

THESIS

ANALYSIS OF FACTORS AFFECTING CONSUMER PURCHASING DECISION THROUGH SHOPEE ECOMMERCE DURING COVID-19 PANDEMIC

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FACULTY OF ECONOMIC AND BUSINESS
HASANUDDIN UNIVERSITY
MAKASSAR
2022**

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as one of the requirements to obtain a Bachelor
of Management Degree

compiled and submitted by

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to

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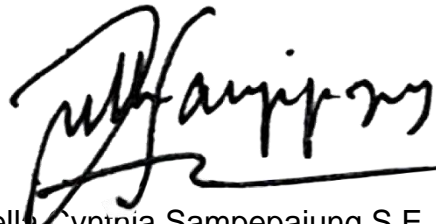
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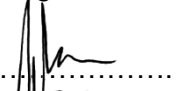


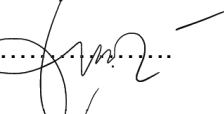
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Who make the statement,

A 1000 Rupiah postage stamp from Indonesia, featuring a blue star and the Garuda emblem. The stamp is partially obscured by a large, bold black signature. The text on the stamp includes 'REPUBLIK INDONESIA', '1000', 'TOL. 20', 'METERAN', 'TEMPEL', and the alphanumeric code '9DC4DAJX005136751'.

(Chaerul Agil Thamrin)

PREFACE

The author would like to thank God for His blessings and gifts so that the author finally completed this thesis. This thesis is the final project to achieve a Bachelor's degree in Management at the Management Department, Faculty of Economics and Business, Hasanuddin University. In this opportunity, the author would like to thank all those who have provided support, prayers, and assistance in the completion of this thesis. Therefore, with great humility let me express my gratitude to:

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10. To all of my beloved friends OVERLOAD SUICIDE, thank you for being there for me during this time.
11. As well as all those who have helped that the author cannot mention one by one. This thesis is still far from perfect even though it has received help from various parties. If there are errors in this thesis, it is entirely the responsibility of the author and not the donors. Constructive criticism and suggestions will further improve this thesis.

Makassar, November 5th 2022

Chaerul Agil Thamrin

ABSTRACT

ANALYSIS OF FACTORS AFFECTING CONSUMER PURCHASING DECISION THROUGH SHOPEE ECOMMERCE DURING COVID-19 PANDEMIC

Chaerul Agil Thamrin

Nurdjanah Hamid

Daniella Cynthia Sampepajung

This study aims to determine the factors that effected consumer purchasing decision through Shopee E-Commerce during COVID-19 Pandemic. The method of data collection in this study is to use a questionnaire. The data were analyzed by Quantitative Descriptive and Multiple Linear Regression and tested by research instrument test, classical assumption test, partial test and simultaneous test using SPSS software. The results of this study indicate that COVID-19, Psychological Factor, Social Factor, Personal Factor, and Cultural Factor has a positive impact on consumer purchasing decision through Shopee E-Commerce.

Keywords: COVID-19, Shopee, Consumer Purchasing

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CHAPTER I

INTRODUCTION

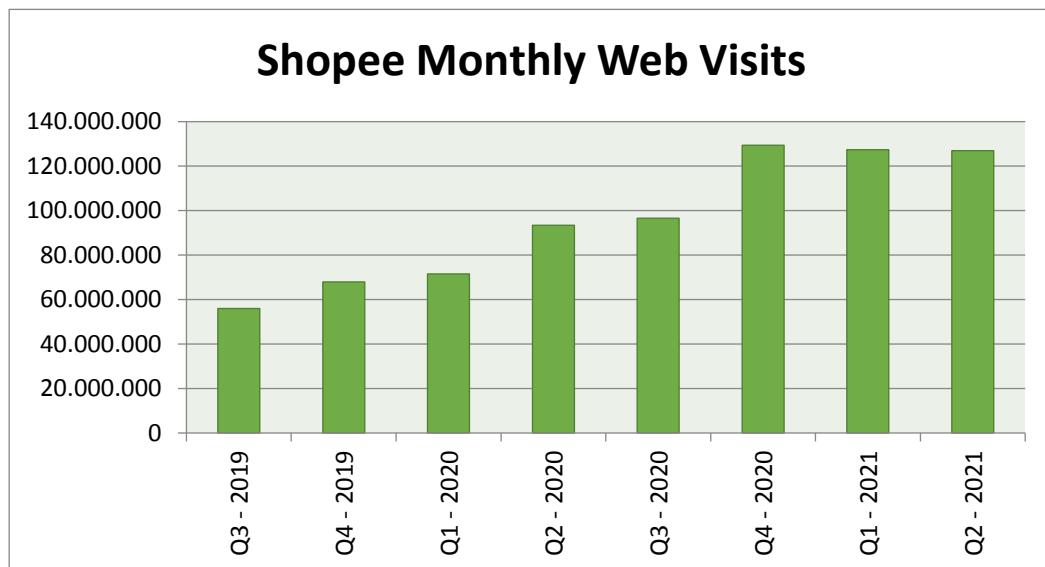
1.1 Research Background

The development of technology information has made huge changes in terms of communicating with each other. For the result, the establishment of electronic commerce or mainly known as ecommerce creates new opportunity in business, especially in the process of improving company's marketing strategy in order to achieve high number of sales and turnover. Many individuals and organizations are interested in running their business through ecommerce because they think it will reduce costs because it does not require additional costs as much as when they run their business offline. Actually there are many other factors affecting consumer decision to do online purchasing. According to the research by Indonesia Internet Service Provider Association (APJII) that released in November 2020, the most common factor chosen by consumer is because the price is much cheaper when they buy it online (Annur, 2020). And other factors that affecting consumer decision to do online purchasing are because they could shop anywhere at any time they want, they could get many discount and promo code, the convenience of the transaction, and many other factors including the pandemic. Since it started, the COVID-19 pandemic has become the most determined factor affecting consumer decision to do online purchasing because everyone is required to stay at home. Through online purchasing, consumer could get their needs without having to worry about meeting with any other people while the pandemic is still going on.

One of the most popular ecommerce in Indonesia is Shopee. Shopee became the top online shopping platform in Indonesia from January to mid-year in

2021 (Yuniar, 2021). Shopee was first launched in 2005 in Singapore. Since then, Shopee has started to expand its reach to Thailand, Indonesia, Malaysia, Vietnam, Philippines, and Taiwan (Azzahra, 2015). Two years after its establishment, Shopee has achieved 80 million users. This number continues to grow over time. This online shopping site is the best alternative for Southeast Asian ecommerce users. Shopee continues to develop into an online shopping platform that could attract wider community (Triworo, 2021). Since the pandemic started, online transaction through Shopee ecommerce has significantly increased. This can be seen through the following chart that shows Shopee monthly web visits in Indonesia:

Chart 1 1 Shopee Monthly Web Visits in Indonesia 2019-2021



(Source: iPrice Insight, 2021)

According to the chart shown above, around Q3-2020 to Q4-2020 Shopee monthly web visits has drastically increased from 96 million visitors to 129 million visitors in less than three months. Shopee also recorded a significant growth in the number of transactions throughout Q2-2020. Compared with Q2-2019, the transactions increased by 130 percent. Handhika Jahja as the Director of Shopee

Indonesia detailed that during Q2-2020, there were 260 million transactions (Catriona, 2020). Which means there were 2.8 million transactions made by Shopee users per day. In the financial report, the company recorded total revenue of USD 510.6 million. Also an increase of 187.7 percent compared to the previous year. The massive growth is a strong sign that confirms COVID-19 pandemic has accelerated digitalization in the trade sector. Handhika Jahja himself have considered the increasing of online transaction in Indonesia as a positive indication for Indonesia's digital economy. According to Astrid Wiliandry as the director of Snapcart, people choose Shopee as their most popular platform to shop because of its convenience and its popularity (Husaini, 2020).

According to a pre-research survey conducted by the author, there are four factors that can influence consumer purchasing decisions, which are cultural factor, social factor, personal factor, and psychological factor (Kotler and Keller, 2014). But the most interesting part for the author is what causes the consumer to shop online through Shopee especially while the pandemic is still going on. Based on the research background outlined above, the author is interested in doing a research of cultural factor, social factor, personal factor, and psychological factor that affecting consumer to shop through Shopee during COVID-19 Pandemic. The title of this research is **"Analysis of Factors Affecting Consumer Purchasing Decision through Shopee Ecommerce during COVID-19 Pandemic "**.

1.2 Problem Formulation

Based on the research background above, the problem can be formulated as follows:

1. How does the cultural factor affects consumer purchasing decision to shop through Shopee?

2. How does the social factors affects consumer purchasing decision to shop through Shopee?
3. How does the personal factors affects consumer purchasing decision to shop through Shopee?
4. How does the psychological factors affects consumer purchasing decision to shop through Shopee?
5. How does COVID-19 Pandemic also affecting consumer purchasing decision to shop through Shopee?
6. To what extent cultural factors, social factors, personal factors, psychological factors affects consumer purchasing decision?
7. Which one of the factors affect consumer purchasing decision the most?

1.3 Research Objectives

According to the research background and the problems formulated above, the author determined the objectives of this research are:

1. To find out how cultural factors affecting consumer purchasing decision to shop through Shopee.
2. To find out how social factors affecting consumer purchasing decision to shop through Shopee.
3. To find out how personal factors affecting consumer purchasing decision to shop through Shopee.
4. To find out how psychological factors affecting consumer purchasing decision to shop through Shopee.
5. To find out how COVID-19 Pandemic also affecting consumer purchasing decision to shop through Shopee.

6. To find out the extent of cultural factors, social factors, personal factors, psychological factors affecting consumer purchasing decision.
7. To find out the most affecting factor of consumer purchasing decision.

1.4 Research Benefits

1. Theoretical Benefit

The author believed that the result of this research could broaden the students' knowledge about the materials explained in this research and the author also believed this research could becoming a useful reference to be developed more by other authors in the future.

2. Practical Benefit

The author believed that this research is useful for the author himself to be able to apply the theories that are explained in this research. The author also believed that the result of this research could be much more useful for Shopee Indonesia to improve their performance in order to gain more users that could results a huge success.

1.5 Research Scope

This research discuss and analyzing factors affecting consumer purchasing decision to shop through Shopee while at the same time discuss about the correlation between those factor and COVID-19 Pandemic. The object of this research is Shopee Indonesia and the scope of this research with title "**Analysis of Factors Affecting Consumer Purchasing Decision through Shopee Ecommerce during COVID-19 Pandemic**" is the respondents who are using Shopee as their most preferable ecommerce.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Consumer Purchasing Decision.

Generally, consumer purchasing decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions can be defined as a part of consumer behavior, consist of how individuals or organization purchase goods and services to satisfy their needs and wants (Kotler & Armstrong, 2016). Alma (2013) suggested that the decision purchasing is a consumer decision that is influenced by the economy finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, process. Purchasing decision is a decision-making process about a purchase which includes determining what to buy or not make a purchase and the decision is obtained from the activities previously (Assauri, 2013). So as to form attitudes in consumers to process all information and draw conclusions in the form of appropriate responses appears what product to buy.

According to Olson and Peter (2014) purchasing decisions are process of combining knowledge to evaluate two or more alternative behaviors and choosing one of them. Sangadji and Sopiah (2013) define a decision as choosing an action from two or more alternative choices. According to Kotler and Armstrong (2014), consumer purchasing decisions are the action to buy the most preferred brand from various alternatives, but two factors could be there between the intention of buying and the purchase decision. The first factor is others' behavior and the second factor is situational factors. Therefore, preferences and purchase intentions does not always result a real purchase.

Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternative from two or more behavioral alternatives and considered as the most appropriate action in buying by going through the stages of the decision-making process. Setiadi (2015) stated that decisions taken by a person is called a problem solving. In the process of decision making, consumers have goals or behaviors of what they want to do to achieve the target. Consumer purchasing decision begins with awareness on the fulfillment of needs or desire. In addition, according to Ratna, Amalia, Tito & Mashita (2021), Online purchasing decisions are consumer behaviour in choosing products online from several alternatives to find solutions and give birth to decisions to use these products and make repeat purchases and recommend to others.

Furthermore, Kotler and Keller (2012) suggest five stages of consumer behavior in buying decision, viz:

1. Recognition of Needs

Recognition of needs is the first stage of the consumer decision process that will arise when consumer facing a situation of needing something and have to do some purchasing in order to overcome the situation. This stage is often recognized as the most crucial steps in the process of consumer decision making because if the consumer does not perceive the situation of needing something, they generally will not make a purchasing decision. Customer needs can be triggered by internal or external factors. Internal factors are refers to consumer personal experience such as thirst, hunger, loneliness, and so on. For example, a student just came home from school so he decided to call a pizza delivery man in order to buy some pizza. Meanwhile, the external factors are coming from outside influences such as advertising, word-of-mouth, and so on. For example, a

consumer who just moved to Indonesia may not realize he needs an air conditioner until he sees an advertisement on social media about it which triggers the need in his mind.

2. Information Search

This stage is recognized as the second stage of consumer decision making process. This stage begins when consumer perceive that their needs could be fulfilled if they are buying and consuming the product. The consumer then starts to search about the information and the value in a product or service. The consumer would seek information from internal and/or from external. For the example of internal research, the consumer will try to recall their memory to see if they remember their past experiences about product or service that are frequently purchased. The internal research may be enough to trigger consumer decision to make a purchase. Meanwhile, the consumer will do an external research if they have no prior knowledge and experience about a product which then lead them to search for external information from their friends, co-worker, family, and/or public sources such as social media. After getting the required information, usually someone would also find alternatives to the product or service they were looking for, and then there would be an evaluation of the available alternatives (Lovelock and Wirtz, 2011).

3. Evaluation of Alternatives

Evaluation of alternatives stage is the third stage of consumer decision making process where the consumer start to evaluating all of their product and brand options which have the ability to fulfill their needs. In this stage, the consumer will have to effectively evaluate all the options according to the functional and psychological benefits the product has to offer so they can move on to the next stage of consumer decision making. While evaluating alternatives, someone will

make comparisons, but not all products can be compared easily, there are kind of products that we can see the characteristics directly, and some of it does not have that kind of characteristic we can see directly.

In addition, the actual evaluation process follows the attributes of what prospective buyers are looking for. For example, the potential buyer wants to take a vacation, then the attributes of price, comfort, pleasure, and things related to vacations are things that become major concern in evaluating alternatives (Kotler and Keller, 2012)

4. Purchasing Decision

After going through the stages explained above, consumer will determine whether they are going to do a purchase or not. In this stage, the consumer may have the intention to purchase their most preferred option. This stage is the fourth stage of consumer decision making where the purchase is actually happening because the consumer has already evaluated their options. In this stage, the consumer will have to face some of the alternative decision-making process such from whom they should buy and when to buy. For regular or repeat purchases such as buying soap, the decision process will be very easy. Meanwhile for purchases that require thought such as buying a car or any other luxury things, the process of buying decision will take more time.

The decision will also take into account the shortcomings and advantages, most of which are considered is the price where if the price is cheaper and performance is not too different, a lower price will be chosen (Lovelock and Wirtz, 2011). It is not just about the product you choose. The place where the goods or services you want is also one of the decisions besides buying certain goods or services (Hawkins and Mothersbaugh, 2010)

5. Post-purchase Behavior

After buying a product, consumer would be facing some stages of satisfaction or dissatisfaction according to the quality of the product and the fulfilling of their needs. Post-purchase behavior is the final stage of consumer decision making process where the consumer may experience feelings of tension and anxiety after doing a purchase. In this phase, buyers will feel dissonance if what they get is not what they expected. but this feeling does not only come from that, but can also be caused by external influences such as what other people say that the brand they use is of better quality than the brand we use. Dissonance is a condition that will make buyers question their purchasing decisions (Hawkins and Mothersbough, 2010).

For the example, consumer may still question themselves whether they made the right decision or not. Another example is the consumer may have changed their mind and decided they do not need this particular product right after they did the purchase. Because of those post-purchase anxiety, the consumer often faced, many companies now offering money back guarantees as their form of consideration for the consumer.

2.1.2 Factors Affecting Consumer Purchasing Decision

There are so many different factors that can influence the outcomes of purchasing decision. Some of the factors are specific to the buying situation itself. The factors are related to what exactly the consumer wants and needs at the certain times and occasion. But there are also some factors that are specific to each individual, such as consumer's individual background, preference, personality, motivation, and including their economic status. Because no one is exactly look alike in terms of individual preferences, it is kind of difficult to predict

how the influencing factors will ultimately shape a final purchasing decision. For companies, an understanding of these factors would provide a more complete and detailed view into the mind of the consumer. According to Kotler and Keller (2014), consumer purchasing decision could be influenced by four factors, including the following:

1. Cultural Factor

According to Kotler (2015), Culture is the most important determinants of desire and behavior fundamental to obtaining values, perceptions, preferences and behavior of other important institutions. Cultural factors have the broadest and deepest influence on behavior consumer. Cultural factor consists of culture and sub culture. Culture is the most fundamental determinant of desire and one's behavior. According to Heka & Suhermin (2022) cultural factor is responding to something that is considered to have value and habits, which can start from the acceptance of information, their social position in society, and their knowledge of what they feel. According to Kotler & Armstrong (2018), there are several indicators in cultural factor, which is culture, Subculture and Social Classes.

Each culture consists of smaller subcultures that provide more specific identification and socialization for its members. Sub culture includes nationalities, religions, racial groups, and geographic areas. Other roles are social class, social class is a division or group that is relatively homogeneous and remains in a society, which is hierarchically structured and whose members share values, similar interests and behaviors (Thamrin and Tantri, 2012).

For example, children in Indonesia (most of them) are conditioned to stay with their parents till they get married as compared to foreign countries were children are more independent and leave their parents once they start earn money for themselves. Cultural factor have a significant effect on an individuals

purchasing decision because every individual has different sets of habits, beliefs, and even principles which they develop from their family status and background.

2. Social Factor

Each role consists of activities and attitudes that are expected from an individual to perform according to the persons around them (Kotler & Armstrong, 2014). Social factor is a group of people who are able to influence consumer purchasing decision based on habits. Social factor consists of reference groups, family members, relatives, role in the society, and social status in the society. There are several indications of social factors according to Kotler and Keller (2012), some of which are reference groups, family, the role and status of parents. A reference group is a group that serves as a reference for a person in purchasing and consumption decisions (Kotler, 2013). Schiffman and Kanuk (2014) defines a reference group as any person or group that is considered a comparison or reference for someone in forming general or special values, or in behaving.

Social factors can be seen from the relationship with friends, family and parents in influencing purchasing decisions. The higher the relationship with friends, family and parents, the higher the consumer's decision to make a purchase. According to Philip Kotler's theory in Fatimah (2022) indicators of consumer social factors are recommendations from friends/family to buy products, and trust of friends/family to use products.

3. Personal Factor

Personality is a set of human psychological traits that cause a relatively consistent and long-lasting response to environmental stimuli including purchasing decision. Personality is often described as traits of self-confidence, dominance, autonomy, respect, sociability, defense, adaptability (Kotler & Keller, 2012). Personality is the unique combination of emotional, thought, and behavioral

patterns that influence how people react to situations and how they interact with other people (Robbins and Coulter, 2010). Purchasing decisions can also be influenced by personal characteristics such as age, life cycle stage, social position, economic situation, lifestyle, personality, and their self-concept (Kotler, 2013).

4. Psychological Factor

Kotler and Armstrong (2014) point out that consumer's choice or purchase decision is influenced by four psychological aspects which are motivation, perception, attitude and learning. Solomon (2016) explains that the individual's internal dynamics which, although not visible by others, is important to everyone. Included in it is the process perception is how individuals absorb and interpret information about products and other people, the learning process is how individuals store information and how it completes knowledge previously possessed, individual reasons or motivations for absorbing certain information and how cultural values influence what a person do, and how attitudes are formed and change and affect consumption behavior. Schiffman and Kanuk (2014) suggest that consumer psychological behavior contains basic psychological concepts that determine individual behavior and affects consumer behavior.

2.1.3 Ecommerce

Wong (2010) concluded that ecommerce is the process of buying and selling market goods and services through electronic systems, such as radio, television, and computer networks or the internet. While according to Kotler & Armstrong (2016), ecommerce is an online channel where one can reach through computer, which used by business people in carrying out their business activities and used by consumer to get information by using computer assistance to make it easier for them to make purchasing decisions. The development of ecommerce is

driven by the development of the internet and mobile application which gives the entrepreneur the opportunity to create more effective systems that can reach consumers on efficient scale at a much lower cost than building conventional business. The development of the internet simultaneously changing people's behavior in searching for information and shopping to fulfil their needs (Fajarawati, 2020). With its existence, ecommerce has changed the way people to purchase products and services. Everyday more and more people are turning into their smartphone to order products, which can be easily delivered to their home. Ecommerce is not just providing the consumer an easier way to purchase products and services, but ecommerce has also helped small business to gain a wider market without having to provide additional costs to distribute their products. As smartphone users, we must have already purchased something online, which means we have taken part in online industry. For example, people can connect with businesses through their smartphone just by downloading the apps. Kotler & Armstrong (2012) defined four types of ecommerce based on the characteristics, which are:

1. Business to Business (B2B)

This type of ecommerce is a transaction carried by two parties who both have business interests. These two parties who understand each other and know the business they are running. A simple example of B2B is producers and suppliers who do the transactions online from consulting the need of goods to the payment process.

2. Business to Consumer (B2C)

Business to consumer is carried by business people and consumers. This type of ecommerce is occurred just like the ordinary commerce. Consumers get product offers and make purchases online

In Indonesia, ecommerce have a huge impact proven by the existence of Harbolnas or known as National Online Shopping Day in Indonesia. Harbolnas is the most awaited day by consumer because at that time, the consumer will get a large number of promo and discounts. Not to mention pretty dates such as November eleventh or known as 11.11, December twelve or known as 12.12, etc. Ecommerce in Indonesia are really competitive in order to gain more and more users on their platform.

2.1.4 Shopee Ecommerce

The development of ecommerce in Indonesia is indeed quite fast. Recently, many ecommerce have shown their existence by competing each other about who is the most popular ecommerce. One of the reason ecommerce is very popular in Indonesia is because the need to transact online is getting bigger because of the pandemic. Since the pandemic, many people prefer buying their needs online instead of coming directly to the market. One of the biggest and popular ecommerce in Indonesia is Shopee. With various cashback promo, free shipping, bank collaboration promo, and so on, Shopee Indonesia is able to attract online sellers and buyer to do their online transaction through Shopee. Shopee is engaged in selling and buying things online and can be easily accessed through smartphome and any other smart devices. Shopee offers more than a million products ranged from fashion products to daily needs and shopee also offers free shipment as their plus point. Shopee is not only facilitates the buyer but Shopee also facilitates sellers to market their goods easily and provide buyers with secure payment processes and integrated logistics arrangements (Fikrie, 2019). Currently, more than ten million downloaders have subscribed to Shopee. To support their application, Shopee has offered various product categories to make

it easier for the users to find their needs through the application. There are more than twenty categories available, which are menswear, women's clothing, cellphones & accessories, computers & accessories, household equipment, beauty, baby & kids fashion, mother & baby, men's shoes, women's shoes, and many more.

Shopee Indonesia has a vision to "Being the number one mobile marketplace in Indonesia" and has a mission to "Developing an entrepreneurial spirit for sellers in Indonesia". Through this vision and mission, Shopee aims to use the power of technology as a way to change the world much better by creating platform that is able to connect sellers and buyers. Shopee's targeted internet users throughout Indonesia who needs various needs. The existence of Shopee Indonesia which is able to arouse the passion of online shopping in Indonesia is certainly equipped with various features that help sellers and buyers in their transactions. Some of the feature include free shipping, cash on delivery method, voucher, cashback, Shopee pay, Shopee coin, and Shopee game. Each of all the features had their way to attract more users day by day.

2.1.5 Correlation Between COVID-19 Pandemic and Ecommerce

Coronaviruses are a large family of viruses that cause illness such as common cold to more severe disease. Coronaviruses are zoonotic, which means they are transmitted between animals and human. Coronaviruses disease is commonly known as COVID-19. The first case of this disease occurred in the city of Wuhan, China at the end of December 2019. After that, COVID-19 spread between humans very quickly and spread to dozens of countries, including Indonesia, in just a few months (World Health Organization, 2021). Its rapid spreads has made several countries implementing policies to impose lockdown to

prevent the spread of COVID-19. In Indonesia, the government implemented the policy of Enforcing Community Activities Restrictions or commonly known as PPKM to suppress the spread of this virus. COVID-19 was initially transmitted from animals to humans.

After that, it was discovered that this infection can also be transmitted from human to human. According to World Health Organization, the disease is caused by the SARS-CoV-2 virus, which spreads between people in several different ways. Current evidence suggests that the virus spreads mainly between people who are in close contact with each other, for example at a conversational distance. The virus can spread from an infected person's mouth or nose in small liquid particles when they cough, sneeze, speak, sing or breathe. Another person can then contract the virus when infectious particles that pass through the air are inhaled at short range (this is often called short-range aerosol or short-range airborne transmission) or if infectious particles come into direct contact with the eyes, nose, or mouth (droplet transmission). The virus can also spread in poorly ventilated and/or crowded indoor settings, where people tend to spend longer periods of time. This is because aerosols can remain suspended in the air or travel farther than conversational distance (this is often called long-range aerosol or long-range airborne transmission).

People may also become infected when touching their eyes, nose or mouth after touching surfaces or objects that have been contaminated by the virus. COVID-19 can infect anyone, but the effect of the infection will be more dangerous or even more fatal if it infected the elderly, pregnant women, smokers, people with certain diseases, and people with weak immune systems, such as cancer patients. Because it is really contagious, this disease is also at high risk of infect medical personnel who treat COVID-19 patients. In addition, the government together with

pharmaceutical companies and various health institutions are developing COVID-19 vaccine.

According to Nurlela (2021), COVID-19 pandemic has caused changes in the community from selling goods and services traditionally and switched to online selling. This outbreak also resulting a social restriction in society which makes the ecommerce trends in Indonesia increasing almost two times from before the pandemic started. The significant increase of COVID-19 also caused a health crisis in the society and hinder the acceleration of the economic development as well as the macroeconomic growth. All of these problem has caused online transaction increased.

In addition, based on research by Syahrul Amsari & Dian Permata Sari (2022) entitled "Consumer Factors in Deciding to Purchase Online at Shopee E-Commerce During the COVID-19 Pandemic", it was revealed that the causes of changes in consumer behavior in deciding to buy online at Shopee e-commerce during the COVID-19 pandemic, can be classified into several factors, namely external and internal factors. External factors are those that are of external origin to the wishes of the respondent; such as the imposition of restrictions on crowds, the PSBB system, social distancing, and orders to stay at home by the government which then have an impact on psychological behavior towards consumers in trying to meet the level of needs during the pandemic. The internal factors are factors that come from within the respondents so as to cause psychological behavior due to pressure, motivation to meet needs during the pandemic so as to increase consumer behavior in deciding online purchases on Shopee e-commerce during the COVID-19 pandemic

2.2 Relevant Research

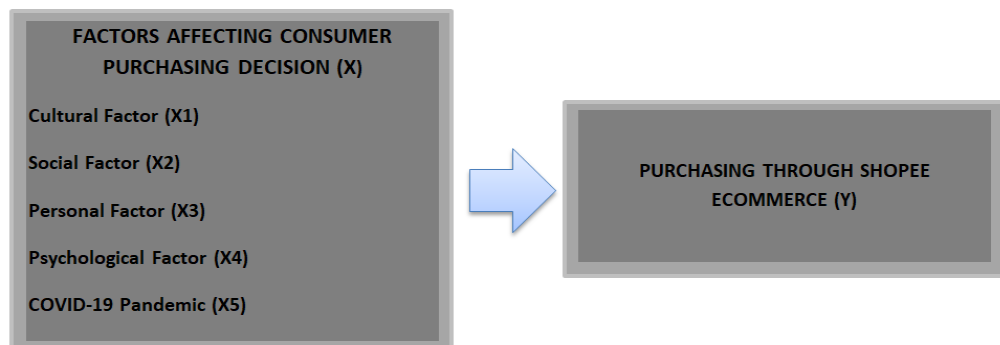
Table 2 1 Relevant Research

No	Author	Topic / Book / Article Title	Research Variables	Conclusion
1	Vivi Ataini, Rahmi Purnomowati & Siti Rochaeni (2021)	Pengaruh Faktor Sosial, Budaya, Pribadi dan Psikologis terhadap Keputusan Konsumen dalam Pembelian Bunga Potong (Studi Kasus Pondok Lily Rawa Belong, Jakarta Barat)	<ol style="list-style-type: none"> 1. Social Factor (X1) 2. Culture Factor (X2) 3. Personal Factor (X3) 4. Psychological Factor (X4) 5. Consumer Purchasing Decision (Y) 	The results showed that social factors had no significant effect on the decision to purchase cut flowers at Pondok Lily. Cultural factors also did not have a significant influence on the decision to buy cut flowers at Pondok Lily, Personal and psychological factors had a significant impact on consumer purchasing decisions of cut flowers at Pondok Lily and Social, cultural, personal, and psychological factors together had a significant effect on the decision to buy cut flowers at Pondok Lily
2	Muhammad Edwar, Rizki Ayu Agustin Diansari, Nur Fahmi Winawati (2018)	The Factors That Affecting the Product Purchasing Decision Through Online Shopping by Students of Surabaya State University	<ol style="list-style-type: none"> 1. E-Service Quality (X¹) 2. Time (X²) 3. Price (X³) 4. Easiness (X⁴) 5. Security (X⁵) 6. Trust (X⁶) 7. Convenience (X⁷) 8. Quality of Web (X⁸) 9. Online Shopping Decisions (Y) 	The results showed that the factors that influence the product purchasing decisions through online there are trust, price, and time.
3	Ratna Herawati, Amalia Nur Chasanah, Tito Aditya Perdana & Masitha Fahmi Wardhani (2021)	Study on Online Purchase Decisions on the Online Shopee Selling Site	<ol style="list-style-type: none"> 1. Advertising (X¹) 2. Sales Promotion (X²) 3. Electronic Word of Mouth (X³) 4. Online Purchasing Decisions (Y) 	The results showed that advertising, sales promotion, electronic word of mouth had a significant positive effect on online purchasing decisions.
4	Prahastiwi Utari, Annisaa Fitri, Eko Setyanto & Chatarina Henny (2020)	Belanja Online Mahasiswa di Era Pandemi COVID-19: Modifikasi Perilaku Konsumen	<ol style="list-style-type: none"> 1. COVID-19 Pandemic (X) 2. Customer Behavior (Y) 	The results show that in online shopping, there is a modification of consumer behavior related student needs product, information search, evaluation prior to purchase or an alternative choice, and in the decision to buy or use the product
5	Heka Ananda Putri & Suhermin (2022)	Pengaruh Faktor Budaya, Faktor Sosial, Faktor Pribadi dan Faktor Psikologi terhadap Keputusan Pembelian	<ol style="list-style-type: none"> 1. Culture Factor (X1) 2. Social Factor (X2) 3. Personal Factor (X3) 4. Psychology Factor (X4) 5. Purchasing Decision (Y) 	The research indicating that culture factor had a positive and significant effect on product buying decisions. On the other hand, social factor had an insignificant effect on product buying decisions. Likewise, personal factor had an insignificant effect on product buying decisions. Similarly, psychological factor had an insignificant effect on product buying decisions

Source: Author

2.3 Conceptual Framework

Picture 2 1 Conceptual Framework



Source: Author

2.4 Hypothesis

Literally, a hypothesis is a temporary answer or assumption to a research problem which then must be tested for its authenticity. In other words, a hypothesis is a provisional explanation of the relationship between theories and complex phenomenon. Based on the theoretical basis that has been unravelled along with the relevant research, the author then formulate the hypothesis of this research as:

- H1: Cultural factor has a positive impact on consumer purchasing decision through Shopee ecommerce.
- H2: Social factor has a positive impact on consumer purchasing decision through Shopee ecommerce.
- H3: Personal factor has a positive impact on consumer purchasing decision through Shopee ecommerce.
- H4: Psychological factor has a positive impact on consumer purchasing decision through Shopee ecommerce.
- H5: COVID-19 Pandemic has a positive impact on consumer purchasing decision through Shopee ecommerce.