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ABSTRAK

ANALISIS PERILAKU CONSUMER VALUE MELALUI ATTITUDE KONSUMEN TERHADAP ONLINE BUYING BEHAVIOR KONSUMEN PLATFORM E-COMMERCE SHOPEE DI MANADO PADA SAAT PANDEMI COVID-19

Adanya perkembangan teknologi yang semakin maju, membuat segala aspek kehidupan manusia saat ini terasa kurang bila tidak dilakukan dengan adanya teknologi. Saat ini kita sudah memasuki era digital, dimana kegiatan sehari-hari kita sudah didampingi oleh teknologi. Salah satu dampak dari kemajuan teknologi adalah bisa membuat kita berbelanja hanya lewat handphone, tanpa perlu keluar rumah. Terlebih saat masa pandemi Covid-19, dimana sebagian besar masyarakat berada di rumah dan enggan untuk beraktivitas diluar.

Tujuan dari dilakukannya penelitian ini adalah untuk mengetahui pengaruh dari faktor-faktor seperti *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Enjoyment*, *Convenience*, *Wider Selection*, *Price*, dan *Health Aspects* melalui *Attitude* terhadap *Online Buying Behavior* dari pengguna aplikasi *e-commerce* Shopee. Manfaat dari penelitian ini adalah untuk menambahkan informasi dan memperluas wawasan terutama dalam bidang ilmu manajemen mengenai bagaimana pengaruh variabel-variabel ini pada masa pandemi covid-19, dan bagaimana implikasinya pada sekarang ini atau masa sesudah pandemi.

Penelitian yang dilakukan saat ini bersifat kausal dengan menggunakan metode kuantitatif, yang dalam pengolahan datanya menggunakan software AMOS 22.0 untuk membantu pengolahan data primer 139 pengguna aplikasi *e-commerce* Shopee di Manado. Pengumpulan responden menggunakan teknik Snowball Sampling. Karakteristik responden adalah Pria dan Wanita, Berdomisili di kota Manado, Berumur 18-60 tahun dimana usia tersebut merupakan masa dewasa dini (Kotler dan Armstrong, 2010), Merupakan pelanggan aplikasi *e-commerce* Shopee, dan Pernah melakukan pembelian melalui aplikasi Shopee pada masa pandemicovid-19 minimal 2 kali selama masa pandemi covid-19.

Pada penelitian ini, ditemukan bahwa variabel yang berpengaruh positif signifikan terhadap *Attitude* adalah variabel *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Enjoyment*, *Convenience*, *Wider Selection*, *Price*, dan *Health Aspects*, kemudian *Attitude* berpengaruh positif signifikan terhadap *Online Buying Behavior* pengguna aplikasi *e-commerce* Shopee di Manado.

Kata Kunci : *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Enjoyment*, *Convenience*, *Wider Selection*, *Price*, *Health Aspects*, *Attitude*, *Online Buying Behavior*

ABSTRACT

ANALYSIS OF CONSUMER VALUE BEHAVIOR THROUGH CONSUMER ATTITUDE TOWARDS ONLINE BUYING BEHAVIOR OF SHOPEE E-COMMERCE PLATFORM CONSUMERS IN MANADO DURING THE COVID-19 PANDEMIC

With increasingly advanced technological developments, all aspects of human life today feel inadequate if they are not done with technology. Currently we have entered the digital era, where our daily activities are accompanied by technology. One of the impacts of technological advances is that we shop only via cellphone, without needing to leave the house. This is especially true during the Covid-19 pandemic, where most people are at home and reluctant to do outdoor activities.

The purpose of this research is to determine the influence of factors such as Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Choice, Price, and Health Aspects through Attitudes towards Online Purchasing Behavior from Shopee e-commerce application users. The benefit of this research is to add information and expand insight, especially in the field of management science regarding how these variables influence during the Covid-19 pandemic, and how they influence now or after the pandemic.

The research currently being conducted is causal in nature using quantitative methods, which in data processing uses AMOS 22.0 software to assist in processing primary data for 139 users of the Shopee e-commerce application in Manado. Collecting respondents used the Snowball Sampling technique. The characteristics of the respondents are men and women, domiciled in the city of Manado, aged 18-60 years, where this age is early adulthood (Kotler and Armstrong, 2010), are customers of the Shopee e-commerce application, and have made purchases via the Shopee application during the Covid-19 pandemic at least twice during the Covid-19 pandemic.

In this research, it was found that the variables that had a significant positive effect on attitude were the variables Perception of Usefulness, Perception of Ease of Use, Perception of Enjoyment, Convenience, Wider Choice, Price, and Health Aspects, then Attitude had a significant positive effect on the Online Purchasing Behavior of Shopee application users in Manado.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Choice, Price, Health Aspects, Attitudes, Online Buying Behavior*