ANALYSIS OF CHANGES IN CONSUMER BEHAVIOR AND ONLINE SHOPPING MOTIVATIONS

Marina*[1], Intisari Haryanti[2]
Sekolah Tinggi Ilmu Ekonomi Bima, Indonesia*[12]
mr7088541@gmail.com*[1], intisariharyanti@gmail.com[2]

Abstract: Changes in consumer behavior and online shopping motives are the tendency of consumers to buy goods that are not following economic conditions but only because of certain factors. In online shopping motives, consumers tend to not observe in detail the products they want to buy, some pictures on the internet are not the same as reality. Even consumers are only interested in the price which tends to be cheap without first paying attention to the quality. The objectives of this research are to find out how online consumer behavior changes in the city of Bima and to find out how the motives for shopping online in the city of Bima. The population in this study are consumers who have done online shopping and the number of samples in this study was 100 respondents while the sampling technique in this study was using purposive sampling. The data analysis technique used the t-test (one-sample t-test). Based on the results using a one-sample t-test test that there is a change in consumer behavior online in the city of Bima. Includes cultural factors, social factors, personal factors, and psychological factors. The shopping motives in question are self-gratification, time, and information.
Keywords: Changes in Consumer Behavior; Online Shopping Motives

INTRODUCTION

The rapid development of information and communication technology, both in terms of speed and ease of accessing the internet, has inspired the business world to use it as the main medium in marketing products and services. Some of the advantages that the internet has, especially in terms of efficiency, can change the way of selling and buying. This is also what has influenced consumer buying behavior from being offline to online, not least in Indonesia. This shift in buying behavior has also caused the phenomenon of destructive innovation in shopping centers in several cities in Indonesia, as seen from the lack of buyers and the closing of shops in these shopping centers (Fitriana, 2015).

Abednego (2011) divided consumer spending behavior into two parts, namely hedonic shoppers and utilitarian shoppers. Hedonic shopping motives are based on emotions, feelings of comfort, and joy. While the utilitarian shopping motive is based on the shopping function expediency motive. The utilitarian shopping motive is when someone will shop if that person feels that he or she gets the benefits of a product he or wants. This motivation is based on truly rational and objective thinking. Thus, utilitarian shopping motivation is the motivation of consumers to shop because they need or benefit from the purchased product. Utilitarian fulfillment will result in shopper loyalty to supermarkets that provide offers that can match the shopper's utilitarian impulses or motives (Hanifah & Rahadi, 2020).

The development of the world today is changing rapidly. Today's life is developing under the influence of technology and rational thinking. This is inseparable from the influence of globalization that has swept the world, which is a condition that is forced from developed countries to developing countries to follow. What stands out in the global society is the desire of every individual to satisfy himself by fulfilling his needs the main thing is Cholilawati & Suliyanthini (2021). Fundamentally, basic human needs consist of food, clothing, and shelter needs. However, in this modern era, human needs are increasingly diverse. The level of community needs that are increasingly diverse and

continuously progressing makes it difficult for people to determine which needs are primary and which are secondary needs (Subagio, 2012). Human nature tends to be consumptive, which always consumes goods or services all the time. This behavior is intended to fulfill needs that tend to be diverse and also to follow trends. This need arises from a certain physiological state such as hunger, thirst, and so on. Motive according to Kotler & Keller (2014) is a need that is sufficiently stimulated to make a person seek satisfaction of his needs. A person tries to fulfill his first needs such as food, drink, clothing, and shelter. If these needs have been met, the individual will try to fulfill other needs.

Changes in shopping habits as a form of seeking pleasure is a new shopping motive. Motivation is a dynamic conception that is constantly changing as a reaction to various life experiences. Needs and goals are constantly growing and changing in response to an individual's physical circumstances, environment, experiences, and interactions with others. When individuals achieve their goals they continue to fight for the old goals, or alternate goals (Nofri & Hafifah, 2018).

Among the advantages of an online shopping business are access features that can be done anywhere, many product choices, can compare prices easily, many choices of payment methods, lots of discounts, and open 24 hours, consumers don't have to rush because the internet doesn't close except the website. is down. So that consumers can still get information and review the types of goods to be purchased (Saputri, 2016).
In the current situation, the people of Bima City tend to do shopping online, because of course access is easier and they don't have to travel to make purchases because people can immediately see what they want to buy through their cellphones according to their respective desires and needs.

In this study, researchers found several problems related to changes in consumer behavior and online shopping motives, namely the tendency of consumers to buy goods that are not following economic conditions but only because of certain factors. Like a lifestyle that is too high while the economic situation is down. In online shopping motives, consumers tend to see with the naked eye and do not observe in detail the products they want to buy, some pictures on the internet are not the same as reality. Even consumers are only interested in the price which tends to be cheap without first paying attention to the materials and quality. The objectives of this research are to find out how online consumer behavior changes in the city of Bima and to find out how the motives for shopping online in the city of Bima.

METHODS

The type of research used is descriptive research. Descriptive research is a method of research conducted to determine the value of independent variables, either one or more variables without making comparisons (Sugiyono, 2016). The research instrument used in this study was a questionnaire using a Likert scale containing several statements. Each statement has a different answer weight, namely: Strongly Agree is given a score of 5, Agree is given a score of 4, Disagree (is given a score of 3, Disagree (is given a score of 2, and Strongly Disagree was given a score of 1

The population in this study is consumers who have done online shopping in Bima City. The sampling technique in this study was using purposive sampling, namely sampling using exclusive terms and criteria to the sample, in this study the criteria used were male and female, productive age was 19-49 years old, and had shopped online. According to Ferdinand (2014) states that for an unknown population, the number of good members is 55-110. Thus, the number of samples in this study was 100 respondents.

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The location in this study is in the City of Bima. The data collection techniques used are: (1) Literature Study; (2) Observation; (3) Questionnaire/ Questionnaire. The data analysis techniques needed are (1) a Validity Test; (2) a Reliability Test; (3) One Sample T-Test.

RESULTS AND DISCUSSION

Table 1. Validity Test

Variable	Item	Validity Value	Validity Standard	Description
Consumer Behavior (X$_1$)	1	0,764	>300	Valid
	2	0,817	>300	Valid
	3	0,667	>300	Valid
	4	0,649	>300	Valid
	5	0,796	>300	Valid
	6	0,675	>300	Valid
	7	0,817	>300	Valid
	8	0,747	>300	Valid
Shopping Motivation (X$_2$)	1	0,834	>300	Valid
	2	0,761	>300	Valid
	3	0,789	>300	Valid
	4	0,772	>300	Valid
	5	0,731	>300	Valid
	6	0,617	>300	Valid

Source: Processed data (2022)

Based on the table above, the results of testing the validity of the variables of consumer behavior and shopping motives can be said to be valid on the corrected item-total correlation > 0.300. The results of this validity test indicate that the questionnaire statement in this study is valid.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Reliability Standard	Description
Consumer Behavior (X1)	0,885	>600	Valid
Shopping Motivation (X2)	0,847	>600	Valid

Source: Processed data (2022)

From the table 2, Cronbach's Alpha is Consumer Behavior (X1) = 0.885 Shopping Motives (X2) = 0.847. So, these variables can be said to be reliable because Cronbach's Alpha is greater than 0.600.

Table 3. One Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
TOTAL X_1	100	29,9500	6,41081	,64108
TOTAL X_2	100	22,5800	4,75071	,47507

Source: Processed data (2022)

Based on the One-Sample Statistics table above, shows a descriptive statistical value, namely N = 100, meaning that if the number of samples used is 100 respondents. Consumer Behavior Mean = 29.9500 and Shopping Motive Mean = 22.5800 Std Devation or standard deviation is 6.41081 and 4.75071 and Std Error Mean is 64108 and 47507

Table 4. One Sample T-Test.

	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
TOTALX1	46,718	99	,000	29,95000	28,6780	31,2220
TOTALX2	47,530	99	,000	22,58000	21,6374	23,5226

Source: Processed data (2022)

To determine the t-count value from table 4 above, the value of Consumer Behavior is 46,718 while the distribution table can be searched with coordinates =5% with a degree of greatness (df) n-1 or 100-1 = 99, then the obtained t- table of 1.666. (1.666) is a t-table obtained from the distribution ttable. So, it can be concluded that the value of t-count > t-table (46.718 > 1.666) then hereby states that Ho is rejected and Ha is accepted. This is in line with the research of Tejasetyaningsih (2016), Analysis of changes in consumer behavior toward online shopping motives from an Islamic economic perspective (a case study of online shopping users in the city of East Jakarta).

To determine the t-count value from the table above, the value of the Shopping Motive is obtained at 47,530 while the distribution table can be searched with coordinates =5% with a degree of greatness (df) n-1 or 100-1 = 99, then obtained t- table of 1.666. (1.666) is a t-table obtained from the distribution table. So, it can be concluded that the value of t-count > t-table (47.530 > 1.666) then hereby declares Ho is rejected and Ha is accepted. This is in line with the research of Irsan (2013), The effect of supermarket attributes on hedonic shopping motives, utilitarian shopping motives, and consumer loyalty.

CONCLUSION

Based on the results of the research, using a one-sample t-test that there is a change in consumer behavior online in the city of Bima. Includes cultural factors, social factors, personal factors, and psychological factors. The shopping motives in question are self-gratification, time, and information.

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