

## Transformation of Consumer Buying Interest After The Pandemic Covid-19 Pandemic in Shopee E-Commerce

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**Abstract:** Digital marketing has become an essential strategy for influencing consumer purchasing decisions in the digital era. Technological and internet advancements have transformed how companies interact with consumers, enabling wider reach through platforms like social media, websites, and e-commerce. Besides enhancing brand awareness, digital marketing influences consumer preferences and behavior by offering personalized and tailored experiences. This study examines the impact of price, social media usage, and location on consumer buying interest on the Shopee platform. Using a quantitative method, data were collected through electronic questionnaires from 100 respondents and analyzed using SmartPLS with multiple linear regression. The results reveal that price significantly and positively influences buying interest (coefficient: 0.503, t-statistic: 6.234, P-value: 0.000). Social media usage, however, shows a positive but insignificant effect (coefficient: 0.138, t-statistic: 1.404, P-value: 0.164). Location also demonstrates a significant positive effect on purchase intention (coefficient: 0.316, t-statistic: 3.634, P-value: 0.000). The study concludes that price and location are critical factors in shaping consumer purchasing decisions on e-commerce platforms, particularly in the post-pandemic context. These findings underscore the importance of competitive pricing and convenient delivery as key drivers of purchase intention, providing valuable insights for businesses to refine their marketing strategies and adapt to evolving consumer preferences.

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### Introduction

The COVID-19 pandemic that has hit Indonesia since March 2020 has significantly impacted various aspects of life, including tourism, food, and especially the economic sectors. Many retail businesses have had to close in the economic sector, causing people to experience difficulties in fulfilling their daily needs. Restrictions on activities outside the home further limit mobility, while the needs of life continue to increase during this time of crisis. As an alternative, people began to turn to online shopping because, in addition to being safer without the need to leave the house, various needs can now be easily accessed through digital platforms (Supartono, 2022).

The COVID-19 pandemic has significantly changed people's shopping patterns. Consumers who previously relied more on in-person shopping have started to turn to e-commerce as the main choice. Mobility restrictions, the implementation of health protocols, and the need to minimize

physical contact make online shopping a practical and safe solution. To adapt to this change, e-commerce is making various innovations, such as offering massive discounts, special promos, flash sales, free shipping, and utilizing technology such as live shopping. In addition, e-commerce platforms also continue to improve the consumer experience through personalizing offers, optimizing applications, and providing easier and safer payment systems (Emas et al., 2022). The pandemic has accelerated digital transformation not only among consumers but also in the business sector. The surge in demand during the pandemic accelerated the adoption of e-commerce, not only as a solution to fulfill daily needs but also as a means of supporting economic recovery. E-commerce provides opportunities for MSMEs to survive and thrive amidst the challenges of the pandemic. With continued innovations, e-commerce is expected to remain people's top choice, even after the pandemic, creating a more modern and integrated shopping ecosystem (Prety et al., 2022).



Source: databoks (2024)

Figure 1.1 Graph of E-Commerce Visitor Data in Indonesia

The chart shows the number of visitors to Indonesia's five largest e-commerce platforms during Q1 2023, post-COVID-19. This data reflects the continued high trend of online shopping. Shopee ranked first with nearly 200 million visitors, showing its dominance as the favourite shopping platform. This success is supported by aggressive promotions such as significant discounts and interactive features such as Shopee Live and ShopeePay. Tokopedia came in second place with around 150 million visitors. As a local platform, Tokopedia maintains its competitiveness through its GoTo ecosystem that integrates logistics, transportation, and digital payment services. Lazada is third with around 100 million visitors, attracting consumers through improved user experience and innovations in technology and logistics. Blibli ranked fourth with around 50 million visitors, focusing on premium product segments like electronics. Bukalapak ranks fifth with less than 50 million visitors, staying relevant by supporting traditional warungs and MSMEs. Overall, post-pandemic, e-commerce has become an integral part of Indonesians' lifestyle, with Shopee leading the market and

Tokopedia and Lazada maintaining their market share through innovative strategies (Jurnal & Zaen, 2022).

Price is an important component in consumer purchasing decisions, reflecting the value exchanged for the benefits of a product or service. This value can be determined through negotiations between the seller and the buyer or set directly by the seller. However, many companies still face challenges in setting prices optimally (Arif Mufti et al., 2024). Consumers often judge products based on the benefits obtained compared to the costs incurred, with price perceptions varying depending on personal background and conditions. Therefore, companies need to set prices that are not only nominally competitive but also based on the value perceived by consumers. An effective pricing strategy attracts consumers and increases the company's marketing success (Supartono, 2022).

Social media plays an important role in influencing consumer purchasing decisions. Through these platforms, product reviews from other users and promotional content can help consumers make decisions (Setyawati et al., 2022). As part of a digital marketing strategy, social media allows companies to reach a wider audience and create engaging interactions. Interactive promotions and consumer reviews are proven to increase interest in purchasing products. Therefore, social media significantly positively impacts consumer behavior (Bagus et al., 2023). Business location plays an important role in attracting consumers because it is where producers interact directly with buyers. A strategic location can influence business success by providing easy access for consumers. Areas with good economic potential support business sustainability in trade, retail, or other sectors (Jamlean et al., 2022).

Previous research shows that location has a diverse impact on consumer buying interest. The study (Elviera, 2022) concluded that the strategic location has a positive influence because it makes it easier for consumers to access the store. This finding is in line with research (Nugroho, 2021), which reveals that locations that are easily accessible, in areas with smooth traffic flow, and close to the center of economic activity significantly increase consumer buying interest. Furthermore, (Berliandaldo et al., 2020) also emphasized that a good store location can directly encourage buying interest. However, a different view emerged in research by (Andani et al., 2024), which shows that location only sometimes significantly affects purchasing decisions. This happens when the store location is considered less strategic, and consumers need help accessing it, so their buying interest decreases. The inconsistency in the results of this study highlights the need for a deeper exploration of the effect of location on consumer purchasing behavior, taking into account other factors such as consumer preferences, product types, and market characteristics.

Consumer Purchase Decision, Consumer buying interest is one of the cognitive aspects that play an important role in influencing individual actions. This interest is a source of motivation that encourages a person to make decisions or take specific actions (Herdioko & Karisma, 2022). In consumer behaviour, buying interest reflects preferences for a product or service and includes attitudes and tendencies in the consumption decision-making process. According to research conducted by (To et al., 2024), purchase intention is one of the important elements in consumer behaviour, which describes a person's tendency to act before making a purchase decision. In other words, purchase intention is an early stage in the decision-making process, where consumers show interest in a product or service before proceeding to the purchase stage. Purchase intention is also influenced by various factors, such as perceived value, consumer experience, and marketing strategies implemented by companies. Therefore, an in-depth understanding of purchase intention can

help companies design a more practical approach to meeting consumer needs and preferences, thereby increasing the chances of conversion from interest to actual purchase.

**Price,** Price is one of the key elements in consumer purchasing decisions, which can be interpreted as the tendency of individuals to use price information to evaluate the suitability of the benefits obtained from a product (Herdioko & Karisma, 2022). The assessment of whether prices are considered expensive or cheap varies with each individual, depending on perceptions influenced by their environmental background and personal conditions. In general, consumers consider prices in nominal terms and based on perceptions of the value offered by the product (Wijayanti et al., 2024). Thus, perceived value is an important factor that shapes consumer buying interest. Correct pricing is a crucial strategy for successfully marketing goods and services for companies. Price, which is the value of a product measured in monetary terms, must be designed to reflect a balance between consumer appeal and company profits.

**Social Media Usage,** Consumer engagement on social media has a significant impact on their purchasing decisions. This theory emphasizes that the more actively consumers engage with a brand or product on social media platforms, the greater their potential to purchase. Forms of engagement can include interacting with content shared by brands, such as commenting, liking, or sharing posts, and following official brand accounts. In addition, engagement can also take the form of participation in online discussions or communities that discuss related products. The higher this level of engagement, the stronger the emotional connection between the consumer and the brand, ultimately increasing purchase intent. For companies, creating strategies that encourage consumer engagement on social media is one of the important steps to expand the customer base and increase product loyalty (Utami et al., 2021).

**Location,** Strategic location selection is one of the important elements that can provide competitive advantages for trading businesses (Barung et al., 2024). Location not only functions as a situational factor that influences consumer purchasing decisions, but also acts as a company's distribution channel. Business location creates a direct link between producers and consumers, so it can be considered a form of long-term commitment of company resources. Decisions regarding the location of the business affect the future growth potential of the business. Therefore, the chosen area must have good economic growth prospects in order to support operational sustainability, whether for trade, retail or other types of businesses. Choosing the right location is an important foundation in creating business continuity and sustainability in the midst of dynamic market competition (Jamlean et al., 2022).

## **Research Method**

This study uses a quantitative approach to analyze the influence of various factors on consumer purchase intention on the Shopee e-commerce platform in the post-COVID-19 pandemic period. Data was obtained through distributing electronic questionnaires to 100 respondents. The questionnaire instrument was designed to measure three main variables, namely price, social media usage, and location, all of which are associated with the level of consumer purchase intention. Measurements were made using a Likert scale, which allowed respondents to rate their level of agreement with the statements presented. Once the data was collected, the analysis was conducted using SmartPLS software to test the previously formulated hypotheses. This study applied the multiple linear regression method to evaluate the simultaneous influence of price, social media, and location on consumer purchase intention. The results show that price and location have a significant

influence on purchase intention, while the use of social media does not have a significant effect (Wijayanti et al., 2024). These findings are expected to provide deeper insights into the factors that influence consumer purchasing decisions on Shopee after the pandemic. Shopee and other e-commerce platforms can utilize the implications of these results to develop more effective and targeted marketing strategies.

## Result and Discussion

### Validity Test Results

Table 1. Validity Test Results Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Price	0.697
Media Social Usage	0.601
Location	0.652
Consumer Purchase Decision	0.703

Sumber: SmartPLS (2024)

Based on the results presented in Table 1, the Average Variance Extracted (AVE) value for each variable tested in this study shows satisfactory results. The AVE value for the Price variable reaches 0.697, while the Location variable has an AVE value of 0.601. Meanwhile, the Consumer Purchase Interest variable obtained an AVE value of 0.703, and the Social Media Usage variable had an AVE value of 0.652. These results indicate that all variables in the study have an AVE value above 0.50, which is the threshold for convergent validity. Thus, all variables used in this study are valid. This validity indicates that the indicators used to measure each variable can adequately explain the construction. This finding provides confidence that the data obtained and used in the analysis are of sufficient quality to produce reliable interpretations.

### Reliability Test Result

Table 2. Cronbach Alpha Test Results

	Cronbach's Alpha
Price	0.891
Social Media Usage	0.832
Location	0.865
Consumer Purchase Interest	0.893

Source: SmartPLS (2024)

Based on the results shown in Table 2, the Cronbach's Alpha value for each variable in this study shows an excellent level of reliability. The Price variable has a Cronbach's Alpha value of 0.891, followed by the Location variable with a value of 0.832. Meanwhile, the Consumer Purchase Interest variable recorded a Cronbach's Alpha value of 0.893, and the Social Media Usage variable reached 0.865. Cronbach's Alpha values greater than 0.70 in all these variables indicate that each construct in the study has a high level of reliability. In other words, the instruments used to measure these variables are reliable and consistently provide stable results. This finding confirms that the data



collected is reliable for further analysis and provides a strong basis for the interpretation of the research results.

### Inner Model Result

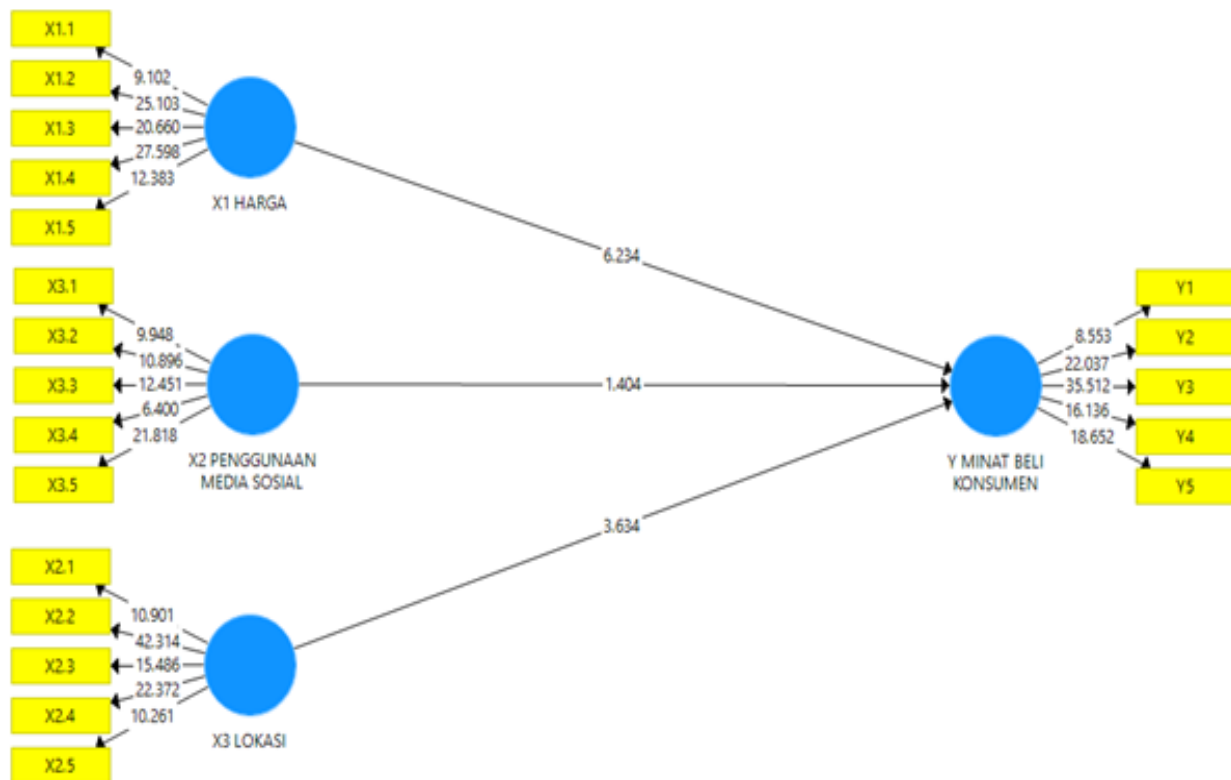
### R Square Test Result

Table 3. R Square Test Result

	R Square	Adjusted R Square
Consumer Purchase Interest	0.760	0.753

Based on the data shown in Table 3, the R-Square value for the Consumer Purchase Intention variable is 0.760. This value indicates that this research model has a significant and strong relationship between the variables tested, with 76% of the variation or change in Consumer Purchase Intention being explained by the other variables included in the model. In other words, almost three-quarters of the factors influencing consumer purchase intention can be understood through the price, social media usage, and location variables analyzed in this study. The remaining 24% of the variation that cannot be explained by the variables studied is likely to be influenced by other factors not included in the model, such as psychological or external factors not examined in this study. Such a high R-Square value indicates that the model built in this study can describe a reasonably strong relationship between the existing variables, providing a more comprehensive picture of how these factors play a role in influencing consumer buying interest. This is important because the higher the R-Square value, the more reliable the model is in explaining consumer behaviour based on the variables that have been identified. In addition, the Adjusted R-Square value of 0.753 indicates that even though there are a number of predictor variables in the model, the relationships found are still strong and relevant. This Adjusted R-Square gives a more precise picture of how well the model explains the data considering the number of variables used. Unlike the R-Square, which can increase with the addition of variables, the Adjusted R-Square provides a more accurate measure of the quality of the model as it takes into account the complexity of the model. This relatively high Adjusted R-Square value confirms that despite the additional variables, the model remains efficient in explaining variations in consumer purchase intention. Overall, these results support the conclusion that the relationship between the variables in this research model is solid, providing evidence to suggest that the tested factors, price, social media, and location have a significant impact on consumer purchase intention on e-commerce platforms. Given these strong relationships, this research makes a valuable contribution to understanding how different factors interact and influence consumer purchase decisions.

## Bootstrapping Test Results



Source: SmartPLS (2014)

Figure 1.2 Bootstrapping Test Results

Based on Figure 1, the Bootstrapping test was conducted to analyze the influence between constructs in this research model. Bootstrapping is a statistical technique used to measure the accuracy of parameter estimates by taking repeated samples of existing data. This test is helpful in ensuring the validity of the results obtained through hypothesis testing in the developed model. In the context of this study, the P-value is used as a benchmark to determine whether a variable has a significant effect on other variables. A relationship between variables is considered significant if the P-value obtained is smaller than 0.05 or 5%. Conversely, if the P-value value is more significant than 0.05, then the relationship is considered insignificant, which indicates that the tested variable does not have a strong influence on other variables in the model. From the Bootstrapping test results shown in Figure 1, it can be seen that the Price construct (X1) has a path coefficient of 6.234 on Consumer Purchase Interest (Y), which indicates a considerable influence between price and consumer purchase interest. This indicates that price changes can significantly influence consumer purchasing decisions. Meanwhile, the Social Media Use construct (X2) shows a path coefficient of 1.404, which, although smaller, still shows an influence on Consumer Purchase Intention but with a lower intensity than the Price construct. Finally, the Location construct (X3) has a path coefficient of 3.634, which also shows a positive influence on consumer buying interest, although not as great as the effect of price. To ascertain whether the influence of each construct is significant or not, the P-value associated with each relationship needs to be analyzed. If the P-value obtained for each

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relationship between constructs is smaller than 0.05, then the relationship can be considered significant, which means that the construct has a real impact on Consumer Purchase Intention in this research model. Conversely, if the P-value is more significant than 0.05, then the relationship between the construct and Consumer Purchase Intention cannot be considered significant, and thus, its effect on consumer purchase intention is considered weak or non-existent. Overall, the results of this Bootstrapping test provide more substantial evidence of the relationship between the variables in the model, showing that Price and Location have a significant influence on Consumer Purchase Intention, while Social Media Use, although influential, does not show a significant enough influence in this model.

### Path Coefficient Test Results

**Table 4. Path Coefficient Test Results**

		Sampel Original (O)	Average Sample (M)	STDEV	( O/STDEV )	P Values
H	→ MBK	0.503	0.505	0.081	6.234	0.000
PMS	→ MBK	0.138	0.140	0.099	1.404	0.164
L	→ MBK	0.316	0.317	0.087	3634	0.000

Source: SmartLPS (2024)

Based on Table 4, several important things can be concluded regarding the relationship between variables in this research model. First, the Price variable (X1) shows a P-value of 0.000, which is smaller than 0.05. This indicates a significant influence between the Price variable and Consumer Purchase Intention. This means that changes in the price of a product can directly affect consumer buying interest, with consumers tending to be more interested in buying products that are considered to have prices that match the value offered. Furthermore, the variable Social Media Usage (X2) shows a P-value of 0.164, more significant than 0.05. This indicates that Social Media Usage does not significantly influence Consumer Purchase Intention in this study. Although many companies often use social media to increase brand awareness and interact with consumers, in the context of this study, the use of social media does not have a strong enough impact on consumer purchasing decisions. Finally, the Location variable (X3) shows a P-value of 0.000, which is smaller than 0.05. Thus, Location significantly affects Consumer Purchase Intention. This shows that business location or product distribution is important in attracting consumer attention. A strategic location that is easy to reach and is in an area with high market potential increases the likelihood of consumers buying the product. Overall, the findings of this study indicate that the Price and Location variables have a significant influence on Consumer Purchase Intention. At the same time, the use of social media does not have a significant impact. These results provide important insights for companies and marketers in designing more effective strategies to influence consumer buying interest, especially by considering price factors and choosing the right Location.

### Conclusion

This study analyses how price, social media usage, and location affect consumer purchase intention on the Shopee e-commerce platform after the COVID-19 pandemic. The results found in this study show that price and location have a significant influence on consumer purchasing decisions. In contrast, the use of social media does not have a significant impact. The competitive price factor is the main element that drives buying interest, especially with various attractive offers



such as discounts and promotions. In addition, location also plays a somewhat important role. Although Shopee can overcome geographical barriers, convenience and shipping costs are still factors consumers need to consider when choosing an e-commerce platform.

On the other hand, although social media is widely used for product promotion, it is not proven to influence consumer purchasing decisions directly (Asrol et al., 2022). As stated by (Gu et al., 2021), the academic implication of this research is to provide a deeper understanding of consumer behaviour in the context of e-commerce and marketing strategies in the digital era. This research adds insight to the existing literature, particularly regarding the factors influencing consumer purchasing decisions after the pandemic. The findings also show that price and location influence consumer purchase intention more than social media. Therefore, this research can serve as a basis for developing theories in marketing and consumer behaviour and opens up opportunities for further research to explore changes in consumer behaviour along with technological advances. Future research can also more deeply explore other factors influencing purchasing decisions in the e-commerce ecosystem, such as the level of consumer trust in the platform and the security aspects of online transactions.

The social implications of this study show that people are increasingly dependent on e-commerce platforms to fulfil their daily needs, especially after the COVID-19 pandemic. Attractive price promotions and ease of product delivery locations have increased consumer buying interest, directly contributing to the e-commerce sector's growth. This shows how important it is for businesses to adapt to consumers' changing needs and habits, where price and convenience are the two main elements in attracting consumers' attention. Therefore, entrepreneurs should prioritize these two factors in designing marketing strategies to attract consumer buying interest. In addition, although social media still has an important role in building brand awareness, the findings show that social media has no direct effect on purchasing decisions. Implications For the public, these findings provide important insights into selecting e-commerce platforms that suit their preferences, especially in terms of competitive prices and convenience in the product delivery process. Consumers are now wiser in utilizing technology and e-commerce platforms to choose products that suit their needs and budgets. In addition, the results also reveal that while social media is an effective tool for obtaining information and interacting with brands, price and location remain key considerations in purchasing decisions. Therefore, people need to be more careful in evaluating the information provided through social media and understand how external factors, such as cost and delivery time, influence their decisions in online shopping. This research also emphasizes the importance of digital literacy for consumers to improve their ability to choose the best products at the most competitive prices.

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