

Pola Spasial Pemilihan Lokasi Belanja Bahan Pangan Segar oleh Pembelanja di Kota Depok pada Masa Pandemi Covid-19 = Spatial Pattern of Fresh Groceries Shopping Location Selection by Shoppers in Depok City during The Covid-19 Pandemic

Shena Savela, author

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Abstrak

Sejak adanya pandemi Covid-19, pembelanja menjadi lebih selektif dalam memilih lokasi belanja sebagai bentuk perlindungan agar terhindar dari penularan Covid-19. Seperti halnya yang terjadi di Kota Depok, situasi pandemi yang cukup tinggi di kota ini, ditambah dengan semakin meningkatnya variasi pilihan lokasi belanja di Kota Depok, dapat mempengaruhi keputusan pembelanja di Kota Depok dalam memilih lokasi belanja. Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk menganalisis karakteristik lokasi belanja bahan pangan segar yang paling sering dipilih oleh pembelanja di Kota Depok pada masa pandemi Covid-19 dan pola spasial pemilihan lokasi belanja bahan pangan segar berdasarkan karakteristik pembelanjanya di masa pandemi. Metode analisis yang digunakan adalah spasial deskriptif dan statistik deskriptif. Hasil penelitian menunjukkan bahwa karakteristik lokasi belanja bahan pangan segar yang paling sering dipilih oleh pembelanja di Kota Depok pada masa pandemi Covid-19 adalah pasar rakyat dengan skala pelayanan lokal. Untuk lokasi belanja berkonsep modern, toko swalayan dengan skala pelayanan lokal seperti supermarket yang tidak menyatu dengan pusat perbelanjaan lebih diminati oleh pembelanja di Kota Depok. Lain halnya dengan belanja online, pembelanja lebih memilih toko online dengan skala pelayanan regional karena memiliki variasi toko yang lebih beragam. Tetapi di masa pandemi Covid-19 yang sudah mulai membaik ini, hanya sebagian kecil pembelanja yang memilih untuk berbelanja bahan pangan segar di toko online. Pola spasial pemilihan lokasi belanja bahan pangan segar oleh pembelanja di Kota Depok pada masa pandemi Covid-19 cenderung terpusat pada lokasi belanja yang jaraknya dekat dari tempat tinggal. Pembelanja dengan pendapatan, penilaian ancaman, dan penilaian koping rendah hingga sedang saat pandemi Covid-19 cenderung memilih pasar rakyat dengan skala pelayanan lokal maupun distrik yang berlokasi di kawasan permukiman dekat dengan tempat tinggal pembelanja. Sedangkan pembelanja yang memiliki pendapatan dan penilaian koping tinggi terhadap penerapan protokol kesehatan, memilih untuk berbelanja bahan pangan segar di pasar rakyat dan toko swalayan yang jaraknya dekat dari tempat tinggal. Semakin tinggi tingkat penilaian ancaman pembelanja terhadap Covid-19, maka cenderung memilih toko swalayan dengan skala pelayanan lokal seperti supermarket yang tidak menyatu dengan pusat perbelanjaan dan lokasinya berada di dekat tempat tinggal. Untuk pemilihan lokasi belanja bahan pangan segar di toko online cenderung dipilih oleh pembelanja yang memiliki penilaian ancaman dan penilaian koping tinggi saat pandemi Covid-19, serta pembelanja yang tinggal di wilayah dengan ketersediaan pasar yang rendah.

.....Since the Covid-19 pandemic, consumers have become more selective in choosing shopping locations as a form of protection to avoid the transmission of Covid-19. As is the case in Depok City, the pandemic situation is quite high in this city, coupled with the increasing variety of shopping options in Depok City, which can influence the decision-making of shoppers in Depok City in choosing locations to shop for fresh groceries. Based on these problems, this study aims to analyze the characteristics of fresh groceries shopping location that are most often chosen by shoppers in Depok City during the Covid-19 pandemic and the spatial

pattern of fresh groceries shopping location selection based on the characteristics of shoppers during the pandemic. The results showed that the characteristics of fresh groceries shopping location that are most often chosen by shoppers in Depok City during the Covid-19 pandemic are traditional markets with a local service scale. For shopping with a modern concept, supermarkets with a local service scale such as supermarkets that are not integrated with shopping centers are more preferred by shoppers in Depok City. In contrast to online shopping, shoppers prefer online stores with a regional service scale because they have a more diverse variety of stores. But during the Covid-19 pandemic, which has begun to improve, only a small percentage of shoppers choose to shop for fresh groceries in online stores. The spatial pattern of fresh groceries shopping location selection by shoppers in Depok City during the Covid-19 pandemic tends to be centered on shopping locations that are close to home. Shoppers who have low-to-moderate income, threat appraisal, and coping appraisal during the Covid-19 pandemic tend to choose traditional markets with local and district service scales located in residential areas close to home. Meanwhile, shoppers who have high income and coping appraisal of the implementation of health protocols, choose to shop for fresh groceries at traditional markets and convenience stores that are close to home. The higher the appraisal of the threat of shoppers to Covid-19, the more likely it is to choose a convenience store with a local service scale such as a supermarket that does not integrate with shopping centers and is located close to home. The higher level of assessment of the threat of shoppers to Covid-19, the more likely it is to choose a convenience store with a local service scale such as a supermarket that does not integrate with shopping centers and is located close to home. For the selection of locations to shop for fresh groceries in online stores, it tends to be chosen by shoppers who have a high threat appraisal and coping appraisal during the Covid-19 pandemic, as well as shoppers who live in regions with low market availability.