

CONSUMER PREFERENCES TOWARDS ONLINE SHOPPING DURING THE PANDEMIC IN AN ISLAMIC PERSPECTIVE

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ABSTRACT

During the covid-19 period, online shopping is also an effort to break the chain of transmission of Covid-19 in Indonesia. Then, create a more varied online store ecosystem according to the needs of the community. Through the internet, consumers will find it easier to find references. As a media that is often visited, social media can be one of the consumer references. Some social media provide information on what products consumers will buy. However, with this convenience, online shopping is more driven by the mere desire factor without paying attention to the need for the goods to be purchased. In addition, there are attractive advertisements, the products offered are varied, the services provided satisfy consumers and the risk is relatively small and there are price discounts that make consumers more motivated to buy goods. Until finally these purchased items become piled up, and not all items can be used and only become collectibles. Muslim should when shopping online only to meet their daily needs, but now there has been a shift in shopping activities from fulfilling needs to mere desires without being based on Islamic economic aspects. The purpose of this research is to get the best combination of attributes that consumers choose in searching for and buying goods using social media. This study uses Conjoint Analysis, which is one of the techniques in multivariate analysis that is used to understand how consumers prefer the value of a product by combining the individual benefits that exist from each product attribute.

Keywords: Customer preference, shopping, Muslim.

1. INTRODUCTION

To observe decision making, entrepreneurs must pay attention to consumer preferences, consumer preferences are someone's interest in expressing likes or dislikes for a product (Jono M. Munandar, 2004). Consumer preferences are one way to find out consumer interest in a product, consumer preferences are important for batik entrepreneurs so that their products remain in demand by consumers, consumer preferences have a correlation with the assessment of a product with its product quality or with the company (Chrysanthini et al, 2018). According to Arif (2010), there are several things that must be fulfilled when making preference choices, such as, consumers must have several product choices so that they are able to determine which one they like, the loyal attitude of consumers to a product, and also the consumer's consumptive attitude.

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According to Tjiptomo (2007) consumer loyalty is a consumer's certainty of a brand, store, or supplier based on positive traits in the long term (Yuliawati, 2017). Consumer loyalty can also be referred to as commitment itself, which means a great desire by consumers for a product, as evidenced by great devotion to the product (Japarianto, n.d.).

Due to the large number of competitors, finally, entrepreneurs do various ways to keep their batik in demand by consumers, one of which is to provide the best quality. However, providing good quality will make the price of batik expensive, with an expensive price, consumers will think twice about buying batik, besides that there are also consumers who deliberately buy batik at high prices because of its good quality. Consumers who are sensitive to price perceive that the price of the product is the most prominent factor influencing their purchasing decisions. However, the effect of price on consumer purchasing decisions is more likely to vary due to their perception of the product (Tan et al, 2019).

2. LITERATURE REVIEW

The price of a product is an important thing that consumers will pay attention to in making purchasing decisions, if an item has a high price with good quality, it could be something that consumers will choose. However, if there is a low price with good quality, it will also be the main attraction in making decisions. The quality of the product is an important factor that will be considered in purchasing a product, the better the quality, the more attractive it will be to consumers so that the quality of the product will always be considered by producers, if the quality of a product is not good, it will reduce consumer purchasing power or will make consumers not return to buy the product, it will have an impact on a business progress. Service quality is able to attract consumers to commit to a product so as to increase the level of purchase of a product, service quality is one of the factors in maintaining customer loyalty so that it has an important impact on business if a business has poor service quality it will impact on consumer interest in a product.

3. DATA AND RESEARCH TECHNIQUE ANALISYS

In this study, the type of qualitative descriptive research is used which is a research method that utilizes qualitative data and is described in a descriptive manner. This type of qualitative descriptive research is often used to analyze social events, phenomena, or circumstances. The purpose of this descriptive research is to make a systematic description, picture or painting as well as the relationship between the phenomena being investigated. This method also explains a set of stages or processes, as well as to store contradictory information about the research subject (Iskandar, 2010)

3.1. Data Collection Techniques

In this study, the type of qualitative descriptive research is used which is a research method that utilizes qualitative data and is described in a descriptive manner. This type of qualitative descriptive research is often used to analyze social events, phenomena, or circumstances. The purpose of this descriptive research is to make a systematic description, picture or painting as well as the relationship between the phenomena being investigated. This method also explains a set of stages or processes, as well as to store contradictory information about the research subject (Iskandar, 2010)

4. RESULT AND DISCUSSION

4.1. Data Analysis

Consumer preference is an effort that can be made in choosing a person's likes or dislikes for a product that will be consumed. Preference shows a person's tendency in choosing a product. Therefore, preferences can be used as a strategy to continue marketing so that goods or products remain in demand by consumers (Aiman et al, 2017). In the journal (Putri & Iskandar, 2014) the preference step obtained by consumers towards a product, is the beginning of the step of consumer loyalty to the product. So that it can be used as a lesson on how to create a sense of preference.

Consumer preferences here will discuss what things will be considered in making decisions by consumers, namely; price, product quality, service. Price is an important factor that will be considered by consumers in making purchasing decisions, consumers will look for the cheapest prices with good quality. Product quality is the second factor after price, product quality is able to influence consumer interest in decision making, the better the quality of the product, the more attractive it is to consumers. Quality of service, this is also an important thing in decision making, if the company is able to provide good service quality it will make buyers feel comfortable and even become consumer loyalty in buying because of good service quality.

Purchasing decisions are a central factor in a business, because purchasing decisions are a process where buyers will determine what goods to buy for a product. The purchase decision here will discuss what causes the buyer to make a purchase. In the journal (Pelzer et al, 2017). Consumer decisions in purchasing can also be influenced by the consumer attitude factor itself. The purchase decision itself will have a positive impact on the company if the buyer buys a product from the company. Purchasing decisions are also said to be a manifestation of whether the company is still eligible to compete with one company and another.

Although emotions such as excitement, interest, surprise and even fear and anxiety may be present in the early stages of decision making, as the buyer progresses through the process in which product types and specifications are determined, more rational cognitive decision making may predominate. However, as the supplier search process gains momentum, positive emotions (eg, interest, surprise) and negative emotions (anxiety and frustration) resurface. Buyers feel proud and confident when a recommendation is made and accepted. Finally, when a product or solution is evaluated and if it performs well, positive emotions such as trust, pride, and satisfaction can emerge. However, if the product does not perform well, cognitive dissonance, including frustration and disappointment. One of the interviewees shared how emotions permeate the decision-making process. If the exchange is positive, the company hopes that positive emotions will motivate buyers to become brand advocates (Leverin & Liljander, 2004).

There are several factors that support the rapid growth of the E-commerce sector in Indonesia. First, smartphone and internet penetration continues to increase. Second, Indonesia's large population and increasing purchasing power amidst strong macroeconomic growth. Third, Indonesia has a young and technology literate population, meaning that they quickly adapt to new technologies. In addition, the world is currently being hit by the Covid-19 pandemic, one of which has an impact on meeting needs. This has led to a positive response from the public who switch to buying and selling transactions through e-commerce (Rakhmawati et al., 2021).

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Companies that use quality as a strategic tool will have a competitive advantage over their competitors in controlling the market. Consumers who are unfamiliar with a product perceive the product as more attractive and, consequently, of higher quality when the product is placed in an attractive context than when it is placed in an unattractive context. Furthermore, higher product attractiveness ratings translate into higher intention to purchase the product. When the consumer is familiar with the product, no difference between an attractive and an unattractive context exists. Our findings make an important contribution to the literature. Empirically shows that consumer responses to the visual appearance of a product are influenced by the context in which the product is perceived (Schnurr et al, 2017)

5. CONCLUSION

The Corona Virus has caused all activities that require a person to go out of the house to stop. However, because of that, everything has stopped, one of which is in terms of fulfilling life needs, therefore online shopping is one of the most effective ways to reduce the spread of the corona virus. In this study, paying attention to consumer preferences for online shopping during the pandemic in an Islamic perspective, concluded that the purchased items accumulate, and not all items can be used and only become collectibles. Muslims should when shopping online only to meet their daily needs, but now there has been a shift in shopping activities from fulfilling needs to being mere desires without being based on sharia economic aspects. The purpose of this research is to get the best combination of attributes that consumers choose in finding and buying goods using social media.

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