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Research Paper

The Development of Digital-Based Economics in Sustaining Interest in Shopping Online through the Marketplaces during the COVID-19 Pandemic

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ABSTRACT

Nowadays, economic development has a tremendous impact on society; one which is change is the transaction process for goods or services. At first, people bought and sold offline or had to meet directly between sellers and buyers, but today's digital-based economic development this can be minimized. Especially during a pandemic like nowadays, we cannot deny that many people are reluctant or afraid to shop for their daily necessities directly in the market or shops around their homes. For this reason, with the latest development of the digital economy, shopping online has become trend in society. Moreover, there are various kinds of online marketplaces that can be accessed by the public easily. This also follows the government recommendations to keep distance and not in crowd in the community as a way to reduce the outbreak of the Covid pandemic 19. The aim of the research is to find out the development of the digital economy in sustaining interest in shopping online during the Covid19 pandemic. The method of this research is descriptive quantitative method with respondents are people with age range of 25 - 35 years. The results of this study are obtained from the SPSS calculation that Sig. (2-tailed) of 0.000 <0.05, the result is significant which indicates interest in shopping online through the marketplace during the COVID-19 pandemic.

Keywords: Digital-Based Economy, Online shopping, Marketplace

INTRODUCTION

The whole world is fighting against the COVID-19 pandemic nowadays, the decrease in the number of Covid-19 sufferers is unnoticed but it increases every day. In Indonesia, especially in the COVID-19 pandemic situation also experienced various kinds of impacts; one of them is the economic impact that is felt by the Indonesian people. Economic problems appear during pandemic such as difficulties in fulfilling daily needs, increasing unemployment due to the large number of companies stopping hiring employees, and various other problems that give economic effect to the community.

Dealing with this situation, we can also see the movement of the economy that is starting to grow, as well as changing in the economy from conventional to digital-based economic development. With the existence of social restrictions launched by the government, both small-scale and large-scale restrictions, this has sufficient impact on the community's economy. At first, people carried out transactions and buying and selling activities conventionally, as the Covid-19 pandemic which has forced people to avoid crowds by keeping their distance and not leaving the house to shop for their daily needs. People start to take advantage of digital buying and selling like marketplaces, e-commerce, and online shops. People now have many ways of shopping through a marketplace, e-commerce, or online shop. All these ways have it attractions for the community, because people are free to choose to shop online by using the available digital

platforms. This is done by the community because it can reduce the risk of contracting the Covid-19 virus, besides that, it also obey the rules of the government not to leave the house, crowd and maintain distance from the community. The change of the economy from conventional to digital economy also affects the development of economics in Indonesia.

With the fast pace of online shopping being carried out by the public, especially during the Covid-19 pandemic like today, one of the platforms that is becoming a trend is becoming a platform that is in demand by the public, namely shopping through the marketplace. With the continual promotion carried out by marketplaces in Indonesia, this also encourages the development of the marketplace and encouraging other people to use it to shop. The marketplace is a media for marketing various kinds of products and services electronically, so that it becomes a meeting place for sellers and buyers to have economic transaction electronically without meeting in person (Wahyuni et al., 2019). For this reason, the existence of a marketplace is very helpful in meeting people's needs, especially shopping online so there is no need to crowd in the community. In addition, there are many special events and discounts offered by the marketplace, and the variety of goods available is a special attraction for the public.

LITERATURE REVIEW
Development of Economics
Today, the development of economics was experiencing significant increase, especially supported by a very fast rate of economic growth which also contributed to the development of economics. Economics is a science that will always develop following the times or world economy developments. Economics is a branch of science that studies about people's behavior or attitudes in utilizing resources, which have limitations in base for the production of various commodities forms,

which then distributed or distribute to individuals and groups of society (Nasrullah, 2007).

In general, economics is divided into 2 fields, microeconomics and macroeconomics (Curatman, 2010). The discussion in microeconomics is individuals, both households and companies, which includes discussion of consumer behavior and producer behavior, market forms and market mechanisms. Meanwhile, macroeconomics discusses broader scope such as aggregate supply and demand, as well as national income.

Furthermore, there are 3 main problems in the economy as follows 1) What kinds of goods and services are to be produced, 2) What are the methods used to produce the goods, and 3) Who are the goods and services used for production. and the services that are produced (Hasoloan, 2010). For this reason, with a discussion of economics, it also indirectly studies the development of economic science in society, especially developments happens in Indonesia today. As the public knows is that Indonesia's economic development is currently experiencing fluctuations, as one of the result of the COVID-19 pandemic. Not only Indonesia has experienced the cost of the COVID-19 pandemic, the whole world has also experienced it.

Digital Economy
Digital development cannot be stopped at this time, because digital development is a manifestation of progress in various things, especially in the development of economic digitalization. For this reason, economic development towards digitalization must be supported by all aspects, both aspects of human resources and other resources that are considered to be able to increase the rate of development of the digital economy. In addition, the existence or availability of facilities is also important to support the digitalization era, because without adequate facilities it will also cause obstacles in its development. In addition, technological advances must also

be used wisely so that the development can run optimally.

A person who introduced the digital economy for the first time was Topscott (1997). According to Topscott, the digital economy is a social activity that exists in society which affects the existence of an economic system. These activities have a character as a monitoring medium like various kinds of information, capacities and information where they are processed (Puslitbang Aptika dan IKP, 2019). The digital economy is all aspects of the economy which include the development of goods and services, production factors, distribution factors, and sales factors. All of the previous factors depend on the use of digital technology (Wibowo, 2018). The characteristics of the digital economy are the presence of global trade activities and cutting many intermediary chains (Puslitbang Aptika dan IKP, 2019).

The positive effects of digital era are: a) The required data could be faster and easier to access; b) The development of innovation in various fields that are oriented towards digital technology simplifies the processes of our work; c) The development of digital-based mass media, especially electronic media is like a source of knowledge and data for people; d) Increasing the quality of human energy sources through the development and utilization of data and communication technology; e) The emergence of various learning resources such as online bibliotech, online educational media, online dialogues which can improve the quality of learning; and f) The appearance of an e-business such as an online shop that provides various items of necessity and the easy way to get them (Setiawan, 2017).

Next, beside positive effects, the digital era also has negative impacts as the followings: a) The threat of violation of Intellectual Property Rights because of the easy access to information and gives chance to plagiarism to do fraud; b) The threat of forming short view in which children get use to think short and lack concentration; c)

Threats of misuse of knowledge to carry out criminal acts like break into the banking system, and others (decreasing morality); and d) make data technology ineffective as use it as media or learning facilities, for example, such as not only downloading e-books, but also printing them, not only visiting the digital bibliotech, but also visiting the bibliotech building, and others (Setiawan, 2017).

Online Shopping Interest

Online shopping is a form of electronic buying and selling which sellers and buyers use the internet (Saragih & Ramdhany, 2013). Online shopping is one of the activities available on the internet which provide various kinds of conveniences for consumers (Sanggara & Christantyawati, 2017). Online shopping is a process that allows consumers to buy goods or services directly in an interactive way or in real time for products and services available on the internet with the seller (Hana, 2019).

In general, Interest can be interpreted as a deep willingness that comes from each individual to do something she or he likes (Haekal & Widjajanta, 2016). Interest is a component that shows a person's behavior in consuming a product (Yusnindar et al., 2014). Interest in buying online or interest in shopping online can be interpreted as a situation where consumers are willing to be involved in an online business transaction process (Haekal & Widjajanta, 2016). Several indicators of buying interest are: 1) transactional interest, an interest that tends to choose some buying products; 2) referential interest, inviting other people to buy certain products; 3) preferential interest, the presence of attitudes prefer certain product preferences); 4) explorative interest, behavior that indicates seeking information related to the product and identifying the advantages of certain products (Ferdinand, 2006) in (Widiani et al., 2020).

The factors that determine the interest in shopping online, including: 1)

how big consumers want to go back to shopping at the online store website; 2) the possibility of consumers to consider shopping online at the online store's website in the short term; 3) the possibility of consumers to consider shopping online at the online store's website in the long term; and 4) how the possibility that consumers have to buy at the online store (Heidjen et al., 2003) in (Haekal & Widjajanta, 2016).

Beside the previous several indicators and several factors that affect the interest in buying online, several things may cause someone to be reluctant to shop online including: 1) there is a worry feeling if the goods purchased online do not match the expectations; 2) there is a worry feeling on fraud will occur in buying and selling online; 3) there is a worry feeling on the security of online transactions like fear that other people will misuse their personal data and so on.

Marketplace

As today time, online purchases are popular among the public, especially the marketplace, because there are also a lot of marketplace applications that are often used by the public to shop online in Indonesia. Marketplace is a platform or application that uses an electric method as a place for commercial transactions or transactions in online businesses which activities are to buy and sell goods and services as well as electronic-based information (Alrubaiee et al., 2012). Marketplace is a market where the process of transactions between buyers and sellers is done virtually (Hutauruk, et al., 2017) in (Fian et al., 2020). Marketplace is a media or website that is used by business people in buying and selling their products online on the website, where business people or sellers only need to submit clear information about their products (Yustiani & Yunanto, 2017). E-marketplaces basically have the same concept as traditional or conventional markets, because they are a gathering place for sellers and buyers to carry out the transaction process, but the difference is

buying and selling transactions are carried out virtually (Fachriyan & Wijaya, 2019).

In general, there are 3 types of marketplaces as follows: 1) vertical marketplaces, this is a type of marketplace that sells only one type of product, but comes from various sources; 2) horizontal marketplace, this is a type of marketplace that sells goods that are related to one another and goods sold have various types, and 3) a global marketplace, this is a type of marketplace that sells goods that have no connection between one item and another as well as goods sold have various types (Fauzi, et al., 2018) in (Susanti et al., 2018).

Marketplace supporting components are: 1) marketplace consumers which spread all over the world; 2) millions of online shops in the marketplace sell a wide variety of items; 3) goods sold are tangible or in digital forms; 4) network, hardware and software are the supporting aspects of the marketplace; 5) buyers and sellers communicate through an electronic portal; 6) ordering, purchasing, payment, packaging or delivery are made after the transaction is complete; and 7) there is a third party that acts as a computer-based buying and selling link (Apriadi & Saputra, 2017).

Covid – 19 Pandemic

Indonesia and the world are at war against the fierceness of the Covid-19 virus, which has not shown a decrease in the number of sufferers, but the sufferers increase every day. The Covid-19 pandemic (corona virus disease 19) was first announced by WHO on 11-3-2020 where the first cases occurred on 31-1-2020 in Wuhan area, China (Taufik & Ayuningtyas, 2020). Based on data collected from KPCPEN, today, January 26, 2021, there is an increase of number of patients confirmed with Covid – 19 as many as 13,094 people, so that the number of Covid - 19 cases in Indonesia is 1,012,350 people. The number of recovered patients was 10,868, so the number of Covid-19 patients who recovered in Indonesia was 820,356 people. And the

number of patients who died increased 336 people, so that the number of Covid-19 patients in Indonesia who died was 28,468 people (KPCPEN, 2021).

We have to be aware in facing this Covid-19, we must not be careless so that the condition will get better. There are lots of people out there who are still reluctant and seem not to care about the outbreak of the Covid - 19 case that. This can be proven by the existence of community activities that seem still normal like the absence of Covid - 19. There are still a lot of people who are reluctant to apply health protocol (wearing masks, washing hands, and maintaining their distance) as has been aanounced by the government to reduce the spread of covid-19. However, because the level of awareness from the community was low enough, it did not happen as planned. Even the government has also set policies related to awareness against the Covid-19 virus. For example by applying lockdowns in various regions, activating PSBB (large-scale social restrictions), and the latest is PPKM activating (Activating Restrictions on Community Activities). These efforts were also done by the government to limit the spread of covid - 19 in Indonesia.

MATERIALS & METHODS

The approach used in this research is quantitative where the quantitative method is a method in research which uses numbers as research data and the analysis process used is a statistical calculation (Sugiyono, 2017). The sample in this research is people with age range of 25-35 years consisting of 61 respondents, especially among women and housewives. Sampling used is purposive random sampling method. Distribution of questionnaires in this study is using Google form which is submitted to respondents via WhatsApp messages application. The scale used in measuring this questionnaire is Likert scale with intervals of 1-5 with available answer choices as follows: strongly agree, agree, disagree, disagree, and strongly disagree.

Descriptive analysis technique is a technical analysis used in this research, where descriptive analysis is an analysis technique in the form of description of the existence of a situation or event that occurs (Nazir, 2009) in (Mustomi et al., 2020). Descriptive analysis techniques are used to determine the development of the digital economy in supporting costumers' interest in shopping online during the Covid-19 pandemic. Furthermore, to support descriptive analysis, tools are used to simplify the calculations is SPSS version 23 software.

Statistical Analysis

From the results of the validity test that has been conducted, it could be seen that 30 questions used for data collection, some were considered invalid. From the validity test, it is resulted 17 valid questions and 13 invalid questions, including the question numbers 9, 10, 11, 14, 17, 18, 21, 22, 23, 24, 25, 26, and 27. Clarifying whether the research instrument used is categorized to be feasible or not, a reliability test is used, the results are as follows:

Table 1.1
Case Processing Summary

		N	%
Cases	Valid	61	100.0
	Excluded^a	0	.0
	Total	61	100.0

a. Listwise deletion based on all variables in the procedure.

Table 1.2
Reliability Statistics

Cronbach's Alpha	N of Items
.884	17

From the results of table 1.2, the reliability table of Cronbach's alpha results 0.884> 0.374 (r table). So that from the data above, it can be concluded that the instruments in the study are reliable so that they can be used as a tool in data collection. As each item is reliable, it can also be seen that on each item of question is valid and the data is also reliable, so it is appropriate that the instrument to use for research.

RESULT

From the results of the questionnaires answered by the respondents, each question has a different answer as entire, as shown in the image below:

Online Shopping Interests

Picture 1.1: Online Shopping Interests

The explanation is as follows: 1) the first question, 29 respondents strongly agree and 32 respondents agree; 2) The second question, 20 respondents strongly agree, 24 respondents agree and 17 respondents disagree; 3) the third question, as many as 30 respondents strongly agree and 31 respondents agree; 4) the fourth question, as many as 20 respondents strongly agree, 37 respondents agree, and 4 respondents disagree; 5) the fifth question, 16 respondents strongly agree, 36 respondents agree, and 9 respondents disagree; 6) the sixth question, 23 respondents strongly agree, 36 respondents agree, 1 respondent disagrees, and 1 respondent disagrees; 7) the seventh question, 31 respondents strongly agree, 26 respondents agree, 3 respondents disagree, and 1 respondent disagrees; 8) the eighth question, 28 respondents strongly agree, 28 respondents agree, and 5 respondents disagree; 9) the ninth question, as many as 20 respondents strongly agree, 36 respondents agree, and 5 respondents disagree; and 10) the tenth question of 6 respondents strongly agreed, 25 respondents agreed, 24 respondents answered disagree, and 5 respondents did not agree.

Furthermore, 11) the eleventh question, 11 respondents strongly agree, 39 respondents agree, and 11 respondents disagree; 12) the twelfth question, 14 respondents strongly agree, 42 respondents agree, 4 respondents disagree, 1 respondent disagrees; 13) the thirteenth question, 26 respondents strongly agree, 32 respondents agree, and 3 respondents disagree; 14) the fourteenth question, as many as 29 respondents strongly agree, 28 respondents agree, and 4 respondents disagree; 15) the fifteenth question, 29 respondents strongly agree, 29 respondents agree, 2 respondents disagree, and 1 respondent disagrees; 16) The sixteenth question, 14 respondents strongly agree, 37 respondents agree, 9 respondents disagree, and 1 respondent disagrees; 17) seventeenth question as many as 8 respondents strongly agree, 39 respondents agree, and 14 respondents disagree; 18) the eleventh questions of 4 respondents strongly agree, 28 respondents agree, 28 respondents disagree, and 1 respondent disagrees; 19) the nineteenth question, 15 respondents strongly agree, 41 respondents agree, and 5 respondents disagree; and 20) the twentieth question, 11

respondents strongly agree, 33 respondents agree, and 17 respondents disagree.

In other side, 21) twenty-one questions, 22 respondents strongly agreed, 36 respondents answered agree, and 3 respondents disagreed; 22) the twenty-second question, as many as 20 respondents strongly agree, 31 respondents agree, and 10 respondents disagree; 23) The twenty-third question, 8 respondents strongly agree, 28 respondents agree, 22 respondents disagree, and 3 respondents disagree; 24) The twenty-fourth question, 4 respondents strongly agree, 26 respondents agree, 24 respondents disagree, 6 respondents disagree, 1 respondent strongly disagrees; 25) the twenty-fifth question, 7 respondents strongly agree, 22 respondents agree, 29 respondents disagree, and 3 respondents disagree; 26) The twenty-sixth question, 3 respondents strongly agree, 30 respondents agree, 25 respondents disagree, 2

respondents disagree, and 1 respondent strongly disagrees; 27) The twenty-seventh question, 13 respondents strongly agree, 38 respondents agree, and 10 respondents disagree; 28) The twenty-eight question, 27 respondents strongly agree, 32 respondents agree, and 2 respondents disagree; 29) The twenty-ninth question, 15 respondents strongly agree, 35 respondents agree, and 11 respondents disagree; and 30) Thirty questions as many as 20 respondents strongly agree, 39 respondents agree, and 2 respondents disagree.

DISCUSSION

From the data researched regarding the development of digital-based economics in supporting the interest in shopping online through the marketplace during the COVID-19 pandemic, then calculated using descriptive under assistance of SPSS, the data is known as follows:

Table 1.3

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Online Shopping Interests	61	122.70	9.902	1.268

From table 1.3 could be seen that 61 respondents have average data on 122.70, the standard deviation obtained is 9.902 and the standard error of the average data is 1.268.

Table 1.4

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Online Shopping Interests	96.786	60	.000	122.705	120.17	125.24

Furthermore, from table 1.4 which asking about the interest in online shopping researched, it can be seen that the t-test result is 96.786, the df result or the difference between the data obtained is 60, and the average data differentiation obtained is 122.705. Meanwhile, the results of Sig. (2-tailed) obtained 0.000 <0.05 so that the result is significant so that indicating an interest in shopping online through the marketplace during the Covid - 19 pandemic. That's why the development of digital-based economics also supports the increase in public interest in shopping

online. With the increasing of public interest in shopping online, it is possible to increase marketplace development.

CONCLUSION

From the results of the data analysis test using descriptive analysis, the result is 0.000 <0.05, the result of this analysis indicates a significance level; it means there is interest in shopping online through the marketplace during the Covid-19 pandemic. From various age ranges of respondents, from the age of 25 - 35 years and various kinds of job backgrounds of the

respondents, also affects respondents' interest in shopping online, especially shopping using a marketplace application that is currently in demand by the public. And with the interest of the public to shop online, they also obey government regulations to maintain distance and not leave the house if it is not really necessary. With this kind of condition, it is hoped that it can prevent the increase in number of people infected by the Covid-19 virus.

With the significance of the public's interest in shopping online, it still needs to be considered by managers and sellers in the marketplace to maintain the trust of the public in order to make the costumes loyal in using the marketplace in the long term. In addition, people must remain observant and aware in shopping at the marketplace, because there are some irresponsible people who might ruin the trust. Furthermore, the public also hoped not to easily believe and not easily provide personal data to parties who may use our personal data for certain purposes.

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