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The Effect of Tokopedia Marketplace Promotion on Consumer Shopping Behavior in the COVID-19 Pandemic (Case Study on Tokopedia Marketplace Users at Pesona Depok Estate Housing RT 002 RW 022)

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Abstract---The government's COVID-19 policy limits the actions of all Indonesians. ¹ People's buying habits have shifted to internet shopping via increasing marketplaces. This is why product-producing enterprises and MSMEs use the Marketplace. Markets use promotional methods to attract internet customers. The author wants to know how Tokopedia's marketplace promotion affected consumer shopping behavior during the COVID-19 epidemic. This research employs the Consumer Behavior Theory to investigate a consumer's decision-making process. This quantitative research employs linear regression analysis. Pesona Depok Estate dwelling RT 002 RW 022, Depok, was the study site and sample. Purposeful sampling. A predefined number of samples received a Google Form questionnaire. The coefficient of determination (R^2) is 0.610, which suggests Tokopedia's marketing affected 61% of customer purchase behavior during the covid-19 epidemic. Shopee's advertising affected customer purchase behavior during the COVID-19 epidemic.

Keywords---consumer, COVID-19 pandemic, marketplace, promotion, shopping behavior.

Introduction

² In 2019, the whole world was faced with the presence of COVID-19 in Wuhan, China (<https://www.kemkes.go.id>). In Indonesia itself, on March 2, 2020, it was reported that 2 Indonesian citizens were positive for COVID-19, making this the first case in Indonesia. Due to the lack of public awareness of the virus, it ultimately has an impact on the increase in positive cases of COVID-19 in Indonesia (Firdaus et al., 2022; Oktahirsa et al., 2021). According to Kompas.com, there were 10,118 positive cases confirmed by the government as of April 30, 2020. In other words, in April 2020, there were 8,590 additional positive cases (<https://www.kompas.com>)

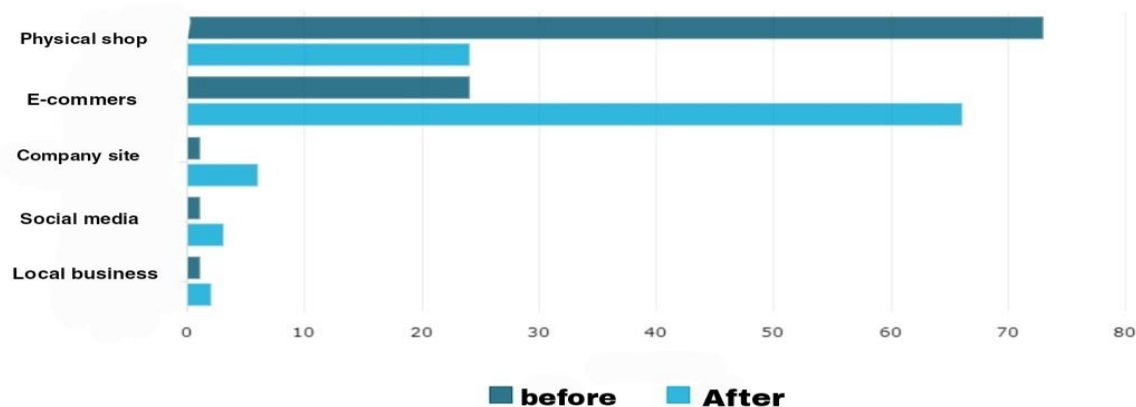
² A year later, the COVID-19 pandemic is still hitting Indonesia. In July 2021, the COVID-19 pandemic reached its peak in Indonesia. Thus making the government decide to implement the PPKM policy or (Implementation of Restrictions on Community Activities). The restrictions are such as limiting work activities in offices or WFH, then limiting teaching and learning activities conducted online, and also limiting the opening hours of shopping centers such as malls and supermarkets (Alfianika, 2018).

² This PPKM policy has an impact on large companies and also MSMEs in Indonesia. This arises as a result of the closure of shopping centers, entertainment centers, and public tourism which must completely close their activities because they can cause crowds. This causes their income to drop drastically from before (Fadillaha & Subchan, 2021).

That's what finally made them start to look and switch to selling products or services digitally or online through the Marketplace (Firmansyah, 2018). Because in that way, it is felt that it can be an effective solution for them to continue to be able to promote and also sell the products or services offered to consumers during the COVID-19 pandemic (Stephen, 2016; Sheth, 2020).

In addition to producers and service providers, consumers must also begin to adapt to conditions that force them to carry out all their daily activities online and at home, especially shopping for their daily needs. Due to the restrictions and also the number of shopping places that are closed due to the pandemic, making Marketplace can also be an effective solution for consumers so that they can still meet their needs during the pandemic (Firmansyah, 2020; Harmayani et al., 2020; Whitelaw et al., 2020).

What's more, it is driven by the rapid development of technology in the world. Thus, there are many kinds of marketplace applications such as Shopee, Tokopedia, and Lazada that make it easier for producers, service providers, and also consumers to make buying and selling transactions online. According to survey data from Bank DBS Indonesia on 545 respondents



Picture 1. Consumers Switch to Buying Non-Food Products in E-Commerce during the COVID-19 Pandemic
Source: databoks.katadata.co.id

From July 18 to July 3, 2020, concluded that after the emergence of the COVID-19 pandemic there was a significant increase made by consumers in buying products other than food products in e-commerce before the pandemic emerged.

It can be seen from the data above which shows that before the pandemic, only 24% of respondents shopped through E-Commerce. However, after the pandemic, respondents who used E-Commerce as their means to shop increased rapidly to 66%. Then followed by company sites and social media which have increased post-pandemic (<https://databoks.katadata.co.id>).

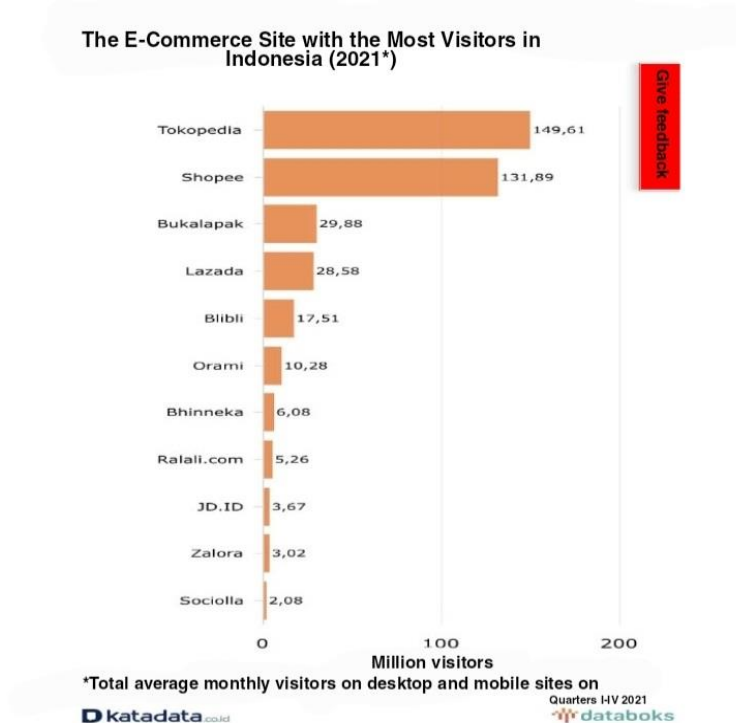
Therefore, the data above can conclude that before the pandemic and after the emergence of the pandemic, there was a significant change in shopping patterns and behavior from consumers in buying products from physical or conventional stores, switching to Marketplace (Alden et al., 2006; Yang et al., 2010). Of course, people will choose a marketplace that can fulfill all their shopping needs and that provides the most benefits and benefits for these consumers. The challenge is that in the end all market places use various communication strategies through various promotions that can attract consumers to shop (Mangold & Faulds, 2009).

For this phenomenon, the author is interested in raising the effect of Tokopedia marketplace promotion on consumer shopping behavior. The author chose *Tokopedia* because it is a pioneer market place in Indonesia and also has a variety of attractive promotional programs such as Free Shipping, Cheapest Price Guarantee, Cashback, Vouchers, and also various promotional promo events with *Gojek* as one of the largest delivery service companies in Indonesia. And in communicating the various promotions, Tokopedia prefers to focus and target promotional activities through mobile phones, or the Tokopedia application and also other platforms that can be downloaded by everyone through their respective gadgets/cell phones. With the presence of the Tokopedia application, it also makes it easier for consumers to make the purchase process and also make payments at the same time (Turley & Milliman, 2000; Michon et al., 2005).

In addition, in carrying out promotions, *Tokopedia* also often uses other platforms as their means to carry out promotional activities such as *Instagram* and *Youtube* in the form of advertisements using visual communication such as videos and photos which are also uploaded to the *Tokopedia* account. Thus, making it easier and more

attractive to the public, especially millennials, to find out what promos are being offered by *Tokopedia* (Senecal et al., 2005; Smith & Sivakumar, 2004).

Based on research data conducted by iPrice Grup 2021, it shows that *Shopee* monthly web visitors are only 131,89 million visitors, and still surpassed by *Tokopedia* with 149.61 million visitors (<https://databoks.katadata.co.id>).



Picture 2. 10 E-Commerce with the Largest Visitors in the Third Quarter
Source: databoks.katadata.co.id

Research Method

This research is included in explanatory research which aims to be able to explain a relationship between one variable and another, and make a generalization with a quantitative approach that aims to reveal the problem under study and is expected to provide relevant and in-depth results about the object and subject of research with based on the facts. The population that is the main focus in this research is the people who live in Pesona Depok Estate Housing RT 002/RW 022 Pancoran Mas Depok, which currently has a total population of 512 people.

Sampling will be done by purposive sampling technique. In this technique, what is emphasized as a sample is a sample with certain characteristics or based on characteristics that have been considered previously (Kotler & Armstrong, 2012). Sugiyono revealed that the purposive sampling technique is a sampling technique determined by certain considerations. Notoatmodjo also argues that the purposive sampling technique is a sampling technique whose sampling is based on consideration of certain characteristics or characteristics in the population (Publisherdeepublish.com, 2021).

And to determine the number of samples of a population needed in this study, will use the Slovin formula.

$$n = \frac{512}{1 + \frac{512 \times (10\%)^2}{512}}$$

$$n = \frac{512}{1 + 5,12}$$

$$n = \frac{512}{6,12}$$

$$n = 83,6601307 \text{ rounded to } 84$$

The data collection technique in this study used a questionnaire through the Google Form platform. The scale is categorized into: SS = Strongly Agree, S = Agree, TS = Disagree, STS = Strongly Disagree.

Result and Discussion

From the overall results of Variable X (*Tokopedia* Marketplace Promotion) it shows that from a total of 84 respondents who answered, 42 people answered strongly agree (50%). So it can be concluded that people who live in Pesona Depok Estate Housing RT 002/RW 022, Pancoran Mas Depok can feel a significant influence from the promotions carried out and communicated by *Tokopedia*. This happened, because the information provided by *Tokopedia* about a promotion to consumers could be conveyed and distributed very well, clearly and packaged in an attractive manner (Prasetyo et al., 2018; Purboyo et al., 2021; Rangkuti, 2013). So that it allows consumers to have a better shopping experience and also allows consumers to clearly understand what message *Tokopedia* wants to convey through the promotions provided. And from the overall results of the Y variable (consumer spending behavior) shows that from a total of 84 respondents who answered, as many as 32 people answered agree (38%), 30 people answered strongly agree (36%). So it was concluded that people who live in Pesona Depok Estate Housing RT 002/RW 022, Pancoran Mas Depok, agree that they have experienced changes in their shopping behavior during the COVID-19 pandemic. This happens, because information about product quality and product prices offered by *Tokopedia* can be conveyed and presented well compared to offline stores, so that consumers can easily access or get clear and complete information about a product they want to buy, and also can make it easier for them to choose or buy a product at *Tokopedia* compared to offline stores. Also, they agree that the quality of the products sold on *Tokopedia* and the prices of the products provided by the sellers on *Tokopedia* are of better quality and cheaper than shopping at offline stores. So that's the reason why they move from shopping at offline stores, and prefer to shop at *Tokopedia* during the COVID-19 pandemic (Saleh & Miah Said, 2019; Saputro, 2020).

Determination Test

The Effect of *Tokopedia* Marketplace Promotion on Changes in Consumer Shopping Behavior during the COVID-19 Pandemic. Based on the above determination test using SPSS, it can be seen that the correlation between the Effects of *Tokopedia* Marketplace Promotion on Changes in Consumer Shopping Behavior during the COVID-19 Pandemic can be obtained.

- 1) Correlation Coefficient (r) = 0.781
- 2) Coefficient of Determination (r^2) = 0.610

In the table, it shows that the value (R) of the correlation coefficient which shows the strength of the relationship is 0.781, this value can state that there is a strong relationship between the promotion of the *Tokopedia* marketplace and changes in consumer shopping behavior during the COVID-19 pandemic (Setiyaningrum & Udaya, 2015; Wijaya, 2020; Yustiani & Yunanto, 2017).

The value of (R) Square is a coefficient of determination that shows how much influence the promotion of the *Tokopedia* marketplace has on changes in consumer shopping behavior during the COVID-19 pandemic. The R Square value was obtained at 0.610 (61%), which indicates that 61% changes in consumer shopping behavior during the COVID-19 pandemic can be strongly influenced by *Tokopedia* promotions.

Significance Test

The significance value of the influence of variable X on variable Y = 0.00 is smaller than the probability (significance level α) 0.05, meaning that the effect of Variable X on Variable Y is significant at $\alpha = 0.05$. Or it can be said that the Effect of *Tokopedia*'s Marketplace Promotion on Changes in Consumer Shopping Behavior during the COVID-19 Pandemic is Significant.

Conclusion

From the explanation that the author has described above, some conclusions from the results of this study are:

- 1) From the results of research on the Pesona Depok Estate Housing community RT 002/RW 022, Pancoran Mas Depok, it was found that the Effect of the *Tokopedia* Marketplace Promotion was in the Strongly Agree category by 50%, it can be concluded that the promotion of the *Tokopedia* marketplace as a medium for

shopping can provide a significant influence on respondents in conducting shopping activities at Shopee. In addition, promotions given to consumers can be well communicated and packaged in an attractive manner so that consumers can easily understand every message that *Tokopedia* wants to convey through the promotions provided.

- 2) From the results of research on the Pesona Depok Estate Housing community RT 002/RW 022, Pancoran Mas Depok, the results of Changes in Consumer Shopping Behavior are in the Agree category by 38% and strongly agree at 36%. So that the author can conclude that there is a change in consumer shopping behavior during the COVID-19 pandemic which is quite high due to the influence of the *Tokopedia* marketplace promotion. These changes include product prices, product quality, as well as decisions in buying and shopping which previously went through offline stores, moving to online shopping-based *Tokopedia*.
- 3) From the results of simple linear regression analysis, Determination Test, and significance test, the results show that there is an influence of *Tokopedia* marketplace promotion on changes in consumer shopping behavior during the COVID-19 pandemic among the people of Pesona Depok Estate Housing RT 002/RW 022, Pancoran Mas Depok.

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