

**ANALYSIS OF CONSUMER BEHAVIOR TOWARDS ONLINE FOOD PURCHASE
DECISION DURING COVID-19 PANDEMIC IN MANADO***ANALISIS PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN MAKANAN ONLINE
SELAMA PANDEMI COVID-19 DI MANADO*

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Abstract: Over time the use of technology has become a necessity for humans, the use of technology itself has been influential in helping and simplifying human work, one of which is the purchase of food online. However, at this time with the spread of the covid-19 virus, all industries in the world were shaken due to the lockdown policies for several countries and cities, as well as other policies aimed at preventing the spread of covid-19, this is the reason for researchers to find out to what extent changes that have occurred to people in making food purchases, especially buying food online at Manado. The purpose of this study was to determine the extent to which behavioral changes have occurred in consumers towards online food purchases during the pandemic that took place in Manado society, especially people who have made food purchases online. This study used qualitative research methods. The sample taken for this study amounted to 20 respondents taken from purposive sampling and snowball sampling techniques. Data collection instruments used in the form of interviews and observations. The final result of this study shows that during the Covid-19 pandemic, consumer behavior towards online food purchases has changed a lot because it is influenced by several factors such as cultural, social, personal, and psychological factors, as well as in buying food online factors such as brand selection, method of payment, as well as the time of purchase can influence purchasing decisions.

Keyword: consumer behavior, purchase decision, cultural, social, personal, psychological

Abstrak: Seiring berjalannya waktu penggunaan teknologi telah menjadi salah satu kebutuhan bagi manusia, penggunaan teknologi sendiri telah berpengaruh dalam membantu serta mempermudah pekerjaan manusia, salah satunya adalah pembelian makanan online. Namun pada saat ini dengan adanya penyebaran virus covid-19 menjadikan semua industri di dunia terguncang karena adanya kebijakan lockdown untuk beberapa negara dan kota, serta kebijakan kebijakan lainnya yang bertujuan untuk mencegah penyebaran covid-19, inilah yang menjadi alasan peneliti untuk mencari tahu sejauh mana perubahan yang telah terjadi pada orang-orang dalam melakukan pembelian makanan khususnya pembelian makanan secara online di Manado. Tujuan dari penelitian ini adalah untuk mengetahui sejauh mana perubahan perilaku telah terjadi pada konsumen terhadap pembelian makanan online selama masa pandemic yang berlangsung pada masyarakat di Manado khususnya masyarakat yang pernah melakukan pembelian makanan secara online. Penelitian ini menggunakan metode penelitian kualitatif. Sampel yang diambil untuk penelitian ini berjumlah 20 partisipan yang diambil dari teknik purposive sampling dan snowball sampling. Instrumen pengumpulan data yang digunakan berupa wawancara serta observasi. Hasil akhir dari penelitian ini menunjukkan bahwa selama masa pandemic Covid-19 perilaku konsumen terhadap pembelian makanan online sudah banyak berubah hal tersebut karena dipengaruhi oleh beberapa faktor seperti faktor budaya, sosial, personal, dan psikologis, serta dalam pembelian makanan online faktor seperti pemilihan brand, metode pembayaran, serta waktu pembelian dapat mempengaruhi keputusan pembelian.

Kata Kunci: perilaku konsumen, keputusan pembelian, budaya, sosial, personal, psikologis

INTRODUCTION

Research Background

As time goes by, and the development of era and technology, it is increasingly encouraging people to move away from old habits and look for new habits. this is certainly inseparable from consumer behavior in making purchases, consuming, and using products and services that are in accordance with their situations and desires. One of the transformations of information and technology that is useful for human daily life is the mobile application. Mobile applications are computer programs designed to run on mobile devices such as cell phones / tablets or watches. There are so many applications that currently exist starting from mobile banking services, online news, game applications, e-commerce, food delivery, online transportation applications, and many more. As we know that with the development of the era, there are many companies that offer convenience for users in carrying out their daily activities. One of them is the activity of buying food.

Currently, food purchases can be done in many ways, starting from visiting the place directly, making purchases from social media, and using online transportation applications/platforms that provide food delivery services/features. With this convenience, humans can carry out activities more effectively and efficiently. However, amidst the success of peoples use a technology as their main activity, now they have to deal with one of the current pandemics. The Covid-19 pandemic which is currently the event of the spread of Coronavirus disease 2019, abbreviated as COVID-19 throughout the world for all countries. Covid-19 that is happening all over the world makes people be devastated and worried about everything they do. The existence of this pandemic has disrupted many business sectors, one of which is Food and Beverage sectors. People will reconsider their decision to purchase food which is caused by several factors such as social, personal, cultural, and physiological factors. This is because the individuals will think twice about purchase food considering safety, convenience , and the health they must take care of during the covid-19 pandemic.

Research Objective

To what extent the changes of consumer behavior toward online food purchase decision during Covid-19 pandemic in Manado

THEORITICAL FRAMEWORK

Marketing

According to Kotler and Keller (2016), marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is “meeting needs profitably”. And According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Consumer Behavior

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires.

Purchase Decision

According to Kotler and Keller (2016), consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers. Based on the definition above, Purchase decision is based on the consumer’s activity to make a purchase based on preferred brand.

Online Purchase Decision

According to Andrade (2000), Online Purchase Decision is a selection process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them that is strongly related to personal characteristics, vendor/service, website quality, attitude at the time of purchase, intention to buy online, and decision-making.

Previous Research

Meher Neger and Burhan Uddin (2020) investigated the factors affecting consumers' internet shopping behavior during the coronavirus disease (COVID-19) pandemic in Bangladesh. The study measured the influence of product factor, price factor, time saving factor, payment factor, security factor, administrative factor, and psychological factor on consumers' internet shopping behavior during the coronavirus disease (COVID-19) pandemic. The research collected data from May 10, 2020 to June 10, 2020 in personal interview by online survey method through a structured questionnaire with five-point Likert scales from 230 Bangladeshi online consumers. Non-probability sampling method was used. Data were analyzed using descriptive statistics analysis, reliability analysis, and multiple regression analysis. Results exhibited that all factors except price factor and security factor had a momentous and positive association with consumers' internet shopping behavior during the coronavirus disease (COVID-19) pandemic in Bangladesh.

Maja R. Ćirić, Dragan S. Ilić, Svetlana D. Ignjatijević, and Sandra D. Brkanlić (2020) aimed to determine whether the Covid-19 Pandemic influenced the change in the extent of online shopping of organic food in Serbia and whether it has led to a change in organic food consumer behaviour. The survey was carried out in Serbia by using a questionnaire developed specifically for this purpose. The total sample size included 1022 respondents of which 90 respondents were online buying organic food during Covid-19 Pandemic. Descriptive statistics and Chi-square test were used to analyse data obtained from the survey. The results indicate that the Covid-19 Pandemic influenced the increase in the percentage of consumers who purchase organic food online. Also, the changes in the type and volume of organic food consumption were identified. Besides, the consumption of organic food varied in relation to the socio demographic characteristics of consumers who purchased online.

Muhammad Tony Nawawi (2016) aimed to determine factors of consumer behavior that affect to purchasing decision on BlackBerry Smartphone with the case study in Faculty of Economics, Tarumanagara University, Jakarta. The population was all students of faculty of economics who used or were familiar with the BlackBerry brand mobile phone, with a sampling technique used was purposive random sampling and samples were taken by 200 students. The purpose of the study was to examine and analyse some factors that affect students in the decision to buy BlackBerry mobile phone brands and know the dominant factors that influence the purchase decision. The analysis used the method of multiple regression analysis and hypothesis testing and also testing conducted validity and reliability by using the help of SPSS (Statistical Program for the Science Society). The analysis shows that there is significant positive effect between the factors of cultural, social, personal, and psychological effect on purchasing decisions, with significance $0,000 < 0,05$, and Adjusted R Square is worth 0,216, it means that 21,6% of purchase decisions are influenced by these factors.

Conceptual Framework



Figure 1. Conceptual Framework

Source: Literature Review (2021)

RESEARCH METHOD

Research Approach

In this research method chapter, we will discuss various kinds of theories starting from the type of research, population and sample, data collection methods, and data analysis methods. In general, the theory of this type of research explains what methods will be used in the study, the population and the sample explain the number of respondents or objects that we will collect in looking for data, while the data collection method explains how we search for existing data so that we can process and collect data. analyze these data.

Population, Sample, and Sampling Technique

According to Sugiyono (2016), population is a generalized area consisting of objects / subjects that have certain quantities and characteristics that are determined by researchers to study and then draw conclusions. In this research, the population are people who are lived in Manado. According to Sugiyono (2016), the sample is a part of the whole as well as the characteristics of a population. In this study, the samples are manadonese who

have made food purchases online in Manado. According to Margono (2004), sampling technique is a way to determine a sample whose number corresponds to the sample size that will be the actual data source, by paying attention to the characteristics and distribution of the population in order to obtain a representative sample. In this research, researchers used a non-probability sampling technique using purposive sampling, and snowball sampling.

Data Collection Techniques

In this study, the primary data source was obtained through interviews with twenty people who frequently make food purchases online or in direct/offline (via phone calls, directly, or via text), and if there is unclear data from the respondents, the researcher will observe the situation and circumstances that occur to find consistent answers. And for the secondary data will be obtained by researchers through intermediary media such as articles, journals, books, mass media, and others.

Operational Definition of Research Variable

Table 1. Operational Definition of Research Variable

No	Variables	Definition	Indicators
1	Consumer Behavior	Consumer behavior is the study of consumers and the processes they use to choose, use, and dispose of products and services, and evaluating including consumers' emotional, mental, and behavioral responses.	- Social - Culture - Personal - Psychological
2	Online Purchase Decision	Online Purchase Decision is a selection process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them that is strongly related to personal characteristics, vendor/service, website quality, attitude at the time of purchase, intention to buy online, and decision-making.	- Payment Method Choice - Brand of Choices - The Timing of Purchases

Source: Data Processed (2021)

Data Analysis Method

In this qualitative research, data analysis requires a detailed explanation of the process after data collection to draw a conclusion. According to Miles and Huberman (1994), there are several stages in conducting qualitative data analysis. These stages are: Data Collection, Data Reduction, Data Display, Drawing and Verifying Conclusion.

Validity and Reliability Test

In this study, the researcher will use the triangulation step as a step in increasing the validity and reliability of the research. Triangulation is defined as checking data from various sources in various ways, and at various times. Triangulation is divided into three types, namely source triangulation, technical triangulation, and time triangulation. In this study, the technique used by researchers is method triangulation. Method triangulation is done to obtain the correct information and a complete picture of certain information. Researchers can also use interviews and observations to check the truth. Through various perspectives, and is expected to obtain correct and consistent results.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Validation carried out in qualitative research is better known as credibility, validation is an instrument to test the validity or validity of the data, in this study the method used is the triangulation method where researchers will combine the results of existing interviews with observations that are in accordance with the situation and conditions. researchers feel, and as a result this study has consistent data, because almost all

respondents have similar opinions and answers so that with the addition of observations from the surrounding environment, this research can be said to be consistent.

Respondent Backgrounds

The majority of respondents who were interviewed were 22 years old with a percentage of 30% as many as 6 people and followed by 4 people aged 26 with a percentage of 20% and a small portion for ages 21, 23, 24, 25, and 30. From 20 respondents who have been interviewed, 50% of them are still at the campus student stage and 20% of them are vicar priests and 20% are entrepreneurs and 10% work as freelancers. most of them were 22 years old and worked as students and had an average income of Rp. 1,000,000.00.

Discussion

From the results of the available interviews, we can see that during the Covid-19 pandemic there have been many changes that have occurred, these changes can be in the form of lifestyle, activities, and daily consumer behavior, especially in making purchases based on the respondents' answers, the average change in their behavior.

Cultural Factors

Some respondent agree that online purchases can affect purchases directly and even can be used as an alternative during a pandemic. And according to respondents buying food online during the Covid-19 pandemic can become a new culture, and based on the data provided by respondents where their work and income can encourage online food purchases during the pandemic, and in food purchases, they prefer local types of food to eat. their daily food, although currently the spread of the covid-19 virus is still continuing, they still rarely buy healthy food for their daily food. In this study, the results from interviews with the average respondents stated that during the Covid-19 pandemic, online food purchases had become a culture and lifestyle, according to them, this was because during the pandemic the government advised people to stay at home in carrying out all activities and buying food online. online is a good alternative, coupled with the fear of each individual to make direct purchases that can create physical contact.

Social Factors

The results of interviews with respondents gave results stating that purchasing decisions can be influenced by social factors that can come from family, friends, and reference groups. And most of the respondents admitted that they had often even received suggestions in the form of restaurants, or platforms/social media to use from family, and friends. But in online food purchases during the pandemic, status or position cannot affect online food purchases. Social factors are factors that can influence consumer behavior. Social factors can be in the form of influences from family, friends, position and status. In interviews that refer to social factors, it can be seen that purchasing decisions can be influenced by social factors that come from family and friends, this is because there are still many people who make purchases based on the wishes of family and friends, as well as the whole household who wants to buy food.

Personal Factors

70% respondents stated that during the Covid-19 pandemic they experienced a change in their income, namely a decrease, from the decrease in income it must have had its own effects, one of which was with changes in income, online food purchases could also change, in other words as many as 60% respondents argues that changing income will affect online food purchases, and almost all respondents think that online food purchases have become a lifestyle at this time. Personal factors are also factors that influence consumer behavior. In accordance with the available interview data, it can be concluded that during the Covid-19 pandemic there were still many people who experienced changes in income, and these changes were not on the positive side but on the negative side, namely a decrease in income.

Psychological Factors

With the Covid-19 pandemic, it certainly makes people afraid, and based on the data that has been obtained by all respondents, they always make health and food a very important factor in dealing with the Covid-19 pandemic and with such a mindset, perceptions are created in buying food. online during the pandemic, 80%

respondents said that perceptions about health and food can influence online food purchasing decisions during the Covid-19 pandemic.

Purchase Decision Indicators

Almost all respondent feels that the platform/social media they use has provided the best service and is easy to use so that they feel satisfied in using it. In addition, payment methods that are often used can also determine purchasing decisions, because during the Covid-19 pandemic, as many as 50% respondents often made cashless payments, 15% of them often made cashless and also cashless payments, and 35% respondents often made payments using cashless payment methods in cash, all of the respondents felt that the payment method provided was very helpful in the payment process. And the last one as an indicator of online food purchasing decisions is time, all respondents feel that time efficiency and effectiveness are very important for them in carrying out activities during the Covid-19 pandemic, so for them the effectiveness and efficiency of time can influence their decisions in purchasing food online. online, and all respondents feel that making purchases online can save time. In this study, indicators of purchasing decisions refer to 3 aspects, namely, brand of choices, payment methods, and time of purchases. From these three aspects, buyers can determine purchasing decisions, based on data that refers to brand of choices

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results that have been presented and the purpose of this study, namely to find out the extent of changes in consumer behavior in purchasing food online. So researchers can draw the conclusion that:

1. During the Covid-19 pandemic, online food purchases in Manado can be influenced by several factors such as cultural, social, personal, and psychological factors. In terms of cultural factors, it can be concluded that cultural factors are not very influential on purchasing decisions during the pandemic, although online food purchases have become a new lifestyle and culture, online purchases are still not very influential to replace direct purchases.
2. For social factors, it can be concluded that these factors have an effect on food purchases. The results of interviews with respondents gave results stating that purchasing decisions can be influenced by social factors that can come from family, friends, and reference groups. And most of the respondents admitted that they had often even received suggestions in the form of restaurants, or platforms/social media to use from family, and friends.
3. But in online food purchases during the pandemic, status or position cannot affect online food purchases. Personal factors that influence consumer behavior have the conclusion that during the Covid-19 pandemic they experienced a change in their income, namely a decrease, from a decrease in income it must have had its own effect, one of which is with changes in income, online food purchases can also change, with In other words, they argue that changing income will affect online food purchases.
4. From the data found that psychological factors can influence consumer behavior towards online food purchases. Because the Covid-19 pandemic certainly makes people afraid, and based on the data that has been obtained, all respondents always make health and food a very important factor in dealing with the Covid-19 pandemic and with such a mindset, a perception is created in purchasing online food during the Covid-19 pandemic, based on respondents they said that perceptions about health and food can influence online food purchase decisions during the Covid-19 pandemic.
5. And for online food purchasing decisions, it can be concluded that the results show that almost everyone feels that the platform/social media they use has provided the best service and is easy to use so that they feel satisfied in using it. In addition, payment methods that are often used can also determine purchasing decisions, because during the Covid-19 pandemic, many made payments by cashless and felt that the payment methods provided were very helpful in the payment process.
6. And the last one as an indicator of online food purchasing decisions is time, all respondents feel that time efficiency and effectiveness are very important for them in carrying out activities during the Covid-19 pandemic, so for them the effectiveness and efficiency of time can influence their decisions in purchasing food online. online, and all respondents felt that making purchases online could save time.

Recommendation

Based on the results of the study, the results showed that:

1. Each factor could be further developed to facilitate community activities in using technology, especially in making online food purchases. On the cultural factor, the government can urge more to make food purchases online, because this method can improve the mindset of the people of Manado city so that they are more advanced in terms of technology and create a new positive culture for the wider community, in addition to making online purchases can reduce the spread of Covid-19.
2. On social factors because the role of family, friends, reference groups can influence consumer behavior in making food purchases, it is better if family, friends, and reference groups can be used as a means to increase food purchases. This can be in the form of advice, recommendations by word of mouth On the personal factor, because one of the aspects that influence it is the economic and income aspect, it is best during the Covid-19 pandemic that companies can create new provisions in increasing online food purchases, and for people who have a decrease in income, they can look for new opportunities to increase income, and be able to manage finances properly according to existing needs.
3. And on psychological factors, the government should always encourage the public to stay at home and carry out activities from home, so as to create a new perception to suppress the spread of the Covid-19 virus, because as we know perception is an important aspect in influencing consumer behavior.
4. In purchasing decisions that have aspects of the brand of choice, payment method, and also time of purchase, it can be recommended that the brand is a very important thing at this time because if consumers already feel loyal or familiar with a brand, the brand can always be used, and for existing brands or existing companies, it is hoped that they can maintain and improve their existing performance, and always be consistent in time efficiency and effectiveness because as is known from the results, time is a very important aspect.

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