PREFERENTION OF BENGKALIS CONSUMER BUYING BEHAVIOR IN THE COVID-19 PANDEMIC

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Abstract

The Covid-19 pandemic has made many preferences. Preferences that occur so quickly make consumers change their behavior in obtaining goods and services. Based on these reasons, the purpose of this study is to provide information or an overview of the situation that occurs in consumer buying behavior preferences during the Covid-19 pandemic. The method used is to process and analyze the data is descriptive statistics and process it using Microsoft Excel. Data was collected through a questionnaire method to 100 respondents. The sampling technique in this study was carried out by the purposive sampling technique. The data type is Questionnaire. The descriptive summary of the Consumer Behavior Preferences variable can be seen that the mean score of each Cultural indicator is 4.45 and is included in the high category. While the results of the descriptive analysis of Social indicators can be seen that the average mean score is 3.9 and is included in the high category. Meanwhile, from the Personal indicator, it can be seen that the average mean score is 4.2 and is included in the high category. And also from the Psychological indicators, it can be seen that the average mean score is 4.26 and is included in the high category. Buying Behavior Preferences of Bengkalis Consumers during the Covid-19 Pandemic the most dominant factor is Culture with a mean value of 4.45 being in the first rank while the smallest factor is Social factors which have the same mean value of 3.9 and are in the lowest rank.

Keywords: Consumer behavior preferences, Culture. Social, Personal, Psychological