

**JAM**

Jurnal Aplikasi Manajemen  
Journal of Applied Management  
Volume 21 Issue 2  
June 2023

21 | 2 | 2023

Received September '22  
Revised October '22  
December '22  
February '23  
Accepted May '23

**INDEXED IN**

DOAJ - Directory of Open  
Access Journals  
ACI - ASEAN Citation Index  
SINTA - Science and Technology  
Index  
Dimensions  
Google Scholar  
ResearchGate  
Garuda  
IPI - Indonesian Publication  
Index  
Indonesian ONESearch

**CORRESPONDING AUTHOR**

Popy Novita Pasaribu  
Universitas Ibn Khaldun Bogor,  
Indonesia

**EMAIL**

pnovita@yahoo.com

**OPEN ACCESS**

e ISSN 2302-6332  
p ISSN 1693-5241



Copyright (c) 2023 Jurnal Aplikasi Manajemen

## ONLINE SHOPPING MOTIVES OF MICRO, SMALL AND MEDIUM ENTERPRISES' PRODUCTS TOWARDS NEW NORMAL ERA

**Popy Novita Pasaribu**

**Dewi Megawati**

**Agung Wibowo**

**Titing Suharti**

**Leny Muniroh**

Universitas Ibn Khaldun Bogor, Indonesia

**Abstract:** The study aimed to see the nexuses of motives on behavior intention online shopping of MSMEs products in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas with Price, Halal, and Food Product as moderator variables. The research was conducted using quantitative methods. The data analysis used in this research were validity and reliability tests for instrument tests. The assumption classical tests were the heteroscedasticity, multicollinearity, and multiple linear regression tests. Multiple linear regression tests were t-test, F test, and Moderated Regression Analysis (MRA), calculated using the SPSS 26 application. Results are Hedonic motivation, perceived usefulness, and external subjective norms gave a positive and significant effect on behavior intention online shopping. Price as the moderator variable on Hedonic motivation and perceived usefulness did not have a significant influence, similarly for the result of Halal as the moderator variable on the internal subjective norm and external subjective norm. The interaction with Price and Halal as moderators has a positive effect. Oppositely, Food Products as a moderator variable of the pandemic covid-19 possess a negative response. The contribution of the research can be used by e-commerce, specific sellers, and others where the level of halalness is still very much considered by consumers. The implication for the price is not an issue for online shopping of MSME products in moderating motives, while food product negatively moderates the pandemic covid 19 towards online shopping. Therefore, online food sellers should consider applying the health protocol if there is a new wave of pandemic toward a new normal era to anticipate a negative response.

**Keywords:** Online Shopping, Motives, Behavior Intention, MSMEs

**CITATION**

Pasaribu, P. N., Megawati, D., Wibowo, A., Suharti, T., and Muniroh, L. 2023. Online Shopping Motives of Micro, Small and Medium Enterprises' Products towards New Normal Era. Jurnal Aplikasi Manajemen, Volume 21, Issue 2, Pages 346–359. Malang: Universitas Brawijaya. DOI: <http://dx.doi.org/10.21776/ub.jam.2023.021.02.06>.

## INTRODUCTION

Micro, small, and medium enterprises are productive businesses owned by individuals or business entities that meet the criteria of businesses with a relatively small number of employees, business scale, and turnover and are generally established with limited capital. The position of MSMEs (Micro, Small, and Medium Enterprises) has long been recognized as an important sector in the Indonesian economy, in 2019 the contribution of MSMEs to Indonesia's GDP was 60.51% and absorbed 96.92% of the labor (Hartanto, 2021). The most noticeable effect is a decrease in direct buying and selling transactions due to the adoption of the PSBB or PPKM policy. To cope with this situation, some people turn to internet shopping as a solution for their activities to meet their needs.

Online shopping transactions are increasing during the pandemic, and sellers have several obstacles. Some of the challenges faced by online sellers include a lack of demand for goods/services (41.86%), lack of capital (33.76%), and other factors such as limited internet access, etc. (BPS, 2020). Direct purchasing and selling transactions are different from online purchases and sales. During this pandemic towards a new era, there is a need for insight and understanding of online shopping as a guide for the community to conduct online buying and selling operations. The attitude of consumers to online shopping, subjective norms, and perceived behavior control impact their shopping intention (Ha et al., 2021).

In line with increasingly sophisticated technology advancements, transactions purchasing and selling also follow the flow of technological developments by leveraging the internet network. Distance and time limit the relationship between the vendor and the customer. However, with the online buying and selling system, it now feels like there is no distance between sellers and buyers. Buyers no longer need to go to markets, shops, or malls to buy the goods they need simply by accessing online sites via internet-connected gadgets.

During the Covid-19 pandemic, the Indonesian government implemented the PSBB Policy (Large-Scale Social Restrictions) or now PPKM (Enforcement of Restrictions on Community Activities), which has an impact on the community in various aspects of life, one of the most important of which is the economy, particularly as consum-

ers, distributors, and producers. It is necessary to see whether the covid-19 pandemic is one factor in motivating people buying online to embrace the new era of post covid-19 in performing online shopping business.

Studies on the behavior of online shopping or online purchases in Indonesia are influenced by several factors, namely trust, price, convenience, convenience, and availability are the most important factors influencing consumer shopping at online stores, and other factors such as safety, product quality, website design, and consumer behavior (Harahap, 2018). However, motives that affect the behavior intention in buying online MSMEs products are limited. Koch et al. (2020) have researched in Germany for motives for buying online clothing products with hedonic, utilitarian, and normative motives. Therefore, this study aims to find out the nexuses of motives on behavior intention online shopping of MSMEs products with Price, Halal, and Food Products as moderator variables. The novelty of this study is putting the pandemic covid-19 as a variable beside other motives and using moderating variables of price, halal and food products.

## LITERATURE REVIEW

### Price

Price is the amount of money exchanged for a product or service statement (Kotler and Armstrong, 2012). Kenesei and Todd (2003) stated that price has an essential role for prospective buyers in buying a product, from the number of prices displayed, including the cost of energy, time, and emotions because consumers will compare with competing products. Alfred (2013) stated that it is known that price and quality affect consumer purchasing decisions.

### Halal Product

Ath-Thawil (2016) defined halal as all permitted things that do not contain transactions prohibited by sharia and have been legitimized by sharia to carry out the case. Law Number 33 of 2014 concerning Halal Product Guarantees explains that halal products have been declared saputrahala by Islamic law. Every Muslim is obliged to consume halal food. In Indonesia, so that people can be sure of a product that is consumed, the company needs to attach proof of its halalness with a halal certi-

ificate issued by the Indonesian Ulama Council (MUI). Some researches show a significant positive relationship between halal labels on purchasing decisions for the Muslim consumers. (Agustian, 2013; Bulan, 2016) stated that the Halal label positively and significantly affects sausage buying decisions in the Kuala Simpang, Aceh Tamiang Regency.

### Online Purchase Intention

Individual purchase intentions are related to behavior and can be classified as a cognitive component of individual behavior about how individuals desire to buy a specific product statement (Kwek et al., 2010). Schiffman and Kanuk (2000) stated that an individual's awareness of time, technological features, shopping conditions, and convenience when shopping where product factors form complex responses with a high value for convenience when purchasing online intentions. Manufacturers and marketers use halal certificates and labels to inform and convince their target consumers that their products are halal and compliant with the Islamic sharia statement (Alam and Sayuti, 2011). Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channel statement (Morwitz et al., 2007). Online shopping is buying goods or services from those who sell online or online buying and selling services without having to meet face-to-face with seller or buyer directly (Sari, 2015). Online shopping is a process carried out by a consumer to make purchases in the form of goods and services via the internet (Jusoh and Ling, 2012).

## HYPOTHESIS DEVELOPMENT

### Hedonic Motivation (HM)

Motivation is significant in the buying process because it is one of the processes in which the needs and desires of consumers themselves have not been met. Especially during a pandemic when the demand for food is very high with balanced nutrition, consumers are faced with limited conditions in obtaining products due to the limited space for a person to move. Consumers with a high hedonic value or hedonic motivation will get satisfi-

ed with themselves and enjoy the buying process compared to the final achievement of purchasing a product statement (Mikalef et al., 2013). Consumers who have hedonic motivation will be more motivated.

**H1:** During the covid-19 pandemic, price consumers' hedonic motivations have a significant effect on online shopping intentions.

### Perceived Usefulness (PU)

Utilitarian motivation is the motivation consumers own with a goal-oriented orientation statement (Delafrooz et al., 2010). So consumers who shop with utilitarian motivations are goal-oriented to get these goods. Consumers with utilitarian needs will be more motivated to shop online when the social media they visit provide clear, convenient, and efficient information to meet their needs (Kim, 2006).

**H2:** During the covid-19 pandemic, the perceived usefulness of goods by consumers has a significant effect on the online shopping intentions

### Internal Subjective Norm (ISN)

In addition to the perceived benefits factor, flexibility and ease of use of digital payments can be essential factors determining interest in using digital payment methods in online shopping (Ezeh and Nwankwo, 2018).

**H3:** During the pandemic, consumers' internal subjective norms are positively related to the halalness of online products.

### External Subjective Norm (ESN)

The inclusion of the halal label aims to provide the consumers with halal protection and comfort for using the product statement (Yuswohady, 2015). Social media or websites that can build consumer trust through the stimuli presented can also influence the consumer buying interest statements (Hajli, 2014). The influence of external parties considered important was a significant factor in explaining the intention to use digital payment statements (Setiawan and Mahyuni, 2020; Venkatesh et al., 2016).

**H4:** During the pandemic, consumers' external subjective norms are positively related to the halalness of products purchased online.

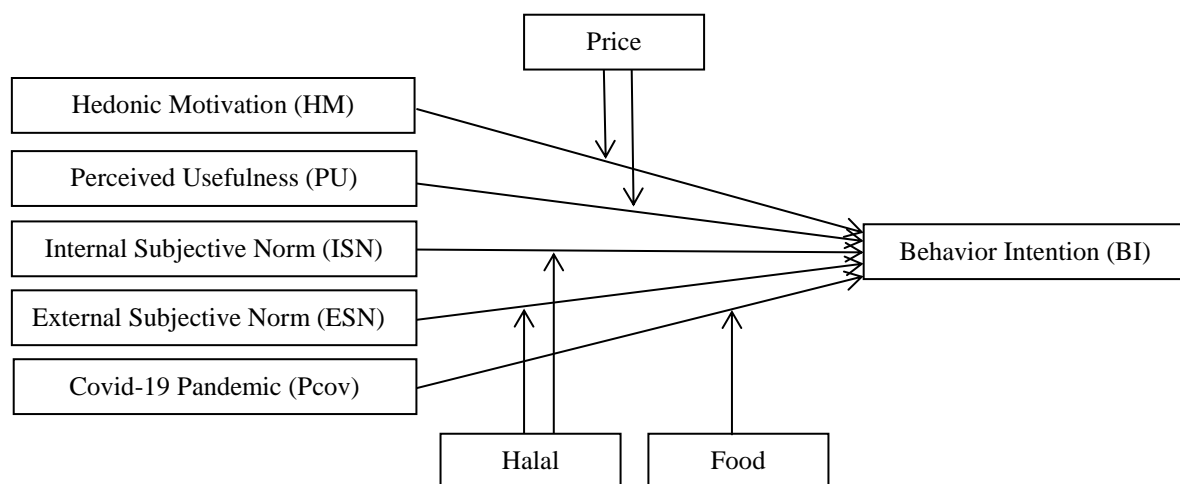


Figure 1. Research Framework of Online Shopping Motives

### Covid-19 Pandemic (Pcov)

Online shopping with convenience, reliability, and shopping features and various payment channels, including contact-free digital payments, has been widely practiced during the COVID-19 pandemic (CP) to reduce direct physical contact in transactions and allow social distancing to be maintained. Hence the covid-19 pandemic is the perception of online shopping during the covid-19 pandemic. Baicu et al. (2020) stated that using the perception of CP with a single indicator, "CP affects my lifestyle." Furthermore, one of his research results stated a positive and significant relationship between CP perceptions of behavior toward mobile banking and internet banking statements (Baicu et al., 2020).

**H5:** The covid-19 pandemic that positively affects online shopping.

### METHOD

The data collection technique was a purposive sampling technique using a questionnaire using google forms. The criteria of respondents did online shopping for MSMEs products during covid-19 pandemic and resided in Jakarta, Bogor, Depok, Tangerang, and Bekasi area or Jabodetabek for short. The questionnaire was distributed by snowballing technique through WhatsApp Groups among the writers' and enumerators' networks for two weeks in November 2021. Of the total respondents, 456 participated, but the ones that fit the criteria were 419 and used as samples.

Instruments research using questionnaires

that employed normative, utilitarian, and hedonic constructs, namely, subjective norms, perceived usefulness, and hedonic motivation, and used behavioral intentions as the dependent variable of online shopping motive adopted from Koch et al. (2020). The perception of doing online shopping during the pandemic covid-19 using three indicators constructed the pandemic covid-19 variable using (Pasaribu 2022; 2021), the halal perception variable, and the perception of price variable using a single hand developed by writers. All variables were measured using a 5-point Likert scale ranging from "strongly disagree" to "strongly agree." The food variable was the dummy variable with a dichotomous value, 1 = the MSMEs product was food, and 0 = the SMEs product was the non-food product (Table 1).

The research was conducted using quantitative methods (Sugiyono, 2019). Multiple linear regression tests were t-test, F test, and Moderated Regression Analysis (MRA), calculated using the SPSS 26 application. The Moderated Regression Analysis (MRA) test or interaction test was carried out, in which the regression equation contains an element of interaction between two or more independent variables (Liana, 2009). Interaction of MRA between hedonic motivation and price, perceived usefulness and price, internal subjective norms and halal, external subjective norms and halal, covid-19 pandemic, and food variable, hence the moderating variables were the perception of price, the perception of halal and the dummy variable of the food product.

**Table 1. Variable Operational Definitions of Online Shopping Motives**

Variable	Indicator	Value
Hedonic Motivation (HM) (Koch et al., 2020)	Enjoying in doing shopping online	Likert scale
	Satisfying when purchasing MSMEs products online	
	Entertaining in buying MSMEs products online	
Perceived Usefulness (PU) (Koch et al., 2020)	Buying MSMEs products online is useful.	Likert scale
	Purchasing online is easier.	
	Purchasing online is efficient.	
	Improving in doing shopping online	
Internal Subjective Norm (ISN) (Koch et al., 2020)	People encourage shopping online.	Likert scale
	The importance people inspire purchasing online.	
	Influence persons to support shopping online	
External Subjective Norm (ESN) (Koch et al., 2020)	The news campaign in buying MSMEs products online.	Likert scale
	Mainstream media were calling for purchasing online.	
	Public figures promote buying MSMEs products online	
Covid-19 Pandemic (Pcov) (Pasariibu 2022; 2021)	Concerns about buying offline.	Likert scale
	The increase in the online marketplace	
	Digital banking as a mode of online payment as lifestyles	
Price (authors)	The importance of price when buying MSMEs product	Likert scale
Halal (authors)	The importance of halal when buying MSMEs product	Likert scale
Food	The product of MSMEs is food.	1 = Yes
		0 = No
Behavior Intention (Koch et al., 2020)	Intending to buy online	Likert scale
	Intending to buy MSMEs products	
	Willingness to do online shopping	

## RESULTS

### Profile of Respondents

Table 2 summarized the sociodemographics of respondents. For better understanding, the profiles of respondents are grouped based on: Profession, Marital Status, Number of Children, Gender, Age, Education, Monthly Income, and area of residence of all respondents who shopped online for MSME products during the Covid-19 pandemic. Women, 66.11 percent, dominate respondents. 48.69 percent of respondents do not have children,

and the remaining 51 percent already have children from one to more than four children. Based on age, the respondents were dominated by Generation Z, 40.57 percent. Based on education, 56 percent of respondents are dominated by Bachelor (S1) graduates. The income level was dominated by 22.20 percent of respondents earning more than Rp. 6,000,000, 22.72 percent have no-income status. Based on the domicile of residence, 65 percent of respondents are in Bogor, and the rest are in Jakarta, Bekasi, Depok, and Tangerang.

**Table 2. Respondents' Profile of Online Shopping MSME products**

Profile	Classification	N=419	
		nominal	%
Profession	Looking for work	15	3.58%
	Students	117	27.92%
	Employee	142	33.89%
	Business owners	48	11.46%
	Others	97	23.15%
Marital Status	Married	227	54.18%
	Single	192	45.82%
Number of children	None	204	48.69%
	1 child	38	9.31%
	2 children	63	15.04%
	3 children	62	14.80%
	4 children	36	8.59%
	>4 children	15	3.58%
Sex	Male	142	33.89%
	Female	277	66.11%
Age	< 15-year-old	4	0.95%
	16 - 20-year-old	73	17.42%
	21 - 25-year-old	97	23.15%
	26 - 30-year-old	31	7.40%
	31 - 40-year-old	81	19.33%
	41 - 50-year-old	111	26.49%
	51 - 60-year-old	19	4.53%
	>61-year-old	3	0.72%
Education	Middle School	10	2.39%
	High School	108	25.78%
	Diploma	42	10.02%
	Bachelor's degree	236	56.32%
	Master's degree	19	4.53%
	Doctoral Degree	4	0.95%
Income	< Rp.2 million	77	18.38%
	Rp.2 – 4 million	79	18.85%
	Rp.4 – Rp.6 million	79	18.85%
	> Rp.6 million	93	22.20%
	No income	91	21.72%
Domicile	Jakarta	60	14.32%
	Bogor	272	64.92%
	Depok	17	4.06%
	Tangerang	26	6.21%
	Bekasi	44	10.50%



### Instrument Tests

The test for survey questionnaires was done on all independent variables except food and dependent variables. The food variable was a binary answer with values 1 and 0. Therefore there was no need to carry out research instrument tests. Validity test with a significance level of 0.05, where  $H_0$  is accepted if  $r_{\text{count}} > r_{\text{table}}$ , and  $H_0$  is rejected if  $r_{\text{statistic}} < r_{\text{table}}$  (Sugiyono, 2019). Data processing tested can be seen in  $r$ -table 0.1966; the  $r$ -count of all tested variables shows the number  $> 0.1966$ , which means valid. The reliability test of the questionnaire uses the Alpha Cronbach formula, namely: if the results of the alpha coefficient  $> 60\%$  or 0.6 significance rate, then the questionnaire is reliable, and if the alpha coefficient  $< 60\%$  significance rate or 0.6, then the questionnaire is not reliable (Sugiyono, 2019). Based on the results of the calculation, the alpha coefficient is  $0.811 > 0.6$  significance rate, so it can be said that all instruments on the questionnaire are reliable.

### Classical Assumption Tests

A classical assumption test was done for all variables except Food Variable. Heteroscedasticity test using the Glejser test or regression with the absolute value of residual. The decision is if the significance value ( $\text{sig}$ )  $> 0.05$ , and then there are no heteroscedasticity symptoms in the regression

model. On the contrary, if  $< 0.05$ , there are heteroscedasticity symptoms in the regression model. The heteroscedasticity result showed that two variables, covid-19 pandemic and halal, have symptoms of heteroscedasticity. Based on the results of this heteroscedasticity test, the assumption test is not fulfilled. Still, considering a large number of samples and the results of the F test stating it is accepted, the statistical analysis technique is robust. However, the classical assumption test is not fulfilled (Alsa, 2015).

Multicollinearity test by looking at the tolerance value; if the tolerance value is more significant than 0.10, then there is no multicollinearity, also seen from the value of the variance inflation factor. If the value (VIF) smaller than 10.00, then there is no multicollinearity. From the result, it is known that the tolerance value is greater than 0.10, then for the variance inflation factor (VIF), the value is smaller than 10.00, and it can be said that there is no multicollinearity. Test the normality of the data with the P-P plot and Kolmogorov-Smirnov curve, where if the significance value is greater than 0.05, then the residual value is usually distributed. If the significance value is smaller than 0.05, then the residual value is not normally distributed. The calculation results for the normality test obtained the results of 0.200 greater than 0.05, and then the residual value is normally distributed.

**Table 3. Regression Models of Behavior Intention of online shopping on MSME's product**

Model Regression	Y	Independent Variables (X)
Model 1	BI	Pcov, HM, ISN, ESN, PU
Model 2	BI	Pcov, HM, ISN, ESN, PU, Hal, Price
Model 3	BI	Pcov, HM, ISN, ESN, PU, Hal, Price, Food
Model 4	BI	Pcov, HM, ISN, ESN, PU, Hal, Price, Food, ISN*Hal, Pcov*Food, HM*Price, ESN*Hal, PU*Price

**Table 4. Regression Change on the Models**

Reg. Model	R square	Adjusted R Square	R square change	Sig. F Change
Model 1	0.299	0.291	0.299	0.000
Model 2	0.314	0.302	0.015	0.012
Model 3	0.317	0.303	0.003	0.200
Model 4	0.357	0.336	0.040	0.000

**Table 5. ANOVA of the Four Models of Regression**

Model		Sum of Squares	df	Mean Square	F	Sig.	Decision of Model
Model 1	Regression	417.200	5	83.440	35.268	0.000	Accepted
	Residual	977.106	413	2.366			
	Total	1394.305	418				
Model 2	Regression	437.822	7	62.546	26.876	0.000	Accepted
	Residual	956.483	411	2.327			
	Total	1394.305	418				
Model 3	Regression	441.645	8	55.206	23.759	0.000	Accepted
	Residual	952.660	410	2.324			
	Total	1394.305	418				
Model 4	Regression	497.677	13	38.283	17.292	0.000	Accepted
	Residual	896.628	405	2.214			
	Total	1394.305	418				

**Table 6. T-Test and MRA Test Of BI of Online Shopping of Msmes Products**

Model	Variable	B	Std. Error	t	Sig.	Decision
Model 1	(Constant)	2.323	0.658	3.530	.000	-
	HM	0.129	0.057	2.249	.025	Accepted
	PU	0.237	0.050	4.691	.000	Accepted
	ISN	0.076	0.055	1.387	.166	Not Accepted
	ESN	0.149	0.062	2.408	.016	Accepted
	Pcov	0.074	0.059	1.267	.206	Not Accepted
Model 4	(Constant)	16.330	3.501	4.664	.000	-
	HM	-0.208	0.237	-0.880	.380	Not Accepted
	PU	0.184	0.238	0.774	0.439	Not Accepted
	ISN	-0.437	0.309	-1.415	0.158	Not Accepted
	ESN	-0.319	0.341	-0.934	0.351	Not Accepted
	Pcov	0.057	0.071	0.810	0.418	Not Accepted
	Price	-0.966	0.744	-1.299	0.195	Not Accepted
	Hal	-2.234	0.607	-3.684	0.000	Accepted
	Food	0.703	1.094	0.643	0.521	Not Accepted
	HM*Price	0.079	0.057	1.398	0.163	Not Accepted
	PU*Price	0.013	0.056	0.241	0.810	Not Accepted
	ISN*Hal	0.115	0.067	1.728	0.085	Not Accepted
	ESN*Hal	0.106	0.074	1.426	0.155	Not Accepted
	Pcov*Food	-0.040	0.091	-0.436	0.663	Not Accepted



#### Four Regression Models

The data analysis technique uses multiple linear tests to test the effect of independent variables on behavior intention (dependent variable). There are four models to analyze (Table 3). The four models were analyzed using regression and by adding the moderator variables.

The results of the regression analysis are presented in Table 4. The R square of the based model (Model 1), which had no moderator variables, was 0.299 or 29.9% with an adjusted R square of 0.291. Adding two moderator variables, Halal and Price (Model 2), gave a better R square 0.314 with the sig. F change was 0.012 less than 0.05, which meant the model resulted in a significant difference by adding moderator variables Halal and Price. Model 3 gave a higher R square 0.317 by adding a dichotomous food variable, but with no significant difference with Model 2 due to sig. F. Change bigger than 0.05, which was 0.200. The final model with the interaction of variables among the moderator variables (Model 4) provided the highest R square, 0.357, with an adjusted R square of 0.336. Model 4 also gave sig. F change 0.000 less than 0.05 meant the result showed a significant difference by adding the interaction with moderator variables: HM with Price, PU with Price, ISN with Hal, ESN with Hal, and Pcov with Food.

Analysis of variance (ANOVA) for the four models is presented in the Table 5. All the models gave a sig value below or less than 0.05. Therefore the decisions were all the models were good. The F tests resulted that all variables in each model proven simultaneously affected BI on online shopping for MSMEs products.

T-test is a test for a partial test of each variable affecting BI on each model presented in Table 6. Based model or Model 1 showed that all coefficients (Unstandardized B) were positive. Hedonic motivation, perceived usefulness, and external subjective norms were variables that significantly affected behavior intention (BI) on online shopping for MSMEs products at Jabodetabek. At the same time, internal subjective norms and covid-19 pandemic did not significantly influence BI. Robustness tests by adding moderator variables Halal and Price as Model 2 and then adding Food as Model 3 showed that the results of t-tests were the same: Hedonic motivation, perceived usefulness, and external subjective norms were significant

variables that affected BI. Moderated Regression Analysis (MRA) was Model 4 by adding the interaction of independent variables with moderator variables (Table 6). The results partially showed no significant effect between independent interaction variables and moderator variables on the BI. However, based on Table 3 regression change, it could be seen that Model 4 gave the best R square and adjusted R square. It indicated although the moderator variables did not provide a significant effect partially, as a model, simultaneously, all variables and the interaction with the moderator variables gave significant differences. Therefore, price moderated hedonic motivation and perceived usefulness positively, and price positively moderated internal subjective norms and external subjective norms. It means that price and halal give stronger behavior intention towards online shopping on MSMEs products. Food variables negatively moderated the perception of covid-19 pandemic. It means that if the product of MSMEs is a Food product, it will weaken the behavior intention with the perception of the covid-19 pandemic.

#### DISCUSSION

##### Nexus between Hedonic Motivation and Intention on Online Shopping

The results obtained in this study showed that hedonic motivation affects the intention (BI) to shop online for MSME products during the COVID-19 pandemic. Consumers stated that they enjoyed and felt satisfied shopping online, and shopping online felt that they could be entertaining in the current COVID-19 pandemic. It is in line with the research by Koch et al. (2020), where it is known that hedonic motivation dominates utilitarian motivation in their respective relationships with purchase intentions, which are related to conditions that occur because of the COVID-19 pandemic, limited opportunities for recreation as a purpose of pleasure which during this pandemic could not be done. Therefore, consumers made online shopping a recreational pleasure activity. It is similar to the socio-demographics of this research that Generation Z and women dominate online shopping. According to previous research, young women have a high level of hedonic motivation (Koch et al., 2020). Ideas and adventure from the hedonic motivations aspects proved to have a significant effect on BI (Mikalef et al., 2013). It is

also in line with research (Zahra and Sanaji, 2021) that hedonic motivation significantly affects the repurchase intention. It implies that respondents shopping online for MSME products are motivated by hedonism. Therefore, MSME marketing communication in social media can capitalize on the hedonic motive of the customer by making trends viral, socializing, stressing the sense of adventure, and establishing the importance of social status. Some of the hedonics' motivations include giving surprise gifts or tankful cards to fulfill the enjoyment, satisfaction, and entertainment of the indicators of hedonic motivation during the online shopping of MSME's products. Some sellers have done this during the pandemic era, such as linen mask sellers, with surprise gifts like a sticker, pin, or key chain.

#### **Nexus between Perceived Usefulness and Intention on Online Shopping**

The results obtained in this study perceived usefulness affects the behavior of online shopping for MSME products toward the new normal era. Consumers stated that buying MSME products online during the covid-19 pandemic was very useful, made shopping activities more accessible and efficient, and felt that the right action was taken to shop online. This study's results align with the research by Koch et al. (2020) and Mikalef et al. (2013) that perceived usefulness significantly affects behavior intention. The aspect of perceived usefulness, such as product selection and information availability, must be provided by the MSME. Respondents feel that shopping online is advantageous, easier, and more efficient. Online shopping frequently improves familiarity with marketplace applications such as Shopee and Tokopedia. The majority of respondents are a person with income with married status; therefore, is motives of perceived usefulness of shopping online became important during the covid-19 pandemic and continue toward a new era.

#### **Nexus between Subjective Norms (Internal/External) and Intention Online Shopping**

The outcomes found in this study showed that the internal subject norm is not proven to influence the behavior intention of shopping online for MSME products during the COVID-19 pandemic. This study's results align with research (Koch

et al., 2020) that Internal Subjective Norms do not significantly influence behavior intention. A person's inner circle does not influence the intention of online shopping for MSMEs' products. The educational background of respondents can explain that the majority have higher education or at least a diploma (1-year Diploma, 2-year Diploma, or 3-year Diploma) holder. The higher of education, the more independent one's reasoning in shopping decisions.

On the contrary, the results obtained in this study showed that the external subject norms affect the behavior of online shopping for MSME products during the COVID-19 pandemic. Consumers stated that buying the MSME products online during the COVID-19 pandemic was driven by the latest news regarding the number of MSMEs switching to online stores, the latest issues on the social media about the latest economic developments, and the opinion of economists that online shopping is safer than traditional shopping or offline buying. Moreover, with the MSME campaign, the news in media, and the public figures summons on it, it proves empirically that respondents affect it and become the external subjective norm motives. This study's results align with research (Koch et al., 2020; Pasaribu, 2021 and Pasaribu and Kemora, 2022) that external subjective norms significantly influence behavior intention. Furthermore, the study aimed to explore how SMEs perceive QRIS, and the one factor influencing their intention to use the QRIS was external subjective norms (Setiawan and Mahyuni, 2020). The use of public figures, such mayor, governor, or president, for campaigning on buying MSME products can boost the external subjective norms motif of customers.

#### **Nexus between the Covid-19 Pandemic and Intention Online Shopping**

The results obtained in this study are that the Covid-19 pandemic was not proven to affect online shopping behavior for MSME products during the COVID-19 pandemic. It is not in line with research conducted by (Baicu et al., 2020) that the COVID-19 pandemic variable affects behavior intentions. In contrast to research (Pham et al., 2020) that the covid-19 pandemic can cause customers to switch to buying more online. It can be explained by research by Sumaedi et al. (2021), where the

perceived severity of covid variable has no effect on the stay-at-home variable, which was carried out in Jakarta in 2021. Baicu et al. (2020) conducted research at the beginning of the covid-19 pandemic.

Meanwhile, this research was conducted in early November 2021, when new normal conditions had been started. Consequently, the COVID-19 pandemic was no longer a condition that had a real influence on behavioral intentions in buying MSME products online, which was in line with research on BI on mobile banking usage (Pasaribu, 2021 and Pasaribu and Kemora, 2022). The more alternative payments for online shopping, such as mobile banking (transfer), e-wallet (Shopeepay, Gopay), e-credit (SPayLater, GoPayLater), and COD (cash on delivery) thus, customers do not need to go outside, stay at home, the more convenient for customers to do online shopping regardless the covid-19 pandemic.

#### **Price as Moderating Variable**

Price did not moderate Hedonic Motivation (HM \* Price) and Perceived Usefulness (PU \* Price). Price as an independent variable significantly affected the BI of GoFood online shopping (Hervina et al., 2021). Still, it was rejected as a moderator variable in this study, giving the same finding as this research. It can be explained by the socio-demography of respondents, where the professional percentage of respondents who are employed, self-employed, and others is 69% (excluding respondents who are students or looking for work). The incomes of respondents are higher than Rp.4 million. Therefore the price of MSME products is not an issue. Moreover, the price of MSME's products is relatively low or reasonable for middle to lower-income people. Therefore, price is empirically not an issue in buying MSME products.

#### **Halal as Moderating Variable**

The results obtained in this study show that the internal interaction between internal subject norm and halal (ISN \* halal) is not proven to moderate the effect of the internal subject norm variable on behavior intention. This statement is explained by the profile of the respondents, where the majority have a bachelor's degree or above. Therefore respondents already have ISN inherited strongly due to a higher educational background. The

external subject norm \* halal interaction towards BI also has no significant value. It is supported by previous research that partial halal awareness does not significantly influence consumers' online purchasing decisions through GoFood in the Covid-19 pandemic era (Hervina et al., 2021).

#### **MSMEs Food Product as Moderating Variable**

Variable Food Product in the interaction with the covid-19 pandemic (Pcov \* Food) gave a negative response, which meant that respondent has more concerned about buying food products online, although the effect is not significant. The knowledge of the dangers of the COVID-19 pandemic is thought to encourage young respondents, who are the majority in this research, to care about the coronavirus transmission to themselves and their families so that purchasing decisions are made without physical contact with the seller, which is online shopping. It can be explained further that the most respondents are women. Most female respondents make food purchasing decisions through online shopping due to being prudent about the COVID-19 pandemic. In the new era, online food sellers should consider complying with health protocols to anticipate the negative response if a new wave arises. The finding is in line with the research of Wahyuningsih et al. (2022) and Maulana et al. (2021) that the food product is a preference for shopping online MSMEs products.

The regression model resulted in 35.7% of R square. The research can explain 35% of the variables toward behavior intention online shopping of MSEM products at Jabodetabek. Other factors can be added, such as digital assets (social media, website and marketplace) mentioned in other research (Apriani et al., 2021).

#### **IMPLICATIONS**

Motives that affect Intention behavior on buying MSMEs products in the marketplace are hedonic motivation, perceived usefulness, and external subjective norms. Sellers in the marketplace can emphasize the fun of shopping online, such as by adding surprise gifts. Monetizing perceived usefulness can be done by adding the detailed benefits of products or services. Whereas the motive of external subjective norms by using a popular tagline or in line with the trend. External subjective norms for buying MSMEs' products use the government

campaign to boost the MSMES's economy. Food Products as moderating variable suggest that customers after the covid-19 pandemic are more aware of safety and health. Therefore, protocols for the covid-19 pandemic can be continued, such as information for the protection of food products and during delivery by the driver and stating clearly when purchasing food products online in the marketplace.

## RECOMMENDATIONS

The condition of the COVID-19 pandemic that has occurred since late 2019 requires people to be more open to the virtual world. Technology development has made micro, small, and medium enterprises in marketing their products switch offline to online. The first suggestion is that the objects used in further research can use e-commerce, such as Shopee, Tokopedia, Lazada, Bukalapak, GoFood, and others. The second suggestion is that the product can be specific, such as food only, cosmetics, clothes, drinks, drugs, and others, where consumers' level of halalness is still very much considered. The third suggestion is that the variables, such as digital assets, can still be redeveloped for online and offline shopping intentions. Lastly, for further research, the sampling technique can use random sampling.

The limitation is due to spreading the questionnaire by a snowballing technique based on the authors' and enumerators' networks. Snowballing technique limits to the general population. Thus the concentration of respondents is 72% having at least diploma education. The income of the respondent majority is higher than the minimum wage. Therefore, the finding of the research can rationalize basically to this characteristic of people.

## CONCLUSIONS

Online shopping transactions are increasing during the covid-19 pandemic, but micro, small, and medium enterprises face several obstacles, one of which is a lack of demand for goods/services. The study aimed to see the nexuses of motives on behavior intention online shopping of MSME products in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas with Price, Halal, and Food Products as the moderator variables. Hedonic motivation, perceived usefulness, and external subjective norms had a positive and significant ef-

fect on behavior intention in online shopping. At the same time, internal subjective norms and covid-19 pandemic do not influence behavior intention on online shopping. Price as a moderator variable on Hedonic motivation and perceived usefulness do not have a significant influence; similarly, Halal is a moderate variable on the internal and external subjective norms. The interaction with Price and Halal as moderators has a positive effect. Oppositely, Food Product as a moderator variable of the pandemic covid-19 possessed a negative response, which meant that food product is a concern in covid-19 pandemic behavior intention in online shopping, even though it is not a significant nexus. Online sellers of MSMEs can capitalize on the motives of consumers in their strategy towards the new normal era as well as government and other stakeholders to boost the promotion of the MSME's products due to external subjective norms, having a significant effect.

## REFERENCES

- Agustian, Eri. 2013. Effect of Halal Label on Consumer Purchase Decision Study Case on Wall's Conello Products. *Journal of Management Studies Program*. Sekolah Tinggi Ilmu Ekonomi Kesatuan Bogor, Vol. 1, No. 2. DOI: <https://doi.org/10.37641/jimkes.v1i2.264>.
- Alam, S. S. and Sayuti, N. M. 2011. Applying the Theory of Planned Behavior (TPB) in Halal Food Purchasing. *International Journal of Commerce and Management*, 21 (1), pp. 8-20. DOI: <https://doi.org/10.1108/1056921111111676>.
- Alfred, O. 2013. Influences of Price and Quality on Consumer Purchase of Mobile Phone in the Kumasi Metropolis in Ghana: A Comparative Study. *European Journal of Business and Management*, 5(1), pp. 179-199. DOI: <https://doi.org/10.7176/EJBM>.
- Alsa, Asmadi. 2015. Kontroversi Uji Asumsi dalam Statistik Parametrik. *Buletin Psikologi*, 9 (1): pp. 18-22. DOI: <https://doi.org/10.22146/bpsi.7437>.
- Apriani, S. Z. D., Kaban, R. F., and Pasaribu, P. N. 2021. The Digital Asset Contribution toward the MSME's Performance in Bekasi during COVID-19 Pandemic Era. *Ekonomi Bisnis*, 26(1), pp. 65-75.



- Ath-Thawil, A. 2016. *Syubhat Membuat Galau*. Solo: Tinta Medina.
- Badan Pusat Statistik. 2020. *Statistik E-Commerce 2020*. Indonesia: BPS Statistics.
- Baicu, C. G., Gârdan, I. P., Gârdan, D. A., and Epuran, G. 2020. The Impact of COVID-19 on Consumer Behavior in Retail Banking. Evidence from Romania. *Management and Marketing*, 15(s1), pp. 534–556. DOI: <https://doi.org/10.2478/mmcks-2020-0031>.
- Bulan, T. P. L. 2016. The Effect of Halal Labeling on Decisions Purchase of Sausage at Kuala Simpang, Aceh Tamiang Regency. *Journal of Management and Finance*, Vol. 5. No. 1. DOI: <https://orcid.org/0000-0002-8340-5681>.
- Delafrooz, N., Paim, L. H., and A. Khatibi. 2010. Students' Online Shopping Behavior: An Empirical Study. *Journal of American Science*, 6(1), pp. 137-147. DOI: <http://www.d.x.doi.org/10.7537/marsjas060110.18>.
- Ezeh, P. C. and Nwankwo, N. 2018. Factors that Influence the Acceptance of Mobile Money in Nigeria. *Journal of Research in Marketing*, 8(2), pp. 684. DOI: <http://dx.doi.org/10.17722/jorm.v8i2.217>.
- Ha, N. T., Nguyen, T. L. H., Pham, T. V., and Nguyen, T. H. T. 2021. Factors Influencing Online Shopping Intention: An Empirical Study in Vietnam. *Journal of Asian Finance, Economics, and Business*, Vol. 8, No. 3, pp. 1257–1266. DOI: <https://doi.org/10.13106/jafeb.2021.vol8.no3.1257>.
- Hajli, Nick M. 2014. A Study of the Impact of the Social Media to Consumer. *International Journal of Marek Research*, Vol 56. Issue 3. pp. 387-404. DOI: <https://doi.org/10.2501%2FIJMR-2014-025>.
- Harahap, D. A. 2018. Perilaku Belanja Online di Indonesia: Studi Kasus. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 9(2), pp. 193–213. DOI: <https://doi.org/10.21009/jrmsi.009.2.02>.
- Hartanto, Airlangga. 2021. *Pembiayaan UMKM*. (Cetakan ke-1). Depok: Raja Grafindo Persada.
- Hervina, R. D., Kaban, R. F., and Pasaribu, P. N. 2021. Pengaruh Kesadaran Halal dan Harga terhadap Keputusan Pembelian Konsumen Gofood di Era Pandemi Covid-19. *Jurnal INOVATOR Magister Manajemen Pasca-sarjana UIKA*, 10(2), pp. 133–140. <http://ejournal.uika-bogor.ac.id/index.php/INOVATOR/index>.
- Jusoh, Z. M. and Ling, G. H. 2012. Factors Influencing Consumer's Attitude towards E-Commerce Purchases through Online Shopping. *International Journal of Humanities and Social Science*, Vol. 2, No. 4, pp. 223-230. [https://www.ijhssnet.com/journals/Vol\\_1\\_2\\_No\\_4\\_Special\\_Issue\\_February\\_2012/27.pdf](https://www.ijhssnet.com/journals/Vol_1_2_No_4_Special_Issue_February_2012/27.pdf).
- Kenesei, Zsafia and Todd, Sarah. 2003. The Use of Price in the Purchase Decision. *Journal of Empirical Generalisations in Marketing Science*, Vol. 8, No. 1: pp. 1-21. [https://www.researchgate.net/publication/242169560\\_The\\_Use\\_of\\_Price\\_in\\_the\\_Purchase\\_Decision](https://www.researchgate.net/publication/242169560_The_Use_of_Price_in_the_Purchase_Decision).
- Kim, H. S. 2006. Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*, 13 (1), pp. 57-79. [https://www.researchgate.net/publication/239848328\\_Using\\_Hedonic\\_and\\_Utilitarian\\_Shopping\\_Motivations\\_to\\_Profile\\_Inner\\_City\\_Consumers](https://www.researchgate.net/publication/239848328_Using_Hedonic_and_Utilitarian_Shopping_Motivations_to_Profile_Inner_City_Consumers).
- Koch, J., Frommeyer, B., and Schewe, G. 2020. Online Shopping Motives during the COVID-19 Pandemic—Lessons from the Crisis. *Sustainability (Switzerland)*, 12(24), pp. 1–20. DOI: <https://doi.org/10.3390/su122410247>.
- Kotler, P and Armstrong, G. 2012. *Principles of Marketing*. Jakarta: Indeks.
- Kwek, C. L., Lau, T., Chai, H., and Piew, T. 2010. The Effects of Shopping Orientation, Online Trust and Prior Online Purchase Experience toward Costumers' Online Purchase Intention. *International Business Research*, 3(3), pp. 63-74. DOI: <https://doi.org/10.5539/ibr.v3n3p63>.
- Liana, L. 2009. Penggunaan MRA dengan SPSS untuk Menguji Pengaruh Variabel Moderating terhadap Hubungan antara Variabel Independen dan Variabel Dependen. *Jurnal Teknologi Informasi DINAMIK*, XIV(2), pp. 90–97. <https://www.unisbank.ac.id/ojs/index.php/fti1/article/view/95/90>.
- Maulana, S., Najib, M., and Sarma, M. 2021. Ana-

- lysis of the Effect of Marketing Mix on Consumer Trust and Satisfaction on Online Purchasing of Organic Food During the Outbreak of the Covid-19. *Jurnal Aplikasi Manajemen*, 19(2), pp. 257–71. DOI: <https://doi.org/10.21776/ub.jam.2021.019.02.03>.
- Mikalef, P., Giannakos, M., and Pateli, A. 2013. Shopping and Word-of-Mouth Intentions on Social Media. *Journal of Theoretical and Applied Electronic Commerce Research*, 8 (1), pp. 17–34. DOI: <https://doi.org/10.4067/S0718-18762013000100003>.
- Morwitz, V. G., Steckel, J. H., and Gupta, A. 2007. When do Purchase Intentions Predict Sales. *Int. J. Forecast*, 23(3), pp. 347–364. DOI: <https://doi.org/10.1016/j.ijforecast.2007.05.015>.
- Pasaribu, Popy Novita. 2021. The Nexus of Covid-19 Pandemic and Behavioral Intention in Using Mobile Banking among Students. *Duonomics Sci-Meet (Education & Economics Science Meet)*, 1, pp. 402–13. DOI: <https://doi.org/10.37010/duonomics.v1.5487>.
- Pasaribu, Popy Novita. 2022. The Effect of the COVID-19 Pandemic and Utaut2 in Adopting Mobile Banking at Jakarta. *Manajemen*, 13(1), pp. 1–14. DOI: <https://doi.org/http://dx.doi.org/10.32832/jm-uika.v13i1.4792>.
- Pasaribu, P. N. and Kemora, A. N. 2022. Behavior Intention of Digital Banking Adoption UT-AUT2 and Covid-19 Pandemic as Factors. *In The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic*, pp. 327–35. <http://eprints.purbanas.ac.id/9352/>.
- Pham, V. K., Do Thi, T. H., and Ha Le, T. H. 2020. A Study on the COVID-19 Awareness Affecting the Consumer Perceived Benefits of Online Shopping in Vietnam. *Cogent Business and Management*, 7(1), pp. 1–17. DOI: <https://doi.org/10.1080/23311975.2020.1846882>.
- Sari, Chacha Andira. 2015. Online Shopping Behavior among Anthropology Students at Airlangga University. *Journal AntroUnair-dotNet*, Vol. 4 No. 2. [https://journal.unair.ac](https://journal.unair.ac.id/AUN@perilaku--berbelanja-online-di-kalangan-mahasiswa-antropologi-universitas-airlangga-article-8924-media-134-category-8.html)
- .id/AUN@perilaku--berbelanja-online-di-kalangan-mahasiswa-antropologi-universitas-airlangga-article-8924-media-134-category-8.html.
- Schiffman, L. G. and Kanuk, L. L. 2000. *Consumer Behavior*. Upper Saddle River, NJ: Prentice Hall.
- Setiawan, I. W. A. and Mahyuni, L. P. 2020. QRIS di Mata UMKM: Eksplorasi Persepsi dan Intensi UMKM Menggunakan QRIS. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, 10, pp. 921. DOI: <https://doi.org/10.24843/eeb.2020.v09.i10.p01>.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.
- Sumaedi, S., Bakti, I. G. M. Y., Rakhmawati, T., Widiyanti, T., Astrini, N. J., Damayanti, S., Massijaya, M. A., and Jati, R. K. 2021. Factors Influencing Intention to Follow the “Stay At Home” Policy during the COVID-19 Pandemic. *International Journal of Health Governance*, 26(1), pp. 13–27. DOI: <https://doi.org/10.1108/IJHG-05-2020-0046>.
- Venkatesh, V., Thong, J. Y. L., and Xu, X. 2016. Unified Theory of Acceptance and use of Technology: A Synthesis and the Road Ahead. *Journal of the Association for Information Systems*, 17(5), pp. 328–376. DOI: <https://doi.org/10.17705/1jais.00428>.
- Wahyuningsih, H. N., Roostika, R., and Yeni, Y. H. 2022. An Examination of Customer Satisfaction toward Online Food Shopping During Covid-19 Pandemic. *Jurnal Aplikasi Manajemen*, Vol. 20, No. 2, pp. 231–41. DOI: <https://doi.org/10.21776/ub.jam.2022.020.02.02>.
- Yuswohady. 2015. *Marketing to the Middle-Class Muslim- Recognize the Changes, Understand His Behavior, and Map the Strategy*. Jakarta: Penerbit Gramedia Pustaka Utama.
- Zahra, N. and Sanaji, S. 2021. Peran Moderasi Motivasi Hedonis pada Pengaruh Promosi Penjualan terhadap Niat Penggunaan Ulang Layanan Dompot Elektronik di Kalangan Milenial. *Jurnal Ilmu Manajemen*, 9(1), pp. 57. DOI: <https://doi.org/10.26740/jim.v9n1.p57-67>.