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# BUSINESS ACTIVITY ONLINE (E-COMMERCE) AS A PANDEMIC ERA ALTERNATIVE

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## ABSTRAK

Saat ini, masyarakat Indonesia menggunakan internet secara ekstensif. Teknologi informasi dan internet digunakan hampir di setiap aktivitas. Oleh karena itu, tidak mengherankan jika masyarakat kini memiliki keinginan yang kuat terhadap internet. E-commerce, atau bisnis yang mengandalkan internet sebagai platform utama, juga berkembang sebagai akibat dari perkembangan ini. Tujuan penelitian ini untuk mengetahui proses pembelian, penjualan, transfer, atau pertukaran barang, jasa, atau informasi melalui jaringan komputer dikenal sebagai e-commerce. E-commerce memudahkan perusahaan untuk menjangkau pelanggan dan mengembangkan operasi mereka. Selain itu, ketersediaan transaksi daring memodernisasi proses transaksi tradisional. Berdasarkan fenomena dan kemajuan dalam teori sistem informasi yang mendasarinya, artikel ini mencoba mengkaji dan mendeskripsikan berbagai jenis perusahaan e-commerce yang ada selama pandemi. Keuntungan belanja daring antara lain menghemat waktu dalam memilih barang, menawarkan lebih banyak variasi motif dan gaya, serta harga yang lebih terjangkau dibandingkan di toko fisik atau mal. Pengguna layanan belanja daring dapat dengan mudah melihat pilihan produk dan harga yang ingin dibeli. Keuntungan belanja daring adalah prosesnya dapat dilakukan dengan mudah hanya dengan membuka situs web e-commerce yang terhubung dengan internet.

**Kata kunci :** E-commerce, Online shop, Society.

## ABSTRACT

*At the moment, Indonesians use the internet extensively. Information technology and the internet are used in almost every activity. Therefore, it should come as no surprise that society now has a strong desire for the internet. E-commerce, or empowered businesses that rely on the internet as their main platform, have also developed as a result of this development. The aim of this research is to find out The process of purchasing, selling, transferring, or exchanging goods, services, or information over a computer network is known as e-commerce. E-commerce makes it easier for companies to reach customers and grow their operations. Additionally, the availability of online transactions is modernizing traditional transaction processes. Based on the phenomenon and advancements in the underlying information systems theory, this article attempts to examine and describe the different kinds of e-commerce enterprises that existed throughout the epidemic. The advantages of online shopping include saving time choosing items, offering a wider variety of motifs and styles, and lower prices compared to stores or malls. Users of online shopping services can easily view the selection of products and prices they wish to purchase. The advantage of online shopping is that the process can be easily completed by simply opening an e-commerce website with an internet connection.*

**Keywords:** E-commerce, Online shop, Society..

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## Introduction

Over the past 20 years, the intersection of consumer behavior and interactive marketing has received a steady stream of conceptual and empirical attention (Darley et al., 2010; Limbus et al., 2012). In their review of the marketing literature, Pomirleanu et al. (2013)

found that 26 percent of all Internet marketing articles from 1993–2012 focused on the application of consumer behavior theory and practice. The authors noted that social networks, arguably the topic of consumer behavior, comprised 12 percent of the articles and 17 percent since 2005. In response to the growth of Internet marketing research in consumer behavior and social media, this special issue of the Journal of Interactive Marketing Research offers research that provides insight into how psychological and social network theory contribute to our understanding of effective Web sites. As part of the review, the findings provide academics and practitioners with a historical perspective on how Internet research related to consumer behavior has evolved over time, and, importantly, given the theme of this special issue, offer opportunities for future research needed to help understand effective Web site design. Psychological and social network theory offers considerable promise for enhancing our understanding of Internet marketing along a number of dimensions. First, the Internet is a medium through which consumers interact, communicate, and respond (Cho and Khang, 2006).

Psychological and social network theory thus provides an important framework for linking internal and social decision-making processes (Bagozzi and Dholakia, 2002). Second, as a multi-channel platform, the Internet is complex and requires an understanding of consumers' existing attitudes, beliefs, and social interactions that are embodied and then transferred from in-store to their online experiences (Badrinarayanan et al., 2012). Third, because many shopping experiences are affect-based, the Internet is a combination of visual, individual, and interpersonal stimuli (Sayam et al., 2010).

Finally, the Internet is increasingly becoming a social medium where consumers seek and share information with others (Schultz and Peltier, 2013). Understanding how word-of-mouth influences, and is influenced by, consumers' cognitive tendencies, attitudes, and behaviors is thus key to forming and maintaining strong customer relationships (El-Gohary, 2010; Kim and Song, 2010).

The Internet offers the opportunity to sell daily necessities directly to customers in the consumer market or consumers in the industrial market. Direct selling of goods and services via the Internet is called 'electronic commerce'. According to Laudon and Laudon (2009), electronic commerce (e-commerce) is the process of buying and selling products electronically by consumers and from company to company, using computers as intermediaries for business transactions. E-commerce is useful in reducing administrative costs and business process cycle times, and improving relationships with both business partners and customers (Charles, 1998).

There are several reasons why companies run their businesses using e-commerce facilities, namely:

1. Can reach audiences worldwide.
2. Can conduct interactive communication at efficient costs.
3. Can reach certain consumer targets.

4. It is easier to convey changes in information such as price changes or other information.
5. Improve customer service because access is available 24 hours a day, seven days a week.
6. Get immediate feedback from consumers.
7. It is an alternative distribution channel.
8. Provides cost-effective and efficient brand information dissemination

Furthermore, e-commerce means paperless transactions where innovations such as electronic data interchange, electronic mail, electronic bulletin boards, electronic funds transfer and other network-based technologies are applied based on networks. Generally, e-commerce is a new commercial strategy leading to increased product and service quality and improvements in the level of service provision while linking the requirements of organizations, suppliers, and consumers towards reducing costs (Shaw, 2012). E-commerce is a new approach to business both electronically and using networks and the Internet. In this way the process of buying and selling or exchanging products, services and information through computers conducts communication and networks including the Internet (Turban et al., 2006).

### **Theoretical Review**

Mass media and the masses have given rise to a new era where old forms of production and consumption have given way to new forms of communication. Media is a means of disseminating information. Mass media has become an integral part of human life. This development in mass media indicates that consumer behavior is inseparable from current technological developments. Mass media has become an integral part of human life, serving not only as a disseminator of information but also as a source of entertainment.

### **E-Commerce**

E-commerce is defined as the process of buying, selling, transferring, or exchanging products, services, or information through computer networks via the Internet (Kozinets et al., 2010). By taking traditional forms of business processes and utilizing social networks through the Internet, business strategies can be successful if implemented correctly, ultimately resulting in increased customer base, brand awareness, and revenue. Customer purchasing decisions are influenced by perceptions, motivations, learning, attitudes, and beliefs. Perceptions are reflected in how customers select, organize, and interpret information to form knowledge. Motivation reflects customers' desire to fulfill their own needs.

According to Hoffman and Fodor (2010), e-commerce can run well if it is implemented based on the 4C principles: connection, creation, consumption, and control. These principles can motivate consumers, leading to a company's return on investment (ROI), which is measured by active participation such as consumer feedback or reviews, and sharing or recommendations with other users.

As mentioned above, current technology allows us to conduct any marketing activity with the help of the internet. Therefore, the world recognizes a new concept of business activity, namely online. One of the advantages of using internet resources to connect with customers is the rapid transfer of data and information between the people involved (Kozinets et al., 2010). The six dimensions of information system success according to DeLone and McLean (2004) that can also be applied to the e-commerce environment are as follows:

1. System Quality in the Internet environment, the characteristics of e-commerce systems can be measured according to usability, availability, reliability, adaptability, and response time (e.g., data download and processing time).
2. Information quality in addressing e-commerce content issues. The content network must be personalized, complete, relevant, easy to understand, and secure if potential buyers or suppliers initiate transactions over the internet.
3. Quality of service. Overall support delivered by the service provider, regardless of whether that support is delivered by the information systems department or a new organizational unit or perhaps outsourced to an internet service provider.
4. Usage. Measured by visits to the website and navigation within the site for information searches and transactions.
5. User Satisfaction. This is an important way to measure customer satisfaction in an e-commerce system and should encompass the entire customer experience throughout the purchase cycle, from payment to receiving the product or service.
6. Benefits. This is also important, as it is crucial to capture the balance of positive and negative impacts of e-commerce on customers, suppliers, employees, organizations, markets, industries, economies, and even society as a whole.

E-commerce was developed to make traditional businesses more efficient, easier, and faster. The concept of e-commerce originated in EDI (Electronic Data Interchange), which allows companies to conduct business without paper copies and manual processes. Due to the unique nature of e-commerce, its development has always been dependent on technological and legal developments. The first significant advances in e-commerce occurred in the early 1990s when the United States lifted its ban on commercial internet use. In 1995, IBM was the first company to actively promote e-commerce solutions and also attracted interest from researchers. Amazon's success sparked a global e-commerce boom in 1999.

### **Phenomenology (Alfred Schutz)**

Schutz's thinking states that phenomenology means the study of the ways in which phenomena we are aware of appear to us, and the most fundamental way of emergence is as a continuous stream of sensory experiences received through our five senses. Schutz focuses his attention on the structure of consciousness necessary for taking action. Motivation for action for Schutz can be described as we cannot absolutely understand the motivations of others in everyday life; motivation only provides opportunities for understanding others.

Subjective understanding of actions influences social interactions between individuals. Information technology, under the influence of globalization, has experienced extremely rapid progress. Information technology is defined as a technology that functions to produce, store, and disseminate information in various forms of media. Increasingly advanced technological developments have made the internet a medium not only for communication but also for shopping. The motive that becomes the goal clearly refers to a state in the future that actors desire to achieve through their actions.

### **Consumer Behavior**

Understanding consumer behavior is crucial in marketing. According to Engel (1994), consumer behavior is an action directly involved in obtaining, consuming, and disposing of products and services, including decisions preceding and following these actions. There are two important elements of consumer behavior, namely (1) the decision-making process, (2) physical activities involving individuals in assessing and obtaining goods and services. According to Kotler and Armstrong (2001), there are several factors that influence consumer behavior, including psychological factors. These psychological factors include (1) motivation, which is a need that is sufficiently stimulated to make someone seek satisfaction of their needs, (2) perception, which is the process by which someone selects, organizes, and interprets information to form a meaningful picture of the world, (3) learning, which is a change in individual behavior that arises from experience, (4) belief, which is a person's descriptive thinking about something and a relatively consistent attitude towards an object or idea. Consumer behavior towards goods and services will be influenced by several factors, including consumer tastes, income, and the price of goods when other conditions remain unchanged. This consumer theory is based on the theory of consumer behavior which explains that a person with the income earned can purchase various goods and services to achieve certain satisfaction according to what he expects. Lifestyle is very important in determining a person's choice of goods consumed. This lifestyle is determined by factors such as emotions, personality, motivation, perception, learning, marketing activities, culture, values, demographics, social status and groups. Consumptive behavior is a lifestyle or pattern of life that is controlled by the desire to buy goods that are not or less needed, always feeling dissatisfied, wasteful and excessive lifestyle in buying something to fulfill the desire for worldly pleasures.

### **Method**

This study employed qualitative research methods, which aim to understand the phenomena experienced by the research subjects, such as behavior, actions, and motivations. Furthermore, it was used to generate in-depth data and obtain a comprehensive picture, particularly of e-commerce behavior.

Qualitative research, from another definition, utilizes open-ended interviews to examine and understand the attitudes, views, feelings, and behaviors of individuals or groups. Data collection techniques in this study utilize two methods: primary and secondary data. The first involves primary data collection through in-depth interviews and observation, which

involves directly observing situations, events, and sequences of events to determine e-commerce usage behavior. Secondary sources, or data sources that indirectly provide data to researchers, are taken from related articles.

Data analysis is the process of organizing and organizing data into patterns, categories, and units of description. The first stage of data analysis involves digesting all sources using a phenomenological approach, namely by conducting direct observations in the field to understand the phenomena that exist and occur with observable individual behaviors of respondents. Then, observations are made of the growth, changes, and processes of action within a society, how they are created and maintained in their lives. The next step is data reduction, which involves summarizing the results of observations and interviews that are considered important. The final step in data analysis is checking the validity of the data using the triangulation method.

## **Results**

### **Mass media**

Mass media has evolved and become an integral part of humanity. It can influence consumption patterns and lifestyles across society. Mass media positions itself as a dominant capitalist interest, given that it is a capitalist production machine that, whether it wants to or not, generates profits.

Those who frequently visit the internet understand the crucial role of mass media as a means of advertising products sold in online shops. People are internet users who are familiar with this technology almost every day. Various methods have been developed to access the internet via computers and mobile phones. Online shops have grown rapidly due to mass media as a means of advertising and disseminating information about the products being sold. The internet, in particular, has played a crucial role as a technological facility that has now become a necessity for some people.

### **Online shop**

According to(Sari, 2015) argues that online shopping, or online shopping via the internet, is the process of purchasing goods or services from those who sell via the internet. Or online buying and selling services without having to meet the seller or buyer face to face. Online shopping is an interesting topic to study these days, given the changes and developments in the increasingly advanced era of globalization. Online shopping has spread to various groups. Everyone from adults to children can now shop online. This shift in online shopping behavior is evident in the growing number of online shops offering a wide variety of needs at lower prices than in stores or malls. Online shopping is a self-initiated action. The desire for an item accessible online triggers a decision about what action to take.

### **Online Shopping as an Alternative Shopping**

Rosemary Nickerson (2020). Technology is the totality of means to provide the goods necessary for human survival and comfort. The advancement of technology has made the internet

a medium not only for communication but also for shopping. By engaging with this phenomenon, people interact with each other. People's decisions to shop online are driven by internal factors, both within themselves and others. Social networks can also influence people's needs in their daily lives. Online shopping offers benefits to consumers, including convenience. This convenience means that potential buyers can order products without time constraints and from anywhere. Consumers no longer need to go to a store or shopping center to find what they want.

For the public as consumers, they can also obtain more information about products such as price, quality, performance, and availability of goods (ready or sold out). By simply looking at the goods, consumers have more opportunity to reconsider their decision to buy because in online shops, consumers do not deal directly with the seller so there is no coercion or persuasion from the seller.

### **Motives for online shopping**

Regarding the author's issue of e-commerce online business behavior as an alternative during the pandemic, by observing and understanding a person's actions, they can begin to shape their behavior. Online shopping is an action people undertake that arises from within themselves. The desire for an item accessible online triggers a decision about what action to take.

According to Schutz, the motivation for an action can be described as the inability to fully understand others' motivations in everyday life; motivation only provides an opportunity for understanding. Many factors underlie people's decisions to shop online. This is supported by the increasing ease of accessing the internet as a means of online shopping.

One factor influencing consumers to prefer online shopping is the time savings. People with busy schedules or those who don't have much time to go to stores or shopping centers will undoubtedly prefer alternative shopping options that make it easier for them to find the items they need or want.

For online users, the public no longer needs to spend money on transportation and time visiting individual stores to find their desired items. Simply by opening their mobile phones, connecting to the internet, and visiting the desired website, they can find the items they are looking for and then purchase them. If the item matches their criteria, the buyer simply pays the amount specified by the seller. The emergence of online shops has made it very easy for people to obtain goods or information from online stores. The goods sold are indeed more varied. In fact, it's not uncommon for consumers to find items they don't actually need but actually have benefits. A wide variety of household goods, electronics, and much more are available. Online shopping offers a variety of the latest models and more attractive colors. Online shops offer a variety of very attractive benefits for the public, most of which offer significantly lower prices. Relatively lower prices certainly attract people as online shop users.

### **Consumer Behavior**

The public is one of the consumers who utilize online shopping services. It's not without reason that people prefer to shop online. They don't realize that their consumption patterns are shaped by the producers who currently play a crucial role in the growth of online shopping.

## **Conclusion**

Changes in online shopping have shifted social values, which were previously based on verbal communication in the market. Instead, online shopping involves online transactions, eliminating the need for face-to-face interaction. This shift in online shopping behavior can be seen in the growing number of online shops offering a wide variety of products at lower prices than those offered in stores or malls. The advantages of online shopping include saving time choosing items, offering a wider variety of motifs and styles, and lower prices compared to stores or malls. Users of online shopping services can easily view the selection of products and prices they wish to purchase. The advantage of online shopping is that the process can be easily completed by simply opening an e-commerce website with an internet connection.

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