

CHAPTER I

INTRODUCTION

1.1 Background

Development of technology that is increasingly advanced today, there are many uses of the internet that cannot be separated in everyday life because it can help users in various ways, one of which is online shopping or online shops which are currently mushrooming and trending among virtual world connoisseur. In Indonesia, many have implemented an online shopping system, including Market Place Shopee. Online shopping or online shopping via the internet, is a process of purchasing goods or services via the internet. This is evidenced by the continued increase in the number of internet users in Indonesia.

In the past, when we wanted to buy a product or item, we had to meet with the seller of the product, between the buyer and the seller had to be face-to-face until there was an agreement between the seller and the buyer or what is often referred to as a transaction. The reach between buyers and sellers is also very limited, but now with the advancement of the times and increasingly sophisticated technology, especially the internet, all limitations of time, distance and cost can be easily overcome.

According to Rismawati (2020) Based on the latest report Hootsuite (We Are Social), which is an online media service site that is connected to various social networking sites and in 2020 states that there are 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million internet users in Indonesia. Based on Indonesia's total population of 272.1 million, it means that 64% and half of Indonesia's population has experienced access to cyberspace.

The increasing number of internet users in Indonesia makes this a very good market for industry perpetrator e-commerce, so it is not surprising that many have popping up e-commerce such as shopee, lazada, tokopedia, Bukalapak, and

many others. With so many online stores, it will be easier for consumers to make purchases. Consumers no longer need to go to the store, they just need to visit the site and choose what items they want and that too they can do it anywhere. There is a shop online that aims to increase consumer buying interest in buying an item, with the current very sophisticated digital era it will be an attraction for consumers to buy a product in an online store.

According to the results of the iPrice survey (2019), Shopee is an e-commerce service that ranks first with a monthly number of web visitors of 71,973,300, and is ranked first on the Appstore and Playstore. Thus, Shopee has a consistent growth value, so that it managed to beat other competitors in the internet search category

Shopee an online buying and selling facility that provides various products to support daily activities which include fashion, gadgets, cosmetic tools, electronic devices, hobbies and collections, sports equipment, automotive, vitamins and supplements, home supplies, food and beverages, to vouchers. shopping. Shopee as a marketplace has opened up many business opportunities that can be run online. So that Shopee can become the largest marketplace in Indonesia because of the various ways Shopee can promote the marketplace.

Online shop become one form of interactive marketing that has become a shopping trend among today's society. People today often use social media as a means of shopping. This is one of the factors driving the use of social media in the community to make purchases of clothing products online.

According to Widiyanto (2020), online shopping is an activity of buying and selling or electronic trading that allows consumers to directly buy goods or services from sales through internet media using a web browser. In e-commerce, many products are sold and purchased online at prices that can compete with store prices. Easy transaction processing that can be done anytime and anywhere, web display Attractive sales, product promos offered and more affordable price of good, make e-commerce a shopping choice for people, especially Indonesians today.

Relating to payment methods that have a time limit. Even in e-commerce, there are various payment method options such as mobile banking, ATM, internet banking, transfer, credit card, and pay on the spot, but often the fees paid plus shipping costs or the complexity of getting a refund if you cancel an item. This of course can affect trust and influence customers on services e-commerce on online purchasing decisions. Therefore, consumer attitudes in general have components of trust, feeling, and response. Against online buying practices developed, not all consumers will immediately believe it. People who immediately believe in buying practices like this will have a more positive attitude so that it is easier or faster to accept and practice online purchases. Trust will shape the emotions or feelings of consumers. The sense of pleasure, comfort, or security that may accompany online buying behavior will further support his positive attitude. The more positive the consumer's feelings towards the product or action of buying online, the faster the consumer will realize his purchase action. The three components of attitude should operate consistently.

According to Sudaryono (2016), one important factor consumers are more interested in making purchasing decisions online, which is also applied by Shopee, is the price factor. Consumers today are very sensitive to the price of a product. Prices can be measured based on the suitability of prices with product quality. Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place.

One of the factors that make Shopee superior is through a sales promotion strategy. Sales promotion is a collection of various motivational tools, designed to use consumers to buy various products or services in a short period of time. Sales promotion to determine consumer needs and urge customers to immediately buy products from certain brands. A number of studies have confirmed that consumers are more inclined when they see massive discounts on products or sales.

Buying and selling online is also a trend that has now penetrated the world of schools, colleges, and the world of work. The rapid development of internet technology has led to changes in behavior among the people, including the people

of Bengkalis. This change in behavior can be seen from the shopping habits of the people, who were used to shopping directly at the market or the nearest clothing store and mall, but now they prefer to shop online.

According to Yuniarti (2018), big sale or big discount is a sale program which is one of the efforts to attract consumers to shop. Not infrequently sold packaged in special activities to provide a different sensation such as midnight sales or annual consumer events on a large scale. This opportunity is used by consumers to obtain good or service at low prices, especially to pursue well known brands. Then in practice, "sale" is used as a term to offer good or service at a discount, sale, lower, and price.

This phenomenon is utilized by Shopee through big sale promos for major holidays such as Birthday sale, Independence sale, Ramadan sale, and other big day promo. In addition, Shopee also provides a bonus on shipping costs or what is commonly called free shipping, starting from 30%, 50%, 70%, up to 100% free shipping. The thing that makes many people take advantage of the Big Sale promo time to buy the items they need or target items, even though we know that shipping costs for expeditions throughout Indonesia vary depending on how far the area is, therefore many people take advantage of the promo. Free shipping that has been provided by Shopee in buying their dream items.

Based on the problems and phenomena that often occur in the current era of online trading transactions, the research is interested in conducting research on "The Influence of Online Shopping Attitude and Price Towards Consumer Purchasing Decisions on Shopee Big Sale Event in Bengkalis Regency".

1.2 Formulation of the Problem

Based on the background description above, the authors formulate the problems in this study as follows:

1. Is there an influence of online shopping attitude on consumer purchasing decisions on shopee big sale event in Bengkalis Regency ?
2. Is there an influence of price on consumer purchasing decisions on shopee big sale event in Bengkalis Regency ?

3. Is there an influence on online shopping attitudes and price on consumer purchasing decisions on shopee big sale event in Bengkalis Regency ?

1.3 Purpose of the Study

Based on the formulation of the problem above, the purpose of this research is to find out:

1. To determine the influence of online shopping attitude on consumer purchasing decisions on shopee big sale event in Bengkalis Regency.
2. To determine the influence of price on consumer purchasing decisions on shopee big sale in Bengkalis Regency.
3. To determine the influence of online shopping attitude and price on consumer purchasing decisions on shopee big sale in Bengkalis Regency.

1.4 Significance of the Study

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

1. For companies
Can contribute information for online store companies, especially for shopee Indonesia about the factors that influence consumer buying interest in shopee online stores for big sale event programs, especially in terms of shopping attitudes and prices that affect consumer buying interest.
2. For science it.
Can be a lesson for science, especially in the field of economics in the business administration department and can be a research reference in the future.
3. For researchers
It is an insight to find out more about how to do good and right marketing, as well as tricks on how to attract consumers in big sale events, especially in the field of business administration, and can apply their knowledge in the future or apply their knowledge in research at a later time.

4. For other researchers

As information material or reference suggestions for other researchers if they are going to do research with related variables or factors.

1.5 Scope and Limitation of the Problem

Based on the background above, the problems related to the research topic are very broad, therefore the author needs to define the problem. The limitation of the problem is The Influence Of Online Shopping Attitude And Price Towards Consumer Purchasing Decisions On Shopee Big Sale Event In Bengkalis Regency. And this research only focuses on people in the Regency of Bengkalis who make purchases through online buying and selling sites.

1.6 Writing System

The systematics of this research consists of 5 chapters, each of which will be further divided into sub-chapters which will be discussed in detail. The following is a Systematic of each chapter and a brief explanation.

CHAPTER I : INTRODUCTION

This chapter describes the background, problem formulation, research objectives, research benefits, and writing systematics.

CHAPTER II: LITERATURE REVIEW

The theoretical basis consists of a theoretical frame of reference based on variables that are considered relevant to the factors that influence people's buying interest in the event big Sale taken from various literatures related to the topic, previous research, frameworks, and hypotheses.

CHAPTER III: METHODS AND ACCOMPLISHMENT PROCESS

This chapter will discuss research variables based on their operational definitions, population and sample, types and sources of data, and analytical methods used.

CHAPTER IV: RESULTS AND DISCUSSION

This chapter will discuss the results of the data analysis carried out with the data analysis that has been determined so that the hypothesis can be tested. The discussion of the results obtained is made in the form of theoretical explanations both qualitatively, quantitatively, and statistically.

CHAPTER V: CONCLUSION AND SUGGESSTION

This chapter contains the conclusions obtained from the research results and also the suggestions that the researcher will convey

