

Dampak covid-19 terhadap pola perjalanan belanja konsumen = The impact of covid-19 on consumer's shopping trip pattern.

Alfi Rizka Thoriq, author

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Abstrak

Pandemi COVID-19 telah mempengaruhi hidup seluruh orang di dunia secara signifikan dan telah menciptakan kebiasaan yang belum pernah terjadi sebelumnya yaitu banyak orang berdiam diri di rumah sehingga toko daring menjadi salah satu pilihan tempat untuk berbelanja. Sebelum adanya pandemi COVID-19, konsumen melakukan kegiatan belanja dengan 2 metode yaitu belanja konvensional (perjalanan ke toko) dan metode belanja daring dimana perjalanan belanja konsumen ke toko digantikan dengan perjalanan kurir pengiriman barang ke rumah konsumen. Perubahan ini mempengaruhi sektor transportasi sehingga diperlukan penelitian tentang perubahan pola perjalanan belanja konsumen akibat COVID-19. Penelitian ini bertujuan untuk menganalisis perubahan pola perjalanan belanja konsumen akibat pandemi COVID-19 yaitu pada kemunculan pandemi COVID-19, potensi berakhirnya COVID-19, dan potensi efek dari intervensi COVID-19 (sebelum, selama dan setelah COVID-19 berakhir) dengan cara mengumpulkan data dari 294 konsumen yang berdomisili di Jabodetabek melalui kuesioner dilanjutkan dengan melakukan analisis uji kesamaan pada ketiga rentang waktu tersebut untuk 2 komoditas belanja yaitu grocery dan fashion. Hasil dari penelitian menunjukkan pandemi COVID-19 memberikan dampak pada perubahan pola perjalanan belanja konsumen pada tiap aspek yakni frekuensi perjalanan belanja konvensional, moda perjalanan, jenis perjalanan dan frekuensi belanja daring konsumen namun dengan perbedaan signifikansi untuk tiap kelompok karakteristik konsumen yakni jumlah penghasilan per bulan, tingkat pendidikan terakhir, jenis kelamin, dan usia konsumen. Untuk mengantisipasi perubahan pola perjalanan belanja konsumen pasca pandemi COVID-19, otoritas transportasi kota sebaiknya menyesuaikan perencanaan transportasi kota dalam pemodelannya agar lebih akurat terutama pada perencanaan yang terkait dengan kendaraan last-mile delivery dan logistik kota. Agar penelitian terkait perubahan pola perjalanan belanja konsumen akibat pandemi COVID-19 lebih valid, sebaiknya dilakukan pengumpulan data pada saat pandemi COVID-19 benar-benar telah hilang.

.....The COVID-19 pandemic has significantly affected the lives of all people in the world and has created an unprecedented habit of many people staying at home so that online stores are becoming one of the places of choice for shopping. Before the COVID-19 pandemic, consumers carried out shopping activities with 2 methods, conventional shopping (trips to stores) and online shopping methods where the consumer's shopping trip to the store was replaced by a courier trip to deliver goods to the consumer's home. This change affects the transportation sector so research is needed on changes in consumer's shopping trip patterns due to COVID-19. This study aims to analyze changes in consumer's shopping trip patterns due to the COVID-19 pandemic, as the time when the emergence of the COVID-19 pandemic, the potential end of COVID-19, and the potential effects of COVID-19 interventions (before, during, and after COVID-19 ends) by collecting data from 294 consumers who live in Jabodetabek through questionnaires followed by an analysis of the similarity test on the three timescales for 2 shopping commodities, which are grocery and

fashion. The results of the study show that the COVID-19 pandemic has had an impact on changes in consumer shopping trip patterns in each aspect, those are the frequency of conventional shopping trips, modes of trip, types of trip, and the frequency of consumer online shopping, but with significance differences for each group of consumer characteristics, those are the amount of income per month, last education level, gender, and age of consumers. To anticipate changes in consumer's shopping trip patterns after the COVID-19 pandemic, city transportation authorities should adjust urban transportation planning in its modeling to be more accurate, especially in planning related to last-mile delivery vehicles and city logistics. In order for research related to changes in consumer's shopping trip patterns due to the COVID-19 pandemic to be more valid, it is better to collect data when the COVID-19 pandemic has completely disappeared.