention, as stated by (Chang & Chen, 2008), (AP Pavlou, 2003) and (P. A. Pavlou, 2018) that trust influences consumer buying interest, so that for this research a hypothesis can be made:

H3: Perceived risk has a negative and significant effect on trust in e-commerce Shopee consumer behavior during the Covid-19 pandemic and the new normal era, which has an impact on sales turnover in Bogor.

Perception of Usefulness. The existence of the Covid-19 virus has led to various new policies such as limiting social activities, minimizing the occurrence of crowds and queues, so as to provide opportunities for businesses engaged in online (e-commerce) fields. The opportunity is in the form of an increase in sales. Therefore, in this study the following hypotheses were prepared:

H4: There was a change in consumer behavior during the Covid-19 pandemic and the new normal era had a positive effect on buying interest in e-commerce Shopee in Bogor.

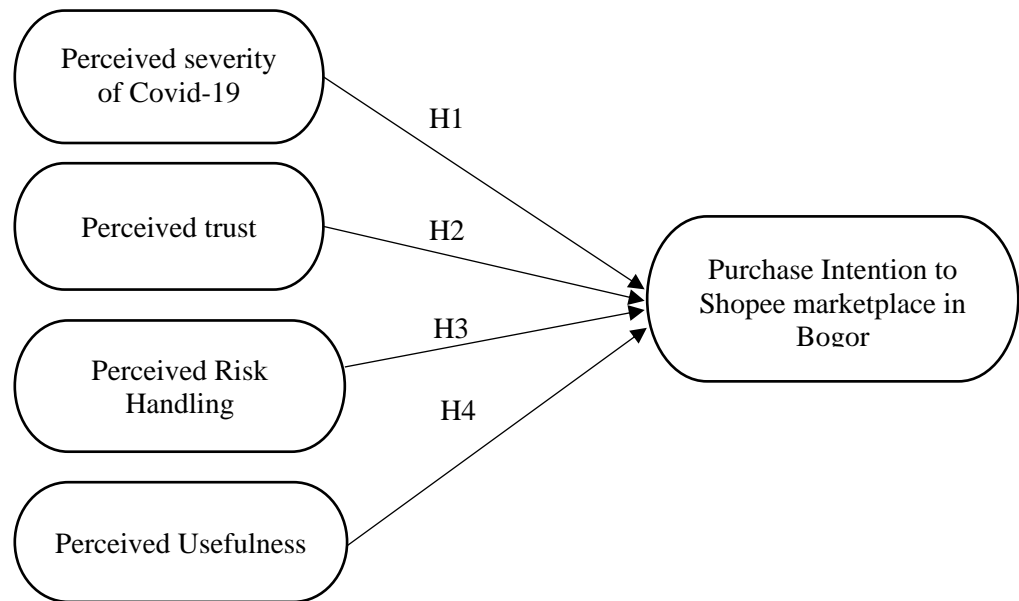Figure 1. shows the conceptual framework based on the literature review.

Figure 1. The Conceptual Framework

Source: Researcher Data, 2022

3. RESEARCH METHODS

The independent variable is anxiety about contracting a deadly disease (perceived severity) towards variable Y (purchasing intention). The lower the consumer's perceived severity, the higher the purchase intention; this shows the direction of a positive relationship; conversely, the higher the consumer's perceived severity, the lower the purchase intention, indicating a negative relationship.

The independent variable of consumer trust (perceived trust) on variable Y (purchasing interest). The higher the consumer's trust in the marketplace, the higher the purchase intention, indicating a positive relationship. Conversely, the lower the consumer's trust, the lower the purchase intention, thus showing a negative relationship.

The independent variable of risk handling (perceived handling risk) on variable Y (purchasing interest). The higher the risk of shopping online in the marketplace, the lower the interest in buying in the marketplace, thus showing a negative relationship; conversely, the lower the risk of online shopping, the higher the interest in buying, which shows a positive relationship.

Sample. This study used a deductive approach using quantitative techniques. Data were collected from 100 respondents which were Bogor residents with an age gap within 15 to 70 who need a job with income. The questionnaire was distributed online. Samples were collected using the non-probabilistic sampling method of the Intentional Sampling Technique. Figure 2 shows the flow chart of the research method..
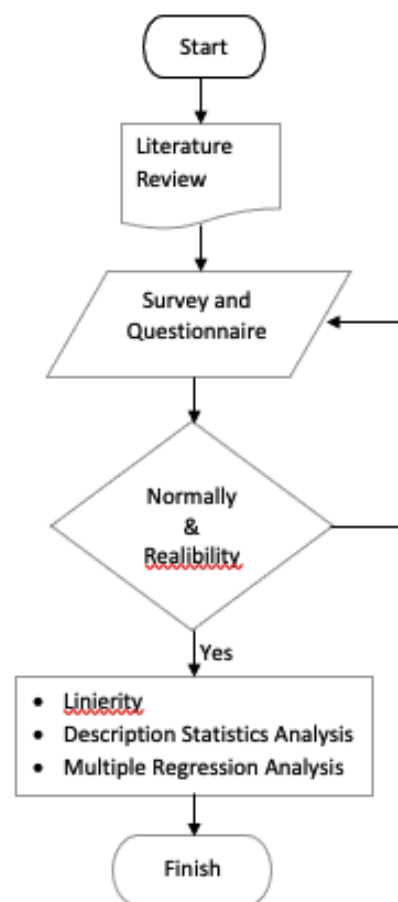
Figure 2. The methodology of flowchart research
Source: Researcher Data, 2022

Questionnaire. In this questionnaire, business owners can analyze respondents' answers about their demographic profiles which include gender, age, low, middle and high education levels, marital status, income level, and the respondent's occupational group. The second part asks respondents to answer questions related to the variables in this study. A four-item scale is used to measure consumers behaviour. A four-item scale was also used to measure the independent variable, namely; perceived severity, perceived trust, perceived risk handling and perceived usefulness. Each of the variables in this study was measured using a 5-point Likert scale ranging from (1) "strongly disagree" to (5) "strongly agree". Data analysis was conducted using Statistical Package for Social Sciences (IBM SSPS Statistics Version 26) software.

Data Analysis. The results of the collinearity statistics test of the study were the value of VIF less than 10 and a tolerance of more than 0.01 then there is no multicollinearity. The multicollinearity test for each variable was for perceived severity (1.368 for VIF and 0.720 for Tolerance), for perceived trust (1.933 for VIF and 0.517 for Tolerance), for perceived severity (1.584 for VIF and 0.631for Tolerance), and for perceived severity (1.307 for VIF and 0.765 for Tolerance). Figure 3 Regression Standardized Residual, shows that the dots spread above or below and form a certain pattern, the X-axis test showed a value within -2.29 < X > 1.75 so that it can be interpreted from the figure that there is no heteroscedasticity, range of the acceptable standard, thus indicating that the data were average. To confirm the X-Score test result values, the graphs generated by SPSS were free of outliers. Additionally, a linearity test

was performed to determine the linearity of the relationship between independent and dependent variables using scatterplots.

Demographics of Respondents. The respondents consisted of 47 per cent male and 53 per cent female. The age gap between the respondents was about 60 per cent between the age of 19 to 70 years. 70 per cent of the respondents had the highest qualification of a Bachelor's degree, respondents are dominated by those who have income below IDR 2,000,000 per month as much as 52%.

The independent variable of the principle of benefit (perceived usefulness) towards variable Y (purchasing interest). The higher the benefits felt by consumers, the higher the purchase intention for online shopping; this shows a positive relationship between the pandemic and the new normal era. However, conversely, the lower the perceived benefits of consumers, the lower the purchase intention; this shows a negative relationship. The research showed that the characteristics of the respondents included, among others, 100 respondents consisting of 53 male and 47 female respondents.

To analyse the feasibility of the data from these respondents, IBM SPSS Statistics Ver.26 software was used by applying the classic assumption test, such as the normality test, reliability or multicollinearity test, linearity test and heteroscedasticity test. As a result, the survey data from the 100 respondents have a normal distribution, are reliable and there is no multicollinearity so that the data can be analysed further. Furthermore, the data is analysed using the linear regression equation to prove the abovementioned four hypotheses. This is done to obtain a close relationship between each independent variable (X1, X2, X3 and X4) on buying interest at the shoppe marketplace in Bogor City as the dependent variable. Then, with the statistical method and the help of the IBM SPSS Statistics Ver.21 software, it is possible to calculate the coefficient of each independent variable (X) on the dependent variable (Y), called the T-test. Also, a test is carried out to determine the relationship of the four variables simultaneously to the dependent variable Y.

4. RESULTS & DISCUSSION

This analysis uses a quantitative approach applied in multiple linear regression analysis to determine the extent of the influence of the independent variables partially from each independent variable X1 perceived severity, X2 perceived trust, X3 perceived risk handling, X4 perceived usefulness on the dependent variable Y to determine the extent of the simultaneous influence of the four independent variables on the dependent variable (purchasing interest) during changes in consumer behavior during the Covid 19 pandemic and also to determine the simultaneous effect of the four independent variables jointly on buying interest as the dependent variable on changes in consumer behaviour during the covid 19 pandemic on buying interest in the Shopee marketplace in Bogor which is described earlier to determine the reliability and normality of survey data through the classic assumption test below which includes, among others :

Normality test. The purpose of the normality test is to test whether the applied sample data has a normal distribution. In the multiple linear regression model, the assumptions taken are shown by the standard error (which is normally distributed). An adequate multiple linear regression model is a multiple linear regression model that describes a normal distribution or close to

normal so that it can be considered feasible to be tested statistically. Below is shown the histogram in Figure 1. It can be said generally that the lines form a pattern like a mountain Figure 2. P-P Normal Histogram where the points follow the diagonal line below.
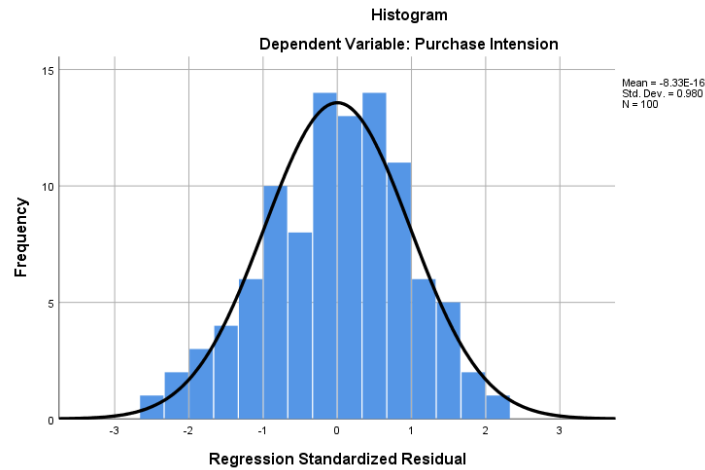

Figure 3. Histogram of Dependent Variable Purchase Intension
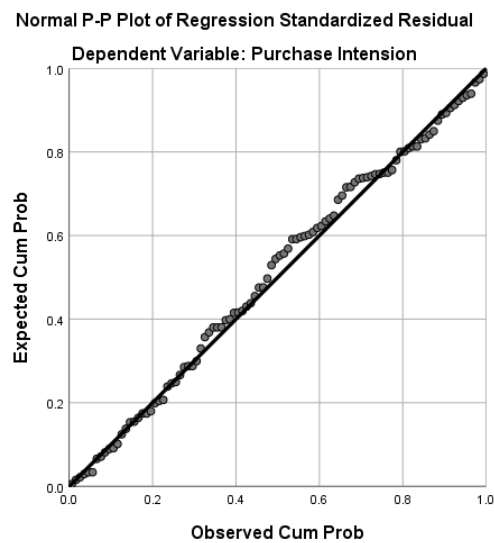*Source: Data Processed, 2022*

Figure 4. Normal P-P Plot of Regression Standardized Residual
Source: Data Processed, 2022

Kolmogorov – Smirnov

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.58921058
Most Extreme Differences	Absolute	.063
	Positive	.029
	Negative	-.063
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed (2022)

From the table above, a significance level of 0.200 > 0.05 is obtained, which means that the variables are expected, so that the data can be concluded as normally distributed

Multicollinearity Test. The multicollinearity test aims to test whether there is a high or perfect correlation between the independent variables in a regression model. This test can be identified by paying attention to the variance inflation factor (VIF) and tolerance values. Testing can be done by looking at the VIF value in the regression model. The decision-making criteria regarding the multicollinearity test are as follows (Ghozali, 2016):

• If the VIF value < 10 and the Tolerance value > 0.01, then multicollinearity does not occur.

• If the VIF value is > 10 and the Tolerance value is < 0.01, multicollinearity occurs.

• If the correlation coefficient of each independent variable is > 0.8, then multicollinearity occurs. However, if the correlation coefficient of each independent variable is <0.8, then multicollinearity does not occur.

Table 2. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.888	4.488		1.312	.193		
	Perceived Severity of Covid Pandemic	.086	.076	.100	1.132	.261	.720	1.388
	Percived Trust	.364	.121	.314	3.001	.003	.517	1.933
	Perceived Risk Handling	.283	.169	.159	1.680	.096	.631	1.584
	Perceived Usefulness (Persepsi Manfaat)	.418	.121	.297	3.452	.001	.765	1.307

a. Dependent Variable: Purchase Intension

Source: Data Processed (2022)

Based on Table 2. It can be seen that the value of Perceived Severity of Covid Pandemic (X1) VIF = 1.388, Perceived Trust (X2) VIF = 1.933, Perceived Risk Handling (X3) VIF = 1.584 and Perceived Usefulness (X4) VIF = 1.307 each smaller than ten or <10 and the tolerance value is greater than 0.01 or > 0.1, then the data does not have multicollinearity

Heteroscedasticity Test. The purpose of the heteroscedasticity test is to detect symptoms of the heteroscedasticity test, so to fulfil this goal a multiple linear regression equation is made with the assumption that heteroscedasticity does not occur, to then determine the absolute value of the residual obtained as the dependent variable and perform regression on the independent variables. Figure 3 shows that the dots spread above or below and form a specific pattern so that it can be concluded from the figure that heteroscedasticity does not occur.
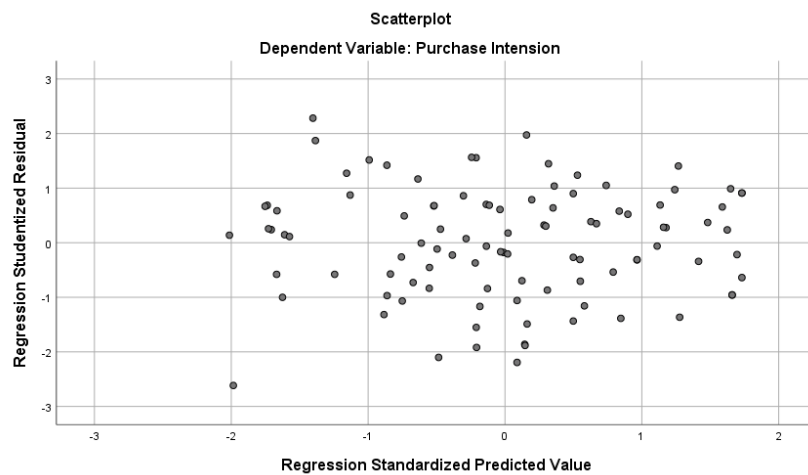

Figure 5. Regression Standardized Residual
Source: Data Processed, 2022

Characteristics of Respondents During the Pandemic. The characteristics of the respondents in this study, as set out in Table 1 below, are the criteria for respondents based on gender in online shopping, which is related to consumer buying interest in the shopee marketplace as a research subject, so that the source of information in this research or experiment can be directed precisely and according to expectations.

Table 3. Respondents Characteristics

Model	Aspect	Number of Respondence	Persentage (%)
1	Based on Gender		
	Male	53	53
	Famale	47	47
	Total	100	100

a. Dependent Variable: Purchase Intension
a. Predictors: (Constant), Perceived Usefulness, Perceived Severity of Covid Pandemic, Perceived Risk Handling, Perceived Trust
Source: Data Processed (2022)

Partial analysis of the effect of the independent variables on the dependent variable. The coefficient table below is used to create a regression equation. Multiple linear regression analyses can determine the effect of the independent variables (perceived severity, thrust, risk handling and usefulness) on the dependent variable (purchase intention).

Table 4. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.888	4.488		1.312	.193		
	Perceived Severity of Covid Pandemic	.086	.076	.100	1.132	.261	.720	1.388
	Perceived Trust	.364	.121	.314	3.001	.003	.517	1.933
	Perceived Risk Handling	.283	.169	.159	1.680	.096	.631	1.584
	Perceived Usefulness	.418	.121	.297	3.452	.001	.765	1.307

a. Dependent Variable: Purchase Intension
Source: Data Processed (2022)

It is known that the constant a value is 5.888 where the perceived severity of the covid pandemic X1 (b = regression coefficient) is 0.086. The perceived trust X2 (c = regression coefficient) is 0.364, while the perceived risk handling X3 (d = regression coefficient) is 0.283 and also perceived usefulness X4 (e = regression coefficient) of 0.418 so that the regression equation:

$$Y = 5.888 + (0.086) X_1 + (0.364) X_2 + (0.283) X_3 + 0.418X_4 \ldots\ldots\ldots\ldots\ldots\ldots,\ldots\ldots\ldots(1)$$

This equation has the following meaning:

A constant of a = 5.888 means that the consistent value of the participation variable is 5.888

- The X1 regression coefficient of 0.086 states that for every 1% increase in the Perceived Severity of Covid Pandemic value, the Purchase Intention value increases by 0.086. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

- The X2 regression coefficient of 0.364 states that for every 1% increase in the Perceived Trust value, the Purchase Intention value increases by 0.364. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

- The X3 regression coefficient of 0.283 states that for every 1% change in the Perceived Risk Handling value, the Purchase Intention value increases by 0.283. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

- The X4 regression coefficient of 0.418 states that for every 1% increase in the Perceived Usefulness value, the Purchase Intention value increases by 0.418. The regression coefficient is positive, so it can be said that the direction of the influence of variable X on Y is positive.

Decision-Making in Multiple Linear Regression Tests:

- Based on the significance value, where from the Coefficients table a significance value of 0.193 > 0.05 is obtained, it can be concluded that simultaneously the variable's perceived severity, thrust, risk handling and usefulness affect the purchase intention variable (Y).

- How to determine t-table values:

    t-table $= (a/2 : n-k-1)$……………………………………….………………………(2)

          $= (0,05/2 : 100-4-1)$

          $= (0,025 : 95)$ (Look at the distribution of t-table values)

          $= 1.985$

With a positive constant value during the Covid-19 pandemic in Bogor City and based on the t-count value, then based on the coefficient table partially, it can be seen that the effect of the independent variable on buying interest in the Shopee marketplace is as follows:

- Analysis of the perceived severity of the covid pandemic data shows the t-count value = 1.132 < t-table 1.985, then Ho is accepted, and Ha is rejected, meaning that the independent variable anxiety of being infected with infectious diseases does not have a significant effect on the dependent variable buying interest in the marketplace Shopee City Bogor.
- Perceived thrust data analysis shows t-count is 3.001 > t-table 1.985, then Ho is rejected, and Ha is accepted. This means that the independent variable, consumer trust, significantly influences the dependent variable buying interest in the marketplace Shopee in Bogor City. The greater the influence of consumer trust in the Shopee marketplace, the more interest in buying will increase, meaning that as long as the pandemic cannot be completely controlled, the greater the interest of consumers to shop online at Shopee.
- Analysis of perceived risk handling data shows the t-count is 1.680 <t-table 1.985, then Ho is accepted, and Ha is rejected. That is, the independent variable risk handling has no significant effect on the dependent variable buying interest in the marketplace Shopee in Bogor City.
- Analysis of perceived usefulness data shows that t-count is 3.452 > t-table 1.985, then Ho is rejected, and Ha is accepted. That is, the independent variable usefulness significantly influences the dependent variable buying interest in the marketplace Shopee in Bogor City. The greater the benefits felt by consumers when shopping online at the Shopee marketplace, the influence of buying interest on the Shopee marketplace will increase, meaning that as long as consumers feel the benefits when shopping online at the Shopee marketplace, the greater the interest in consumers to shop online at Shopee.

Analysis of the simultaneous influence of the independent variables on the dependent variable.

Model Summary. In the analysis of multiple linear regression equations in the form of a table model summary, an R-value of 0.680 and an R-square of 0.430 is obtained which has a significant effect on the independent variable of 46.3% (perceived severity, trustworthiness, risk management, and usability). on the dependent variable (purchasing interest). The Durbin-Watson value determines and calculates the error to get autocorrelation. There is no autocorrelation problem if the Durbin-Watson value (Std. Error of the Estimate) is between 1 and 3, as shown in Table 3, the value is 2.6432 this proves that there is no autocorrelation problem between residuals, it can be concluded that the data is free from error. Table 3 shows the model summary.

The coefficient of determination can be seen through the R-square value in Table 2. Model Summary below. According to Ghozali (2016), a small coefficient of determination means that the ability of the independent variable to explain the dependent variable is minimal. However, the opposite will happen if the value is close to 1.00, meaning that the independent variable can provide all the information needed to predict the dependent variable. Ghozali, 2016). The higher the R-square value, the better the prediction model of the proposed research model. The R-square coefficient of determination test is carried out to determine and predict how big or significant the contribution of the influence given by the independent variables simultaneously to the dependent variable.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680[a]	.463	.440	2.6432

a. Predictors: (Constant), Perceived Usefulness (Persepsi Manfaat), Perceived Risk Handling, Perceived Severity of Covid Pandemic, Percived Trust

b. Dependent Variable: Purchase Intension

Source: Data Processed (2022)

The table above explains the magnitude of the correlation value R, which equals 0.680. From the output, it is obtained that the coefficient of determination R Square is 0.46347, which implies that the influence of the independent variable X is: perceived usefulness, perceived severity of the covid pandemic, perceived risk handling, and variable trust in purchase intention dependent variable Y is 46.30%.

Anova. The ANOVA below can test the differences of more than one variable. ANOVA stands for variance analysis, a variable test procedure similar to the t-test. The advantages of Table 5. According to ANOVA analysis, the model is statistically significant as it achieves a p-value of 0.001. It shows a significant simultaneous relationship between a dependent variable and independent variables.

Table 6. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	571.293	4	142.823	20.443	.000[b]
	Residual	663.697	95	6.986		
	Total	1234.990	99			

a. Dependent Variable: Purchase Intension

b. Predictors: (Constant), Perceived Usefulness, Perceived Risk Handling, Perceived Severity of Covid Pandemic, Perceived Trust

Source: Data Processed (2022)

From the Anova table above, the model is considered appropriate so that further analysis can be carried out. With an F-count value of 20.443 this proves that the conceptual model is very significant. From the table above where the value of df shows that the independent variable (perceived severity, cyberchondria, self-efficacy, self-isolation) influences the dependent variable (consumer's purchase intention). Table 4 shows the analysis of variance (ANOVA) in this study.

Data analysis from the coefficient table above, the effect of the independent variables simultaneously from the variables perceived usefulness (X1), perceived severity of the covid pandemic (X2), perceived risk handling (X3), perceived trust (X4) on the purchase intention variable (Y) in marketplace shop with an F-count value is 20.443 and a significance value is 0.000 which is less than 0.05, the four variables simultaneously have a significant influence on purchase intention. The greater the impact of the four independent variables simultaneously on the Shopee marketplace, the effect of buying interest on the Shopee marketplace will increase, meaning that as long as the influence of the four independent variables mentioned above on the Shopee marketplace increases, the greater the interest of consumers to shop online at Shopee.

5. CONCLUSION & SUGGESTION

This research aims to determine changes in consumer behaviour during the Covid-19 pandemic with a case study of the impact on buying interest in the Shopee marketplace in Bogor. During the November 2022 study, the number of w00 respondents had had an online business before the co-19 pandemic. Respondents were asked to answer several statements that we distributed online, consisting of 20 general questions, 13 perceived severity, eight perceived merit questions, five perceived risk handling questions, seven perceived usefulness questions, and ten purchase intention questions. To assess whether there is a problem in a linear Ordinary Least Square (OLS) regression model, a classic assumption test is carried out through normality tests, multicollinearity tests, and heteroskedasticity tests with normal data distribution results and no multicollinearity or heteroscedasticity.

The analysis of the respondent's data shows that simultaneously there is a significant influence from the independent variables (severity, thrust, risk handling and usefulness) on the dependent variable (purchasing interest). From the results of the coefficient test, a correlation value of R = 0.68 is obtained, and the coefficient of determination R Square = 0.463, which means that the influence of independent variables simultaneously (perceived usefulness, perceived severity of a covid pandemic, perceived risk handling, and variable trust) on the dependent variable (purchase intention) of 46.30%. From the coefficient table, the results of the study show that the effect of the independent variables (perceived usefulness, perceived severity of the covid pandemic, perceived risk handling, perceived trust) simultaneously on the dependent variable (purchase intention) in the marketplace shop during the pandemic is shown by the F-count of 20.443 and the value a significance of 0.000 which is smaller than 0.05 means that the influence of the four variables simultaneously on purchase intention occurs significantly. This is also supported by statements from online business actors who have experienced increased sales compared to before the pandemic. This proves that there has been a change in the consumer behaviour of the Shopee marketplace in Bogor during the pandemic, meaning that as long as the influence of the four independent variables mentioned above on the Shopee marketplace increases, the greater the interest of consumers to shop online at Shopee.

The results of the analysis of the respondent's data show that both partially there is a significant influence from the independent variables (severity, thrust, risk handling, and usefulness) on the dependent variable (purchasing intention). The dependent variable (purchasing interest) is influenced by the independent variables (perceived severity, thrust, risk handling and usefulness) with constant magnitudes each a = 5.888 coefficient b = 0.086 regression from

perceived severity of the covid pandemic, coefficient c = 0.364 regression from perceived thrust, d = 0.283 regression coefficient value perceived risk handling. Coefficient e = 0.418 is the regression coefficient value of perceived usefulness. The results of the study show that for every 1% addition of the value of the independent variable, the value of buying interest increases by 0.086 for the influence of perceived severity, increases by 0.364 for perceived thrust, increases by 0.283 for perceived risk handling and increases by 0.418 for perceived usefulness. This shows that each of the four independent variables positively affects consumer buying interest during the Covid-19 pandemic in Bogor.

The spread of the Covid-19 virus tends to change consumer behaviour, which was initially carried out in direct transactions to switch to online shopping through digital media; the danger of Covid-19 transmission, which is so fast, makes people be careful shopping in person, so this condition is an opportunity for every community. for entrepreneurship through online media, because consumers avoid offline stores and crowded gathering places. This is in line with previous researchers who stated that the COVID-19 pandemic had a significant impact on the business sector, so social media became an intermediary in making transactions. During this pandemic, transactions were carried out online.

6. LIMITATIONS AND FUTURE RESEARCH

There are limitations of the problem in the research reviewed is focused on changes in consumer behaviour towards purchase intention in the marketplace. Also, the mediating factor may be included, such as the results of this research having several strengths. Firstly, it provides empirical knowledge on the study of consumer behaviour during the Covid-19 pandemic in conducting online marketplace shopping for purchase intention. Secondly, the research has to focus on the economic sector which is directly related to the behaviour when shopping online at the marketplace, and the influence of income levels and purchase intention at a productive age between 15 to 70 years old in doing online shopping at marketplace Shopee in Bogor.

It is suggested that future research should have a larger broader-based population for example in the province of West Java, and it is hoped that they can replicate or add variables and indicators to produce more convincing results, conduct research that focuses on the marketplace, and how the company's strategy is to increase profits by using the marketplace during a pandemic and era of the new normal stage. Since this paper is a cross-sectional study, a longitudinal study may also be conducted to see how consumer behaviour changes when the pandemic reaches the new normal era stage.

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