

CHAPTER I

INTRODUCTION

1.1 Background

In this globalization era, business competition is inevitable. Producers who provide goods and services must be able to meet consumer needs, thus providing better competitor value. Manufacturers must be able to influence consumers so that the products produced are in demand. Because it offers quality products at competitive prices online. The high growth of online trade has made Indonesia one of the countries in Southeast Asia that has a large market potential in the economic sector. The rapid growth of e-commerce has occurred after the Corona virus outbreak has spread in Indonesia. The growth of e-commerce opens great opportunities for freight forwarding services between regions.

Based on the increasing level of Covid-19, business competition to meet the needs of the community has increased with government policies that everyone must be at home and work at home (work from home). This has an influence on consumer behavior in shopping online. A quality product at a competitive price is the key to buying and selling a product that ultimately gets a higher satisfaction value. In this case the company will understand the process of making consumer decisions in using products between alternative processes and making buying and selling decisions online. Quality must be measured from the point of view of consumers of the product itself and shipping costs must be in accordance with predetermined policies, so that consumer tastes are influential. So in managing shipments and goods sent according to consumer desires.

Consumers as individuals have different criteria and conditions one each other and this difference is what causes complex behavior consumer. In consumer how consumers behave that is influence by internal factors and external factor. Internal factor are factors that exist in the consumer itself. While external factors that exist from outside the consumer it self.

Consumer behavior is the study of how individuals, groups and organizations who choose, buy, use and how goods, services, ideas, or

experiences to include needs and their wish. Consumers are an important part of the sustainability of a company, it is necessary companies to better understand and see consumer behavior them, and how the company delivers a quality product to its consumers.

Products play a role very important in influencing consumer behavior because the product is capable carries a message and meaning communicated symbolically in the form values, norms, beliefs. Message and meaning will be transferred to the product later transferred to the consumer. Development society in shopping, especially during the covid-19 pandemic regulations from the government to stay at home to shop a lot for future needs in modern markets to by online. One the of things purchasing power in a society that is referred to as consumer behavior that is for the pupose achieve consumer satisfaction alone, because if customer satisfaction is achieved and consumers feel comfortable then the possibility that consumers will shop back, and so it is triggers the development of behavior comsumtive.

With the increasing number of people involved in buying and selling online, many producers and consumers must be careful and careful so that the products being sold reach consumers safely and safely. Quality of service is a group of useful benefits, both explicitly and implicitly, for the ease of getting goods and services. If the quality of service received is as expected, then the quality is perceived as good and satisfying, if the quality of service exceeds consumer expectations, the quality of service is perceived as good quality. Vice versa, if the quality of service received is lower than what consumers expect, then the quality of service is perceived as poor.

Apart from selling, customers also experience various benefits via the internet with the online store. Consumers use online stores for various reasons and purposes such as looking for product features, pricing or reviewing, selecting products and services via the internet, placing orders, making payments, or other means which are then followed by product delivery made via the internet.

Basically buying and selling online does bring many benefits to both the seller and the buyer. One of them is that it is more efficient and effective for every

party who is selling and buying online, put together the side of buying and selling online for good and bad, so this needs to be considered regarding the spread of Covid-19. So that various groups in Indonesia can enjoy the buying and selling services online safely.

Based on the problems and phenomena that often occur in today's era of online trading transactions, researchers are interested in conducting research on "Analysis of Consumer Behavior in Online Shopping During in the Pandemic Covid-19 Period in Bengkalis Sub-District".

1.2 Formulation of the Problem

Based on the background of the problem described above, the Formulation of the Problem to be examined is as follows:

1. What are the factors that influence consumer behavior in shopping online during in the pandemic Covid-19 period in Bengkalis Sub-District?
2. Which is the highest dominant factor that influence consumer behavior in online shopping during in the pandemic Covid-19 period in Bengkalis Sub-District?
3. Which is the lowest factor that influence consumer behavior in shopping online during in the pandemic Covid-19 period in Bengkalis Sub-District.?

1.3 Purpose of the Study

From the formulation of the problem above, the following research objectives can be determined:

1. To find out the factors that influence consumer behavior in shopping online during in the pandemic Covid-19 period in Bengkalis Sub-District.
2. To find out the highest dominant factor that influence consumer behavior in online shopping during in the pandemic Covid-19 period in Bengkalis Sub-District.
3. To find out the lowest factor that influence consumer behavior in shopping online during in the pandemic Covid-19 period in Bengkalis Sub-District.

1.4 Significance of the Study

The results of this study are expected to provide several benefits and uses for various parties including the following :

1. **Benefit Theory**

This research is expected to understand more about the science of E_Commerce, especially for academics who want to analyze consumer behavior in online shopping.

2. **Practical Benefits**

This research can be used as a consideration for consumers as consumer behavior in knowing the online purchased product and as an insight in developing science as consumer behavior in shopping online.

1.5 Scope and Limitation of the Problem

Based on the background above, that the problems related to the research topic are very broad, therefore, the writer needs to define the problem. The limitation of the problem is the Analysis of Consumers Behavior in Online Shopping in the Pandemic Covid-19 Period. This study only focuses on the Bengkalis sub-district community who make purchases through online trading sites.

1.6 Writing System

The systematic writing of this report is organized in 5 chapters, each of which will be further divided into sub-chapters which will be discussed in detail. The following is the Systematics of each chapter and a brief description:

CHAPTER I : INTRODUCTION

Chapter 1 explains the background of the problem, the formulation of the problem, the research objectives, the benefits of the research, the scope and limitations of the problem, and the systematics of writing.

CHAPTER II : LITERATURE REVIEW

Chapter 2 describes previous research and the theoretical basis that is used as a guide in the thesis.

CHAPTER III : METHODOLOGY AND PROCESS OF COMPLETION

Chapter 3 describes the location, time and object of research, types and sources of data, population and samples, sampling techniques, data gathering techniques, data processing techniques, scale measurement, validity and reliability testing, data analysis methods, research hypotheses, research models, research type, concept definition and operational variables, research schedule and budget.

CHAPTER IV : RESULT AND DISCUSSION

Chapter 4 describe the result of the test, discussion and limitations of the research result. A discussion of the result obtained is made in the form of a theoretical explanation either qualitatively, quantively or stastically.

CHAPTER V : RESULTS AND DISCUSSION

In Chapter 5, the writer will describe the conclusions obtained from the discussion as well as the suggestions that the writer will convey.