

## Trends Of Online Vegetable Shopping Decisions In Bale Hydroponics In The Covid-19 Pandemic Era

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### ABSTRACT

*This study aims to 1) Knowing the current trend of online vegetable shopping 2) Knowing consumer decision making in online shopping. The location selection was carried out purposively by considering that Bale Hydroponics is an organic vegetable marketing business that markets organic vegetables online. This study uses a qualitative method. The observed variables are factors that influence consumer decisions in making online purchases, namely lifestyle, product quality, price and ease of payment/transaction. The results showed that six factors that influence consumer decisions in online shopping at Bale Hidroponik are lifestyle, quality availability information, relatively affordable prices, ease of payment/transaction, easy access, attractive promotions, quality service and delivery time.*

*Keywords: Entrepreneurship, online business, price, ease of payment/transaction, Hydroponic Bale*

### 1. Preliminary

One of the businesses that continues to grow during the current Covid-19 pandemic is a business in the food sector that is managed online, one of which is the online sale of organic vegetables which continues to experience a significant increase, this is influenced by the policy of Large-Scale Social Restrictions. PSBB) and calls from the government to stay at home have made some consumers fulfill their daily needs such as food through online stores and online websites that provide organic vegetable products. The demand for organic vegetables has increased dramatically by five times, data released by the Central Statistics Agency (BPS) in April 2020 noted that online vegetable shopping increased by 480% from January 2020, this departs from the spending patterns of the Indonesian people which have shifted over the past few years. pandemic and also after the implementation of large-scale social restrictions (PSBB). (Chrysanthini, Sumarwan, dan Rifin 2018).

The spread of the Covid-19 pandemic in Indonesia has had a profound impact on the community, especially in terms of shopping. Previously, consumers chose to spend the budget by making direct transactions by visiting shopping centers, now consumers tend to start switching to using online media to do shopping in meeting their daily consumption food needs. This condition makes lifestyle changes, especially in living social life and moving the economy, now people tend to rely more on digital technology to still be able to live life both socially and economically in the midst of physical distancing policies. The outbreak of the Covid-19 pandemic has made the organic food

product market experience a shift in demand from business to business (*Shifting demand from business to business*). (Noviani et al. 2016).

Purchasing decision is a decision-making process where consumers will make purchases that combine knowledge to choose more than two alternative options, where this consists of several stages, namely problem recognition, information seeking, alternative evaluation, purchase decisions and post-purchase behavior. (Fardiah, Nuryani, dan Abdurrahman 2019). Purchasing decisions are influenced by lifestyle which is a picture of a person's behavior, pattern or way of life which is shown by how a person's pattern is in managing his time and money.

With the ease of payment/transaction processes that are felt directly by consumers, online shopping is very in demand and is also considered very effective and efficient so that online shopping is one of the choices during the current Covid-19 pandemic in meeting their daily food needs. online media because to maintain a safe and comfortable distance between sellers and buyers. The demand for organic vegetables has continued to increase since the outbreak of the Covid-19 pandemic that occurred in March to November 2020, this certainly provides benefits for the food sector which is managed directly by the Bale Hydroponics business using online media, where in this study the researchers found factors that influence purchasing decisions, including easy access, attractive promotions, quality service and also delivery time

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Based on the background that has been stated previously, the formulation of the problem is as follows:

1. How is the trends of online vegetable shopping today?
2. What are the stages of making online shopping decisions today?

## 2. Literature Review

Online Shopping According to (Nurhayati 2017) online shopping is a phenomenon and activity where online shopping involves business to consumer (Business to consumer). Where online shopping is a purchase that is retail in nature, which means that products or goods are purchased only to meet the needs of consumers themselves. Online shopping itself is a market that provides various products or goods in which there are various types of products or goods so that consumers get the benefit of being free to choose the products or goods they will buy, this allows consumers to access more than one application or item at a time. which is very effective and efficient. The benefits that can be felt directly, consumers don't need to spend too much, just by sitting and accessing the internet and turning on the cellphone/computer the consumer has got the product or item he wants, by waiting for 3-4 days the goods have arrived by themselves using the service shipping agents such as JNE, JNT and others, consumers have gotten the desired goods to meet their needs.

Online Shopping Trends Advances in communication and information technology that are increasingly rapid and fast have changed people's habits from meeting their daily needs, with the emergence of increasingly sophisticated technology, consumers do not have to meet in person to process payments/transactions, only by using the facilities provided. already available such as the BRI Mobile Banking application, OVO, Go-Pay, and Electronic Money (e-Money), consumers have enjoyed and felt the convenience of banking services. Data from Bank Indonesia (BI) noted that online shopping continues to increase from year to year with a gross transaction value (Gross Merchandise Value/GMV in Indonesia reaching US\$ 26 billion or around Rp. 378.3 trillion. This is influenced by the convenience of of the payment process so that it will affect consumer spending interest, and this increase is also due to the rising trend of spending among young people (Simamora dan Fatira AK. 2019).

Purchase Decision Purchase decision is a choice/alternative more than two in taking an action to purchase a product or goods. In the decision-making process, consumers will perform stages where consumers will seek information in advance about the product or item to be purchased, so that it will be easier to make further purchases that are routine. (Harahap, 2015).

According to (Maharani 2015) there are five stages in the buying decision-making process as follows.

- a. Problem Recognition: Problem recognition is an early stage where before making the

purchase process, consumers will first know the needs, so that it will be easier for consumers to make further purchases.

- b. Information Search: Information search is very important before making the purchase process, where information search includes about the product or item to be purchased. The more consumers need for these products, the more active consumers are to conduct searches related to the desired product/goods.
- c. Alternative Evaluation: After doing the two stages at the beginning, the consumer will then carry out an alternative evaluation stage where consumers will use the information to take action on purchasing decisions.
- d. Purchase Decision: Purchase decision is the stage where consumers will actually make the process of buying the desired product or item.
- e. Post-Purchase Behavior: After getting the desired product or item, the consumer will get a level of satisfaction or dissatisfaction with the product/item. If the consumer gets a level of satisfaction, the consumer will make the next purchase process. On the other hand, if the consumer does not get dissatisfied, the consumer will not make the next purchase process.

## 3. Research Methods

This study uses a qualitative method with a descriptive design. Qualitative research is research that uses descriptive data Sugiyono (2009:21) which is intended to describe existing phenomena that take place at this time or in the past. In this case, the researcher directly conducts the interview process to the participants by asking questions based on the interview guide that has been made by the researcher. The information conveyed by the participants is in the form of words which are then collected and analyzed. The results of the analysis can be in the form of descriptive data and the data is interpreted to capture deep meaning so that researchers can understand the participants in answering questions in the form of interviews.

Meanwhile, the unit of observation in this study was selected purposively, which means that the data source or informant was selected through certain considerations so that it is expected to be able to answer the problems in the research. Thus, the unit of observation in this study is the buyer/consumer who has purchased organic vegetables online at the Bale Hydroponics business which is selected based on 3 criteria, namely consumers who shop online, have subscribed for 1 year, buy organic vegetables in large quantities. as much as 5-200 kg / month. The unit of analysis is a single unit of data that has been collected during the analysis phase. According to Hamidi (2005) ) the unit of analysis is a variable that will be studied carefully to get an explanation of the whole unit and to explain the differences between the units of analysis. The unit of analysis in this study is the current trend of online vegetable shopping, consumer decision-making stages in online shopping.

The key informant in this study is the owner of the Hydroponic Bale business who will describe and explain the behavior or actions of buyers/consumers in making online shopping decision-making processes that are considered to have information and can be trusted to provide information or strengthen information from participants so that it will be easy to draw conclusions.

The source of data in this study is primary data. Primary data is data obtained directly from the original source in the form of direct interviews with participants. In order to obtain completeness of data and appropriate information at the research focus, data collection can be done by the following methods:

The techniques in this study used as follows:

1. Interviews were conducted to obtain information from informants through face-to-face conversations between researchers and informants. The interview process is carried out using a guide that has been prepared by the researcher so that the interview process can be more focused and in accordance with the objectives to be studied. The data collection technique used in the study used structured interviews.
2. Conducting video calls via WhatsApp with participants in order to obtain data in this research, this is done virtually due to the Covid-19 pandemic condition which continues to increase, with this the interview process is carried out by directly connecting via WhatsApp by directly recording the conversation between the researcher and the resource person.
3. Documentation is a data collection technique using written media in the form of recording the results obtained from participants and taking the results in the form of photos or images related to participants (buyers/consumers) when shopping online.

Data analysis is a process in which systematically compiles and searches for information obtained from the results of the interview process, in the form of a result from field notes and documentation and grouping data into categories, describing them into units, compiling into patterns and choosing which ones are important to study, and make a conclusion so that it will be easily understood by yourself and others.

The model in the data analysis technique of this study follows the concept of the line of thought from Miles and Huberman (1992), which says that the activities in a qualitative data analysis are carried out directly or orally in a continuous manner at each stage until the end of the study. The following are the steps in data analysis techniques teknik.

1. Data reduction is a process where there is a simplification of the selection process and abstracting rough data, which is contained in a written record in the field. Where the researcher after getting the data, the data must be studied first by choosing data that is really accurate so that it will make it easier to transform the data needed in this study.
2. Presentation of data is a collection of data that has been adjusted and compiled to make it

easier for researchers to master the data that has been done by the clarification process so that researchers will find it easy to find a set of data.

3. Drawing conclusions is needed for a study, this is to test the truth of the data, the suitability of the data, and the robustness of the data that has been verified so that a clear conclusion will be drawn regarding the truth and its usefulness

#### 4. Results and Discussion

The online vegetable shopping trend does not always have a negative impact on business activities, there are several business sectors that have benefited, such as selling organic vegetables. Aditya Yoga Sustika, S.P. as the owner of Bale Hydroponics confirmed that the demand for organic vegetables in Bale has increased since the Covid-19 pandemic. This was felt directly, where initially before the Covid-19 pandemic the demand for organic vegetables was relatively stable, ranging from 200-300 vegetables ordered by consumers in a month, but since the Covid-19 pandemic, currently the demand for vegetables exceeds the vegetables that should be provided for consumption. consumers (emi users) which were initially 300 kg per month, now increasing to 500 kg per month, as stated by the following key informant:

*"Yes, it's true that before the pandemic, the demand for our organic vegetables was relatively more stable, which usually per month we only provided 200-300 kg, but since the pandemic, the demand for our organic vegetables (Bale) has increased, even per day, there are a lot of consumers. order via whatsapp, so it's true that the demand for organic vegetables in Bale has increased"(K1-B-BO-5).*

This is in line with Chrysanthini (2018) theory which says that during the current Covid-19 pandemic, the demand for organic vegetables has increased by 5 (five) times for organic vegetables. This is due to an increase in the need for food ingredients and this also departs from the spending patterns of the Indonesian people which experienced a shift during the pandemic and also after the implementation of large-scale social restrictions (PSBB)

According to (Taufik, Ayuningtyas and Kusumah, 2020) who said that in the sales business (e-commerce) the trend of using e-commerce by business actors and their interactions with suppliers (suppliers) found a more ready momentum for business actors who had existed earlier in the business. the use of marketplaces and new momentum for business people who are new to e-commerce. In the case of micro sales, such as selling vegetables online, at a time of concern about the Covid-19 pandemic, it has actually increased which has an impact on the number of visits and orders from consumers. On the consumer side, the trend of online shopping is increasing accompanied by the use of a wide selection of applications offered by marketplace platform vendors and other online shopping sites. Some of the marketplaces such as

Bukalapak, Blibli, Lazada, Shoppe and Tokopedia. The same thing was conveyed by Arintyas who said that online shopping is an option during the current pandemic, this is of course to maintain direct contact between buyers and sellers. Online shopping is an alternative choice when you can't leave the house because of government policies to always stay at home.

*"If I shop online, I usually do it twice a month, depending on if the needs, especially the stock vegetables at home, are running out, I immediately order online, and the order is quite a lot, so I can be careful if I can't leave the house, especially in the future. Covid-19 like this makes people afraid to go to the market, so to reduce direct contact with sellers and crowds, the alternative is to meet the needs of food, especially vegetables, prefer to buy online."*(P1-B-BO-4).

*"In the era of Covid-19, which was an increasing trend at that time, when I met the needs of food ingredients, especially vegetables, I ordered directly online, I was actually afraid but at least I could reduce the term. In the new normal, like today, online shopping is still frequent, even just yesterday I was shopping for organic vegetables such as lettuce and mustard greens at Bale, so for my needs, especially vegetables, I still shop online."*(P1-B-BO-7).

This was also expressed by Wiyono who said that during the current pandemic, in meeting daily needs such as vegetables, online shopping is an option because it is considered effective and safe in the current new normal, so this makes online shopping much in demand by many people. Some consumers in the last month. Not infrequently the demand for organic vegetable food has surged in demand, this has made online shopping websites visited by many consumers.

*"If I shop online quite often, even in a month it can be said as much as 1-2 times a month, so if I shop online often, bro, especially if the vegetables at home are running out, I usually contact Ms. Maria via WhatsApp, usually it's like that."*(P2-C-BO-6).

*"Before the pandemic I usually shopped directly at the mas market, but when there was a pandemic I decided to shop online, especially for food needs, for example for vegetables, now I usually order directly from Bale and that's a lot of messages, so it's safe for a month's needs sir."* (P2-C-BO-8).

The increase in online shopping continues to increase, this cannot be separated from the Covid-19 pandemic that occurred in Indonesia, making online shopping a very effective option. The need for food ingredients such as vegetables is very much needed by consumers so that organic vegetable products are invaded by some consumers. This is in line with Simamora dan Fatira (2019) who said that during the current Covid-19 pandemic, online shopping was visited by many consumers, especially in meeting food needs.

The purchase decision is one way to determine an action in making a decision, in which there are several stages before the decision is taken. Consumers first carry out the initial stages, namely the process where consumers need to take the time to make routine decisions. This was expressed as a key informant who said that before consumers make a purchase, of course, consumers will seek information, especially about what types of vegetables Bale Hydroponics market online and then when they get information about the types of vegetables, consumers will try to find out the price per kg of vegetables.

*"Yes, usually consumers will find out information related to the types of vegetables that we market, because really a lot of 50 variants of organic vegetable, so if consumers have received information about the types of vegetables, they usually immediately ask the price per kg. how much is usually like that "*(K1-B-TKK-15)

According to (Maharani 2015) there are five stages in the buying decision-making process:

a. Problem Recognition: Problem recognition is an early stage where before making the purchase process, consumers will first know the needs, so that it will be easier for consumers to make further purchases. This was conveyed by Jeklin who said that the identification of problems is important when they want to make the purchase process, in this case when the problem of food needs are needed in the near future, it will certainly be easier to make purchases based on the needs desired by the consumer

Wiyono also stated that problem recognition is very important in determining purchases, so that when the problem of needs is known, it will certainly make it easier for consumers themselves.

*"Yes, usually if I want to make a purchase based on need as well, so if the problem is already known, for example, if the problem of food needs is during the current pandemic, you already know that food needs are the main needs so we will also easily determine which purchases are usually rich."* (P2-C-TKK-17)

(Adilah dan Maryati, 2020) who said that problem recognition is part of one of the early stages where before consumers make a product purchase, consumers will first recognize and find a problem based on the needs and desires of the consumer.

b. Information Search: Information search is very important before making the purchase process, where information search includes about the product or item to be purchased. So if the need is really needed, the consumer will be more active in conducting searches related to the desired product/goods

*"Iya Yes, usually before making a purchase I find out first through Bale's Instagram, now from there I will know usually I also immediately find out via WhatsApp, now I usually directly connect with Bale's admin, it*

*will make it easier for me to get wider and more information. like that" (P1-C-TKK-18)*

Wiyono also stated that finding information is very important before making a purchase, this is of course to make it easier for consumers themselves, by getting more information, of course, it will add information related to the product or item to be purchased.

*"Before making a purchase, I usually first follow their social media such as Instagram, so from there I will get more information, usually rich, so when I know what they are selling, it will be easier for me to decide whether to make a purchase in a business. are they or not usually rich" (P1-B-TKK-19)*

This was also directly conveyed by the owner of Bale Hydroponics who said that some consumers before buying vegetables online at Bale's business, the first thing consumers did was by looking for information through Instagram, Facebook and also through communication media such as WhatsApp from there consumers would know the types of vegetables. what Bale Hydroponics sells to consumers both online and offline.

*"Usually, if I want to make a purchase, it's based on need, so at first I have to know what the main problem is. For example, if the context is vegetables, then the need for food ingredients such as vegetables is definitely needed, especially during a pandemic like the current one, usually rich like that (P1-B-TKK-16)*

*"Yes, it's true that consumers usually follow Bale's Instagram first, so from there, consumers will immediately know about what types of organic vegetables we market because there are really 50 variants of the types of vegetables that we market. But there are also consumers who directly ask via whatsapp but usually consumers prefer to find information through posts on Bale's Instagram."K1-B-TKK-20)*

(Sutarni, 2019) which says that before making a purchase of products or goods, consumers will first seek information about the products or goods to be purchased, this will certainly make it easier for consumers to recognize the quality and shape of the product, when consumers have found reliable information, consumers will consider make an online purchase on the business.

c. Alternative Evaluation: After doing the two stages at the beginning, the consumer will then carry out an alternative evaluation stage where consumers will use the information to take action on purchasing decisions. This was immediately expressed by Jeklin who said that evaluation is part of the purchase stage before actually deciding, when an evaluation has been carried out, of course it will be easier to determine a purchase.

*"Yes, usually before making a purchase online, usually the information that has been*

*obtained must be evaluated first so that when I get really a lot of information it will be easier for me to decide whether to buy usually rich like that anyway."(P1-B-TKK-21)*

This was also conveyed by Wiyono who said that before making the purchase process, first evaluate the existing information so that it will be easier to determine the next purchase.

*"Usually I also look for information, so when the information is considered new enough, I can take action whether to decide to make a purchase or not, usually it's like that, bro.." (P2-C-TKK-22)*

(Suhartini, 2019) who said that conducting an evaluation related to the information that has been obtained is very important because the information is used to decide the purchase stage, so it must be really accurate so that the information can be used if you want to make the next purchase process.

d. Purchase Decision: Purchase decision is the stage where consumers will actually make the process of buying the desired product or item. This was immediately conveyed by Jeklin who said that when he had received enough information, he could make a decision to make a purchase.

*"Yes, that's right, if it's information related to prices, I think it's enough that I can take action decisions to make a purchase, usually it's like that."P1-B-TKK-23).*

Wiyono conveyed the same thing that when you get information related to prices, it will be easier to decide on a purchase.

*"The cost is to make a purchase right away, so if you get information related to the price, it will be easier to decide on a purchase like that, bro."(P2-C-TKK-24)*

This is in line with (Maharani, 2015) ) which says that the purchase decision is the stage where consumers actually take action by purchasing a product based on their needs.

e. Post-Purchase Behavior: After getting the desired product or item, the consumer will get a level of satisfaction or dissatisfaction with the product/item. This was directly conveyed by Jeklin who said that when you get the desired product, there will be a sense of satisfaction from the consumer itself and this will also affect the next purchase.

*"Iya Yes, it's true that the sense of satisfaction depends on the product that comes, when the product arrives but it doesn't match what you want, it will actually affect the purchase later, usually like that which I often experience when ordering products online.." (P1-C-TKK-25)*

The same thing was also conveyed by Wiyono who said that consumer satisfaction will depend on the product that comes, when the product that comes is not as desired, of course it will affect consumer satisfaction itself, but if the product comes as desired, the consumer will certainly feel happy. and satisfied.

"Yes, that's right, as long as I order the product online, there are half that don't match, so that's going to be a problem when I want to make the next purchase, but if the product matches what the consumer wants, the consumer will definitely feel satisfied, usually like that."(P2-B-TKK-26)

## 5. Conclusion

1. The trend of online shopping during the current Covid-19 pandemic continues to increase, this is due to the need for food ingredients so that in meeting the daily needs of consumers choosing to shop online, this is also influenced by policies from the government that implement health protocols. where people are asked not to go out of the house to reduce the spread of Covid-19
2. The stages of consumer decision making are (1) the introduction of the problem where consumers must know their needs first so that it is easy to determine the next purchase. (2) The search for consumer information will seek information about the product purchased, the higher the consumer's need for the product, the more active the search for the product. (3) evaluation of alternative consumers will evaluate the product so that it is used to make decisions. (4) consumer purchasing decisions already know clear information about the product so that consumers are ready to make purchasing decisions. (5) post-purchase behavior after making a purchase in this stage the consumer will evaluate the product that has been purchased.

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