

## INCREASING ONLINE SHOP APPLICATIONS DURING THE COVID-19 PANDEMIC

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### Abstract

During the current Covid-19 pandemic, people have reduced their activities outside the house, including shopping, to meet their needs. Using online stores for shopping has become an alternative solution, but the benefits, drawbacks and what is available in online store applications need to be researched so as not to cause harm to consumers. This research aims to find out and analyze the benefits of online shop applications. It is hoped that the research results will provide benefits for consumers in using online shops and for online shop owners they can become a reference for improving services. This research method is descriptive analysis of data obtained through a questionnaire with questions related to the benefits of online stores in the e-commerce marketplace. Factors in terms of delivery of goods and the quality of the products received by consumers are of concern in this research as well as suggestions for problem solving that can be carried out by online shop managers. The conclusion obtained is, to be able to help consumers shop online during the pandemic, suggestions for choosing an online shop with good delivery services and assessing the quality of goods are needed by consumers.

**Keywords:** Online shop, e-commerce marketplace, Covid-19 Pandemic

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## I. Introduction

Today's society has an instantaneous lifestyle because the majority of people have high mobility in their daily activities. This causes people to look for something practical and

instant to meet their daily needs. Likewise with the provision of various services needed to help community activities. Every product produced by the company strives to offer excellence to consumers so that they can be purchased to meet people's needs. Products that are attractive, easy to use and profitable for consumers can become products that are in demand and liked, this can lead to increased sales. By using a sales system that makes it easy for consumers to buy and good service that makes it easy for consumers, the product can make the company's profits greater. Therefore, a company's sales system is an important thing to pay attention to in a system that cannot be separated from the development of information technology. During the Covid-19 pandemic, the sales system using online digital transactions for the Indonesian people increased quite significantly. The increase in transactions during the pandemic in 2020 occurred at Shopee, one of the e-commerce sites, which recorded an increase of 130% compared to the same period last year.

The use of digital systems in various community activities has increased more rapidly during this pandemic. During this pandemic, more and more consumers are shopping to meet basic needs, such as basic necessities, and there has been an increase in purchases of sports equipment and hobbies that can be done at home. This phenomenon is certainly a business opportunity for several parties who then take advantage of it by providing or creating online stores as part of ecommerce. One type of e-commerce that is growing rapidly in Indonesia is the e-commerce marketplace. The purpose of this research is to find out and analyze the benefits of online shop applications used in e-commerce marketplace services based on user opinions, find existing shortcomings and understand the presentation of applications that support online shopping. The benefits of this research for online shopping users can be used to find ways to determine online shops that suit their needs, so that complaints about online shopping can be avoided.

## II. Research Method

This research was carried out in 2 stages, namely the data collection stage and the data analysis stage. Distribution of the questionnaire was carried out via Whatsapp group media, Telegram and email. A total of 50 respondents responded in the period from 18 May 2021 to 25 May 2021. The time for collecting data from the questionnaire was limited to one week for the reason of seeing how many users responded in a short time. Data Collection, data collection activities begin with data search activities through a survey approach. The data collection technique chosen was from a questionnaire or questionnaire using the Google Form application. A link to access the Google Form was given to respondents via group media. The questionnaire was also distributed via social media accounts, private chats and groups.

The questionnaire can only be filled out by respondents who use the online shop application. The questionnaire questions consist of the respondent's identity, regarding where they found out about the application, payment method, and the benefits that consumers perceive of the application. The questionnaire was distributed

to various online groups, but was directed at respondents who answered only to users of the Shoppe application. The selection of respondents who used this application was based on many backgrounds. Data Analysis: The collected data continues with the data processing stage obtained from the questionnaire. At this stage a diagram is produced based on the answers given by respondents who filled out the questionnaire. The data displayed in the form of a diagram will be processed into information to make it easier to analyze and make conclusions and suggestions. After the data has been converted into information, at this stage we will look more closely at the suitability of the data with the objectives of the research. This analysis is very necessary to get the best results. Because later the results of this analysis will be used as conclusions and suggestions that can be useful.

### III. Results and Discussion

From the questionnaire distributed through online groups and forums, 50 Shopee user respondents were obtained who gave answers according to the questionnaire questions. This research requires identity information from users, this is needed to see that application users are more likely to be of what age and gender. It can be seen that the age of online shop application users, more or 66%, is around 17 - 21 years old, while the least is around 50 years old. As for gender balance, that is 50% women and 50% men. From this diagram it can be stated that online shop application users tend to be young women and men. In connection with the status related to the main user activities observed in this research are Student status,

Students, Employees and the General Public. We can see that the highest user status in the online shop application, 68%, is student, while the least is employee status.

Most users know about this application from social media in the form of Instagram, Twitter and Facebook. This can be seen from the results of the survey, as many as 66% chose social media over friends or communication media such as television. From this diagram it can be stated that online shop application users tend to be young women and men who are still in college, they find out about the application through social media. An average of 90% of online shop application users use cellphones or gadgets. Meanwhile, few users use tablets to use the application. The payment methods that users use are more through m-banking and Cash on Delivery (COD) than through other methods. This can be seen from the survey results, as many as 38% chose m-banking and 30% chose COD. From this diagram it can be stated that users of online shop applications tend to be young women and men who are still in college, they find out about the application through social media from gadgets, then the payment method used is more often m-banking or COD.

Users make transactions 1 to 3 times a month. This can be seen from the results of the survey, as many as 78% of users prefer 1 to 3 times, compared to when there is a promo. Meanwhile, 30% of the 50 application users who filled out the survey more often searched for the health and beauty category. Meanwhile, the categories of food, drinks, electronic goods and several other items are less popular. From this diagram, it

can be seen that online shop application users tend to make transactions 1 - 3 times every month to buy health and beauty goods. From the data explained above, it explains the identities and profiles of 50 respondents using the Shopee application, as well as information regarding the devices used, transactions carried out and categories of goods sought.

The user profile also shows the categories of goods that the user is interested in purchasing. Next is an explanation of how the user responds when starting the Shopee application. Various user responses occur due to differences in goals for using the application. From the explanation of the advantages of the application, this study used 5 assessment scales. Respondents were asked to choose the advantages of the Shopee application, with rates of Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. Respondents agreed that the Shopee application offers more products and the Shopee application is easier to access on various devices. Respondents were neutral that the Shopee application provided more promos and discounts. Respondents did not agree that delivery via the Shopee application was faster. For more affordable product prices, the results from respondents' answers that were agree and neutral were almost equal. And finally, consumers do not agree with the quality of the products in the Shopee application

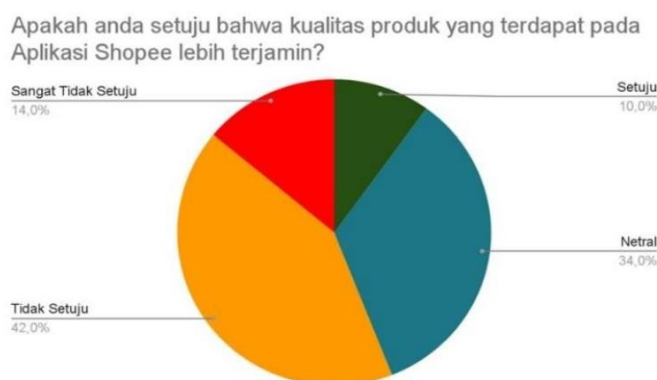


Factors in goods delivery services will be able to increase user confidence in whether or not to continue using the application, where the length of time is a concern. From there it shows the results of respondents' assessments of goods delivery via the Shopee application. There were around under 10% of respondents who stated that they agreed and strongly agreed with the fast delivery service via the Shopee application. As many as 60% of respondents said they disagreed and strongly disagreed. Apart from that, 32% of respondents said they were neutral.

From the results of the assessment given by respondents regarding the delivery of goods via Shopee, improvements need to be made. There needs to be an assessment that ensures cooperation between online stores and delivery services, so that stores deliver goods according to the date agreed with consumers. Consumers' needs to receive goods quickly is something that is taken into account in online shopping

transactions. Especially for food products that are related to health, taste and the expiry date of food, it is necessary to calculate the time according to its suitability for consumption. Consumers can use the same day delivery feature which can be a solution for goods that are needed quickly with additional costs charged by consumers.

Respondents' assessment of the quality of goods received by consumers via the Shopee application. There were 10% of respondents who agreed that the goods received were of guaranteed quality. As many as 56% of respondents stated they disagreed and strongly disagreed. Apart from that, 34% of respondents stated that they were neutral, strongly disagreed.



Apart from that, consumers can choose online stores that have star status from the star seller feature. For online stores outside the Shopee mall, consumers can search based on ratings of 4.5 and above and pay attention to reviews from other consumers. delivery service factors do not fully meet consumer desires. Regarding the quality of goods received by consumers from online stores, very few consumers agree that the products they receive are quality goods. Findings regarding consumers shopping online with the Shopee application can be used as a reference in assessing other online shop applications, because this application has the largest number of users among the e-commerce marketplaces in Indonesia.

#### IV. Conclusion

The benefits and drawbacks of online store applications have been explained. From the data collected and analysis of assessments of online shop application users on Shopee, it can be concluded as follows. The delivery service factor does not fully meet consumer desires. Regarding the quality of goods received by consumers from online stores, very few consumers agree that the products they receive are quality goods. Findings regarding consumers shopping online with the Shopee application can be used as a reference in assessing other online shop applications, because this application has the largest number of users among the e-commerce marketplaces in Indonesia.

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