

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The Covid-19 virus is hitting the world, in 2020. The first appearance of this virus occurred in the city of Wuhan, China at the end of 2019. This virus is very dangerous because it can spread very quickly and has now spread to almost all countries, including Indonesia. Corona virus is almost similar to the common cold, it can cause mild to serious illness. Covid-19 is a disease that is very easily transmitted. The Covid-19 virus has had many impacts in all fields, one of which is the economy.

With the Covid-19 pandemic, the Indonesian government has begun to make regulations to break the chain of the virus's spread. One of the appeals to the community is to reduce activities outside the home. The way the government is doing is by implementing social distancing. With the enactment of these regulations create problems that are felt by the community. This Covid-19 pandemic has made people as much as possible not to do activities outside the home and requires people to do everything online or using technology such as: working from home, teaching and learning from home, worshiping from home, and others. Likewise, meeting daily needs is done online as much as possible.

In Indonesia, the government's policy began with an appeal letter from the Indonesian Ministry of Health regarding efforts to prevent the spread of the Covid-19 virus in the workplace. The appeal is contained in letter number PK.02.01/B.VI/839/2020 issued on March 5, 2020. The letter contains a number of appeals or suggestions, requiring frequent hand washing, providing hand sanitizer, tissue, and frequent hand washing. touched by many. If you feel unwell, wear a mask and take your temperature regularly (Ministry of Health, 2020).

Change is shifting or replacing one thing into another without completely eliminating it (Pitoewas, 2018). According to Abdulsyani (2020), change is a process that usually takes the form of progress or even setbacks. Changes include changes in shape, nature, appearance, or conditions caused by various factors (Pitoewas, 2018).

Based on some of the definitions above, it can be concluded that change is a change or shift in personal habits caused by certain factors. According to Schiffman and Winsenblit, (2015), consumer behavior is defined as the study of consumer behavior during the search, purchase, use, evaluation, and disposal of products and services that they expect to satisfy their needs. It describes how individuals decide to use available resources for products sold by marketers. Consumer behavior research explains what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after buying,

According to Schiffman and Kanuk (2013) consumer behavior is defined as behavior that can be seen and observed by consumers in terms of looking for, buying, using, evaluating and spending products or services purchased to satisfy the needs and desires of each individual or consumer.

Farahdiba,(2020) In the economic field, consumer behavior continues to change over time. During the Covid-19 pandemic, the country's economy is getting worse, which means people's behavior will also change to be more conservative in order to save costs, the public or consumers are also more careful before buying products, especially during the Covid-19 pandemic like this. As a result, Indonesia's economy has declined significantly, and will continue to slow economic growth. (Fatoni, 2020).

From the theories above, what is meant by changes in consumer behavior is a change in the actions of a person/individual or group when looking for products (searching), buying products (purchasing), using products (using), evaluating products (evaluating) and disposing of product waste. (disposing) caused by internal and external factors.

The ease of transmission of the Covid-19 virus between one person and another has made many people infected, therefore there are changes in consumer behavior due to the pandemic, so everyone must be careful in carrying out daily activities so as not to get infected.

The effects of the covid-19 pandemic have many influences in various aspects, including people's behavior as consumer actors. In a journal compiled by

Yusup, et al (2020) explained that the PSBB policy forced business actors to change their business model to go online so that it had a positive and significant effect on changes in consumer behavior in online shopping.

Based on the above background, the researchers are interested in conducting research with the title “PREFERENTION OF BENGKALIS CONSUMER BUYING BEHAVIOR IN THE COVID-19 PANDEMIC”.

## **1.2 Formulation of the Problem**

Based on the description of the background of the problem above, the formulation of the problem that will be discussed in this study are:

1. Why does the Covid-19 pandemic preferention the buying behavior of Bengkalis consumers?
2. What are the factors that cause Preferention of Bengkalis consumer buying behavior in the Covid-19 pandemic?

## **1.3 Purpose of the Study**

Based on the research background, it can be seen that the benefits of this research are as follows :

1. To find out why the Covid-19 pandemic has become a preference for Bengkalis consumers' buying behavior?
2. To find out the factors that cause Bengkalis consumer buying behavior preferences during the Covid-19 pandemic?

## **1.4 Significance of the Study**

From the results of this study, it is expected to be able to provide the following benefits:

1. For writers  
To apply the knowledge that researchers have gained during lectures and to add insight to researchers regarding the shift in consumer buying behavior during the Covid-19 pandemic.
2. For Society  
This research is expected to provide additional information for all Indonesians regarding the impact of the Covid-19 pandemic on the shift in consumer buying behavior towards a product and as an insight into

knowledge for the wider community to be used as a guide for further research.

3. For College

The results of this study can be used as material for comparison and reference for further research.

### **1.5 Scope and Limitation of the Problem**

The limitation of the problem in this research is in the object of the research itself, namely people who often buy and consume a product who are domiciled in Bengkalis.

### **1.6 Writing system**

The systematics of writing research carried out for research on Preferention of Bengkalis Consumers Buying Behavior in the Covid-19 Pandemic are as follows:

#### **CHAPTER 1 : INTRODUCTION**

Is an introductory chapter that describes the title, background, formulation of the problem, purpose of the study, Significance of the study, and scope and Limitation of the problem.

#### **CHAPTER II : LITERATURE REVIEW**

Presenting the theoretical basic to be used in completing research, both general and specific in nature, consisting of previous research and theoretical basis.

#### **CHAPTER III : METHODS AND ACCHOMPLISMENT PROCESS**

This chapter describes research methodolody, which consist of location and object of the study, types and sources of data, population and samples, data collection technique, data processing technique, measurement scale, data analysis methods, research models, types of the Study, as schdule and budget of the Study.

#### **CHAPTER IV : RESEARCH RESULTS AND DISCUSSION**

In this chapter the author will explain the results and discussion after the author conducted research based on the data obtained.

#### **CHAPTER V : CONCLUSION AND SUGGESTION**

In this chapter the author will describe the conclusions obtained from the discussion and suggestions that will be submitted by the author.

