

# The Influence of Customer Value Theory Attitude and Online Buying Behavior During the Covid-19 Pandemic in Indonesia

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## ABSTRACT

*This study aims to determine the influence of Customer Value Theory on Attitude and Online Buying Behavior as dependent variables during the Covid-19 pandemic in Indonesia. The collection method in this study was by non-probability sampling method and a purposive sampling technique. The data used in this study is quantitative data obtained from a questionnaire with a total of 189 respondents. With a 5-point Likert Scale it ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). The results of the study revealed that there is a positive relationship between Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Convenience, Wider Selection, Price, Health Aspect to Attitude, and Shopping Intentions to Online Buying Behavior. Managerial implications in this study can provide advice to online shops about changing consumers' purchasing behavior, in this case, online shops must create a good and good website so that the web is informative and easy to understand by consumers. In addition, online shops must also maintain product quality so that they are always available, online shops must also give a good impression, one of which is by offering discounts and gifts so that consumers are interested in shopping online.*

## INTRODUCTION

Rapid COVID-19 has changed consumer thinking and behavior patterns. This problem has a significant impact on people's daily lives, businesses, international trade, and migration. Consumers have changed their shopping habits from the marketplace to the market space. Now consumers are becoming interested in shopping online, which guarantees their safety, because of government regulations and virus precautions. The global movement toward online shopping has created new opportunities for many e-commerce companies. The market is a network of interactions and connections that facilitate the exchange of information, products, services and money. This digital transformation ensures the exceptional growth of e-retail businesses (Dannenberg et al., 2020) and Indonesia is no exception.

Indonesia is characterized as the fastest pace of economy in Southeast Asia. The e-commerce landscape began its journey in Indonesia in the late 1990s, but at first, most people were reluctant to shop through online platforms, due to the crisis of infrastructure development, trust, lack of cyber law, security, and privacy. From the period 2014–2020, the e-commerce industry began to grow to overcome several major crises such as payment gateway problems, development of delivery systems, increased education problems and customer awareness. The development of Web infrastructure, better internet facilities offered by cellular operators, convenient logistics support, and buyers' knowledge of digital platforms open new dimensions for online shopping businesses, so this research is about the Covid-19 pandemic to find out the influence of *Customer Value Theory* on *Attitude* and *Online Buying Behavior* in Indonesia.

Consumers provide a perception of online shopping satisfaction based on convenience, comfort, health aspects, and a wide choice. If this perception is positive, customers remain loyal to carry out online

shopping activities repeatedly. In this research, it can provide advice to online shops about changing consumers' purchasing behavior, in this case the online shop must create a good and good website so that the web is informative, easy to understand by consumers. In addition, the online shop must also maintain product quality so that it is always available, the online shop must give a good impression, one of which is by offering discounts and gifts so that consumers are interested in shopping through online.

Based on the research background, consumers are more interested in shopping online during the Covid-19 pandemic because of the positive experience they feel in buying various kinds of products. This is evidenced by the theory of online buying behavior which states that compared to the pre-pandemic period and the benefits of online shopping on traditional and modern products, online buying behavior can create long-term effects in the minds of consumers (Indrawati et al., 2022). Based on this, it can be said that the brand experience is the beginning of the consumer's relationship with the brand that determines their brand loyalty. So that there are various variables that will be raised in this research to achieve consumer loyalty to the brand, namely perceived quality, brand trust, and customer satisfaction.

*Perceived Usefulness* is a person's trust in a system with the aim of improving the quality of the experience. It can be felt that the usefulness referred to here refers to consumer assumptions about the results of the experience (Jahangir & Begum, 2008). *Perceived ease of use* is a view of consumer behavior in doing new things and creative innovations related to the ease of benefits produced (Jahangir & Begum, 2008). *Perceived Enjoyment* when a person feels comfortable using technology and achieves convenience for the individual (Science & Studies, 2014). (Tyas et al., 2019) states the level of comfort of the consumer is directly related to his attitude, this link will also lead to the performance of the estimated time of work performed successfully on the technology used. *Convenience* can be interpreted as convenience or convenience in shopping. This factor supports consumers' desire to do online shopping because it saves time and avoids crowds of public queues. (Website & Pt, 2013). Now online shopping can be carried out through weblinks or the like. The ordering process is quite easy and practical because everything can be done behind the screen of the gadget and does not take much time. However, some events can also occur such as website errors so that it is difficult to order the desired goods (Sularso, 2012).

The findings suggest that a broader orientation of choice is an important determinant of consumer attitudes towards online shopping. The personality tendencies of consumers have been shown to influence their attitude towards online shopping. (Delafruez et al., 2009). The price and usefulness of the goods will always be related to the value as well. In ancient times barter activities were still valid because the price of goods was judged by their usefulness in everyday life, this has been replaced with currency as a reference for the medium of exchange (Sumi & Ahmed, 2022). It can be interpreted that the term society covers aspects of human health, but in everyday life it is used, society has become a term that only defines the social welfare of human beings. Thus, none of these terms includes the physical and mental well-being of the human being. COVID-19 affects physical health most directly, but the impact on mental health is also there (Hakovirta & Denuwara, 2020). Attitudes are divided into two, namely feelings in negative and positive forms. Some show results that online shopping tends to produce a positive attitude and offline attitudes on the contrary gives an attitude that tends to be negative (Delafruez et al., 2009). Defines online shopping intentions as the intention of online shoppers to purchase products and services over the Internet, or to use virtual shopping carts as a means to purchase goods during an online session. Thus, the virtual shopping cart acts as a functional storage area necessary to temporarily store or hold the intended purchase items before completing the purchase transaction (Shan et al., 2012) Describes a transition seen in which the age group (18–45 years) creates more opportunities for products tailored for the responsiveness and communicativeness of the website. E-shopping behavior can be predicted from process purchases over the internet (Sumi & Ahmed, 2022)

Rapid technological advances impacted most young people and their spending patterns, the motives behind e-shopping and found that perceived utilitarian and hedonistic benefits improved the shopping experience and influenced customer purchasing behavior. Studies in university students (Delafruez et al., 2009) and (Al-Swidi et al., 2012) identified that utilitarian perception is useful, while hedonistic motivation has no significant effect on attitudes toward behavior

*H1: Perceived Usefulness positively affects Attitude.*

Perceived ease of use is a view of the principle of business use that can reduce the burden (Jahangir & Begum, 2008). Then it can be identified:

*H2: Perceived Ease of Usefulness positively affects Attitude*

The pandemic situation has changed the traditional purchasing decision process. Disruptive changes in our daily activity patterns and lifestyles have occurred because of the COVID-19 pandemic. A study of Indian consumers (Sumi & Ahmed, 2022) found that PB, PE and security/privacy are important factors that impact consumer perceptions of online buying behavior. E-shopping differs from traditional buying methods in its convenience value, anytime shopping, easy comparison in one platform and delivery system.

*H3: Perceived Enjoyment positively affects Attitude.*

Online businesses provide 24-hour shopping facilities indefinitely, and consumers can shop comfortably from home convenient for them (Website & Pt, 2013).

*H4: Convenience has a positive effect on Attitude.*

Consumers are looking for more time- and cost-effective convenience, cheaper prices and a wider range of options when they shop online. Consumers who value convenience, price, and a wider range of internet shopping options tend to buy more online and more often. (Al-Swidi et al., 2012) stated that Logistics, Security and privacy of information, Punctuality, Availability, Convenience, Customer service are the criteria used by customers when shopping online.

*H5: Wider Selections (WS) positively affect Attitude.*

Consumer decisions in shopping depend on the price range offered. If examined, the results show a positive relationship between the price offered and the purchase decision made by consumers. The more competitive the price of a food item/service, the stronger the consumer's decision in choosing.

*H6: Price has a positive effect on Attitude.*

During the COVID-19 pandemic, consumers' attitudes, behaviors, and purchasing patterns changed. People become aware of the protection of their health and hygiene, assuming e-shopping reduces the risk of infection due to less direct contact with others. Due to government restrictions and social distancing for self-protection, consumers have become dependent on e-shopping because they have no alternative (Culleton, 2022) have explored that the perceived impact of COVID-19 on daily life is linked to greater health anxiety. Consumers are looking to minimize the risk of exposure and want a safe and timely delivery system from marketers. A study by (Sahu, 2021) found that consumers became aware of safety concerns and took the best precautions to save themselves from infectious infections.

*H7: Health Aspect has a positive effect on Attitude.*

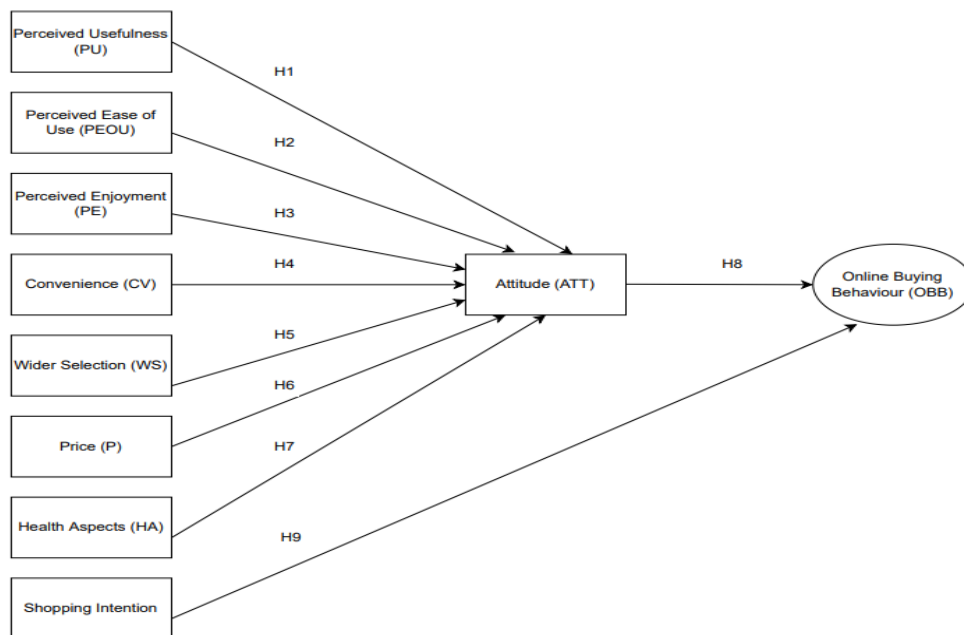
Attitudes regarding e-shopping are defined as the addition of customers' feelings of liking or dislike for the e-shopping experience (Setiowati et al., n.d.) . Attitude plays a vital positive relationship with the intention to buy on ecommerce platforms (Sultana & Ahmed, 2021). Consumer attitudes are difficult to change, but the COVID-19 pandemic situation has forced people to change their traditional behavior patterns (Calza et al., 2020).

*H8: Attitude has a positive effect on Online Buying Behavior.*

In the research conducted by (Setiowati et al., n.d.) showing behavior is directly related to the intention to shop. The previous theory (Dewi & Sri Ardani, 2016) states the same regarding intention as the main driver of one's desires. The power of intention will be directly proportional to the actions of the consumer as long as he still has the desire to carry out shopping activities.

Therefore, the hypothesis is proposed as follows:

*H9: Shopping Intentions have a positive effect on Online Buying Behavior.*



**Figure 1. Conceptual Framework**

## RESEARCH METHODS

Purposive sampling was chosen because this method was focused on target respondents who could provide information specifically and in accordance with the provisions of the criteria set by the researcher. Sample criteria for someone who has shopped *online* during the COVID-19 pandemic. The questionnaire data with 189 distributed and the number that fit the sample criteria was 186 respondents who had shopped *online* during the COVID-19 pandemic. It can be seen from the gender that most respondents who most often shop through online, the majority are women at 67.6% with 127 respondents. Then when viewed from the average age who most often shop online during the Covid-19 pandemic at the age of 17-25 years is 70.2% with 132 respondents. The last education that most often traded online during the Covid-19 pandemic mostly came from S1 by 57.4% with 108 respondents, It can be seen from the income that most often shop online, which is below Rp. 2,000,000 by 46.3% with 87 respondents, for the background of work that most often shop through online, the majority come from students / students by 39.4% with a total of 74 respondents, furthermore, the most frequently purchased product categories are clothing and accessories at 52.7% with a total of 99 respondents and the last one when viewed from the payment method most often used when shopping online is Mobile Banking at 48.9% with 92 respondents. The analysis model will be carried out using SEM PLS as a tool to test data in this study. This research will be tested through several stages of testing, namely Validity Test, Reliability Test, Descriptive Statistics, Coefficient of Determination and Hypothesis Test.

## RESULTS AND DISCUSSION

The factor loading criteria for determining whether an indicator is valid or not is determined by the size of the research sample. This study used a sample of 188 respondents but 3 of these many could not be used because they did not match the criteria they should, and only 185 respondents were successfully processed so that the *loading factor* value that determined the sample was valid or not was  $>0.5$  which means that all statement items presented for variable measurement this time can be considered valid

**Table 1. Respondent Profile**

<b>Valid</b>	<b>Frequence</b>	<b>Percentage (100%)</b>
<b>Gender</b>		
Male	61	32.4
Female	127	67.6
<b>Age</b>		
17 - 25 Years Old	132	70.2
26 - 35 Years Old	37	19.7
36 - 45 Years Old	19	10.1
<b>Education</b>		
High School / Equivalent	66	35.1
D3	8	39.4
Bachelor	108	57.4
Magister	6	3.2
<b>Income</b>		
Under Rp. 2.000.000	87	46.3
Rp. 3.000.000 – Rp. 6.000.000	54	28.7
Rp. 7.000.000 – Rp. 10.000.000	26	13.8
Above Rp. 10.000.000	21	11.2
<b>Types of Work</b>		
Student	74	39.4
Pegawai Swasta	47	25
Employees/SOEs	13	6.9
Civil Servants	25	13.3
Self Employed	29	15.4
Have shopped online during the Covid-19 pandemic		
Yes	185	98.4
No	3	8
<b>Categories of Products Purchased</b>		
Clothing and Accessories	99	52.7
Electronic Devices and Gadgets	18	9.6
Food and Daily Necessities	30	16
Cleaning Tools	2	1.1
Personal Care and Cosmetics	37	19.7
Medicines	2	1.1
<b>Payment Methods</b>		
COD	53	28.2
Mobile Banking	92	48.9
Digital Payment Applications	43	22.9

Source: Processed Data, 2022

The analysis system for conducting reliability testing, namely using reliability testing, is carried out using the Cronbach alpha criterion where the determination criteria are valid or not based on criteria (Nunnally and Berstein), namely a variable is considered reliable if it has a Cronbach alpha value of  $\geq 0.7$ .

**Table 2. Validity and Reliability Test Results**

Variables/Indicators	Factors Loading	Cronbach Alpha	Conclusion	Mean	Std. Deviation
<i>Perceived usefulness</i>		0.794	Reliable	4.6082	0.52121
Online Shopping is a useful way to shop	0.836		Valid	4.5053	0.72020
Shopping has become easier	0.888		Valid	4.6436	0.59013
Online shopping allows shopping activities to be more efficient and can be done anywhere	0.814		Valid	4.6755	0.53342
<i>Perceived Ease Of Use</i>		0.736	Reliable	4.4202	0.60877
Shopping is very easy and skillful	0.891		Valid	4.5000	0.64169

In online shopping his web page is very informative and easy to understand	0.891	Valid	4.3404	0.72471
<i>Perceived Enjoyment</i>	0.778	Reliable	4.3050	0.70337
During the Covid 19 pandemic I enjoyed online shopping	0.875	Valid	4.3457	0.82256
I feel satisfied with online shopping	0.838	Valid	4.3085	0.78797
Online shopping is self-entertaining	0.791	Valid	4.2606	0.91986
<i>Convenience</i>	0.792	Reliable	4.5798	0.56551
Online shopping provides the convenience of shopping from home	0.910	Valid	4.5266	0.64942
Online shopping is easy access because it can be done	0.910	Valid	4.6330	0.59263
<i>Wider Selection</i>	0.651	Reliable	4.3697	0.69010
A wider selection of products and brands	0.862	Valid	4.4894	0.74926
Products are always available in a short time	0.862	Valid	4.2500	0.85045
<i>Price</i>	0.765	Reliable	4.4202	0.69875
Competitive price	0.902	Valid	4.4415	0.71783
Discount offers and gifts that motivate buyers	0.902	Valid	4.3989	0.83082
<i>Health Aspect</i>	0.817	Reliable	4.6782	0.53378
Shopping from home ensures we have less physical contact with people outside the home	0.921	Valid	4.6755	0.54335
More certain to keep your distance	0.921	Valid	4.6809	0.61553
<i>Shopping Intention</i>	0.910	Reliable	3.7748	1.01070
I intend to continue shopping online in the future	0.921	Valid	3.9734	1.06692
I would choose to do online shopping in my daily life	0.922	Valid	3.7394	1.12395
I plan to shop online even more often	0.920		3.6117	1.01070
<i>Attitude</i>	0.761	Reliable	4.3777	0.73195
Online shopping saves time	0.898	Valid	4.3936	0.82369
Online shopping saves on product search costs	0.898	Valid	4.3617	0.80574
<i>Online Buying Behavior</i>	0.855	Reliable	4.0213	0.96576
I often shop online	0.936	Valid	3.9415	1.10021
I recommend others for online shopping	0.936	Valid	4.1011	0.96206

Source: Processed Data, 2022

*Perceived Usefulness* descriptive statistics use measurements through three-point statements with a mean value of 4.6082. The standard deviation value of *Perceived Usefulness* is 0.52121. The 4.6755 rating that gives the statement that online shopping allows shopping activities flexibly, while the lowest average value is 4.5053 which presents the statement that *online* shopping is a useful way to shop. The *Preceived Ease of Use* gives measurements using two statement items with a mean value of 4.4202. The Standard Deviation Value of *Preceived Ease of Use* is 0.60877. For the 4.5000 who present the statement that shopping is very easy and skillful, while the lowest average value is 4.3404 which presents the statement that in *online* shopping the web page is very informative and easy to understand. The *Preceived Enjoyment* uses measurements with three statement items and a mean value of 4.3050. The Standard Deviation Value of *Preceived Enjoyment* is 0.70337. For the assessment of 4.3457 which presents the statement that during the covid 19 pandemic I enjoyed *online* shopping, while the lowest average score was 4.2606 which presented the statement that online shopping was self-entertaining. Convenience uses measurements with two statement items with a median value rating of 4.5798. The Standard Deviation Value of *Customer Engagement* is 0.56551. For the average assessment, the highest respondent answers were 4.6330 which presented a statement that

online shopping is an easy access because it can be done, while the lowest average assessment was 4.5266 which presented a statement that *online* shopping provides the convenience of shopping from home. The *Wider Selection* uses measurements through two statement items with an average rating of 4.3697. The Standard Deviation Value of *Wider Selection* is 0.69010.

For the average assessment of respondents' answers, the highest was 4.4894 which stated that the wider choice of products and brands, while the lowest average assessment was 4.2500 which presented a statement that the product was always available in a short time. *Price* uses a relief measurement of two items with a median value of 4.4202. The Standard Deviation *Price* value is 0.69875. For the 4.4415 which presents a statement that the price is competitive, while the lowest average value is 4.3989 which presents a statement that offers discounts and gifts motivate buyers. The *Health Aspect* uses a measurement of two statement items with a median value of 4.6782. The Standard Deviation Value of *Health Aspect* is 0.53378. For the 4.6809 assessment which presented a statement that it is more certain to keep our distance, while the lowest average score was 4.6755 which presented a statement that shopping from home ensures we have less physical contact with people outside the home. Shopping *Intention* uses a measurement of three statement items with an average value of 3.7748. The Standard Deviation value of *Shopping Intention* is 1.01070. For the average assessment of the highest respondents' answers of 3.9734 which presented a statement that I intend to continue shopping *online* in the future, while the lowest average score was 3.6117 which presented my statement of planning to shop *online* more often. If the *Attitude* uses a measurement of two tem statements with an average value of 4.3777. The Standard Deviation *Attitude* value is 0.73195. For an assessment of 4.3936 which presents a statement that online shopping saves time, while the lowest average value is 4.3617 which presents a statement that online shopping saves product search costs. Online *Buying Behavior* uses a measurement of two statement items with an average value of 4.0213. The Standard Deviation Value of *Online Buying Behavior* is 0.96576. For the median assessment with the highest score is 4.1011 which presents a statement that I recommend others to shop *online*, while the lowest average value is 3.9415 which conveys the statement that I often shop *online*.

The processing for the fit model for Attitude and Online Buying Behavior is aimed at table 3 as follows:

**Table 3 Coefficients of Determination**

Constructs	R-square (R <sup>2</sup> )	R Square Adjusted
Attitude	0.477	0.456
Online Buying Behavior	0.705	0.702

Source: Processed Data, 2022

The *Attitude* model produces a coefficient of determination value of 0.456 which means a variation of 45.6% the remaining 54.4% is another independent form that affects Attitude but is not included in the model. These findings show that the *Attitude* model has a fairly *goodness of fit*. The *Online Buying Behavior* model has an adjusted coefficient of determination of 0.702 which means that *attitude* is 70.2% while the remaining 29.8% is a variation of other independent variables that affect *Online Buying Behavior* but is not included in the model. These findings show that the Online Buying Behavior model has a fairly *goodness of fit*.

#### Hypothesis Test

Processing is carried out using SEM PLS. There are 9 hypotheses of which there are 4 hypotheses that significantly affect.

**Table 4. Hypothesis Test**

	<b>Description Hypothesis</b>	<b>Coefficient</b>	<b>Tstatistics</b>	<b>P-value</b>	<b>Conclusion</b>
H1	Perceived Usefulness positively affects Online Buying Behavior	0.196	1.924	0.05**	Supported
H2	Perceived Ease Of Use positively affects Online Buying Behavior	0.159	1.482	0.13	Not Supported
H3	Perceived Enjoyment positively affects Online Buying Behavior	0.210	1.640	0.10*	Supported
H4	Convenience has a positive effect on Online Buying Behavior	0.113	0.976	0.32	Not Supported
H5	Wider Selection positively affects Online Buying Behavior	0.123	1.009	0.31	Not Supported
H6	Price has a positive impact on Online Buying Behavior	0.044	0.432	0.66	Not Supported
H7	Health Aspects have a positive impact on Online Buying Behavior	-0.006	0.065	0.94	Not Supported
H8	Positive attitude towards Online Buying Behavior	0.388	4.541	0.00	Supported
H9	Shopping Intention has a positive impact on Online Buying Behavior	0.529	7.002	0.00	Supported

Source: Processed Data, 2022

#### Research Hypothesis Testing

*Perceived Usefulness* has a positive effect on *Attitude*. Obtained a coefficient of 0.196 the increase in the influence of *Perceived Usefulness* will increase *attitude* and vice versa. A p-value of 1.924 results in a p-value of  $0.05 \leq 0.05$  which means that  $H_0$  is rejected, and  $H_a$  is accepted so that it can be concluded that *Perceived Usefulness* has a positive effect on *Attitude*. Therefore, this is in line with (Sumi & Ahmed, 2022) (Al-Swidi et al., 2012) so that it makes it easier for consumers to be able to shop *online*, besides that consumers also tend to shop online frequently.

*Perceived Ease of Use* has a positive effect on *Attitude*. From the results of processing the coefficient of 0.159 if the *Perceived Ease of Use* increases, the *Attitude* will also increase and vice versa. The p-value of the statistical t is  $0.13 > 0.05$  then  $H_0$  is accepted so it is not proven that *Perceived Ease of Use* is not proven to influence *Attitude*. This study is not in line with (Sumi & Ahmed, 2022) (Sularso, 2012) and this may not be in line because there are differences in respondent characteristics, differences in countries, and differences in topics.

*Perceived Enjoyment* has a positive effect on *Attitude*. From the results of processing the coefficient of 0.210 if the *Perceived Enjoyment* increases, the *Attitude* will also increase and vice versa. The p-value of the statistical t is  $0.10 > 0.05$  which means that  $H_0$  is rejected, and  $H_a$  is accepted so that *Perceived Enjoyment* is proven to influence *Attitude*. In this study in line with (Nadlifah, 2018) it can be concluded that consumers enjoy shopping through online during the Covid-19 pandemic because using online can save time as well.

*Convenience* has a positive effect on *attitude*. From the results of processing the coefficient of 0.113 if *Convenience* increases, the *Attitude* will also increase and vice versa. The p-value of the statistical t is  $0.32 > 0.05$  which  $H_0$  accepted so convenience is not proven to influence *Attitude*. In this study in line with

*Wilder Selection* has a positive effect on *Attitude*. From the results of processing the coefficient of



0.123 if *the Wilder Selection* of Use increases, the *Attitude* will also increase and vice versa. The p-value of the statistical t is  $0.31 > 0.05$  which  $H_0$  accepted so *wilder selection* has no effect on *Attitude*. In this study in line with

*Price* has a positive effect on *Attitude*. From the results of processing the coefficient of 0.044 if *the Price* increases, the *Attitude* will also increase and vice versa. The p-value of the statistical t is  $0.66 > 0.05$  which  $H_0$  is accepted so that *price* is not proven to have an effect on *Attitude*. This research is not in accordance with the research (Adinata & Yasa, 2018), (Influence et al., 2017), and (Sumi & Ahmed, 2022) this is not in line due to the presence of differences in respondents, and topics in the study.

*Health Aspects* have a positive effect on *Attitude*. From the results of processing the coefficient of -0.006 if *health aspects* increase, the *attitude* will also increase and vice versa. The p-value of the statistical t is  $0.94 > 0.05$  which  $H_0$  accepted so it is not proven that *Health Aspects* have not been shown to have an effect. This research is not in accordance with the research (Sumi & Ahmed, 2022) because there are differences in the countries studied, respondents and case studies studied are also different so that the results of this study are not in line.

*Attitude* has a positive effect on *Online Buying Behavior*. From the results of processing the coefficient of 0.388 if *the Attitude* increases, the *online buying behavior* will also increase and vice versa. The p-value of the statistical t is  $0.00 > 0.05$  which then  $H_0$  is accepted so that it is proven that *Attitude* affects *Online buying Behavior*. In this study in line with (Sumi & Ahmed, 2022) and (Dewi & Sri Ardani, 2016) consumers feel that online shopping can take time and costs for its mobilization, so consumers tend to often buy online and recommend online shopping to others.

*Shopping Intention* has a positive effect on *Online Buying Behavior*. From the results of processing the coefficient of 0.529 if *the Shopping Intention* increases, the *online buying behavior* will also increase and vice versa. The p-value of the statistical t is  $0.00 > 0.05$  which so  $H_0$  is accepted so that it is proven that *Shopping Intention* affects *Online buying Behavior*. Previous research is (Sumi & Ahmed, 2022) (Setiowati et al., n.d.) and (Marhamah et al., 2016) in this study consumers tend to intend and will continue to shop online and consumers provide online shopping recommendations to others because it can be effective and efficient.

In this study, it aims to determine the Influence of *Customer Value Theory* on *Attitude* and *Online Buying Behavior* During the Covid-19 Pandemic in Indonesia. After conducting research, realizing the results of data processing there are only 4 hypotheses that have been shown to have a positive influence so that not all hypotheses can be proven. Hypotheses that have proven to have an influence are H1 *Perceived Usefulness* has a positive influence on *Attitude*, H3 *Perceived Enjoyment* produces positive values on *Attitude*, H8 *Attitude* has a positive impact on *Online Buying Behavior*, and H9 *Shopping Intention* has a positive effect on *Online Buying Behavior*. So that consumers feel that shopping through online will be easier, more efficient, besides that during the Covid-19 pandemic consumers feel satisfied with online shopping, therefore when consumers feel satisfied and happy to shop through online later consumers will recommend it to others. In this study, it can provide advice to online shops about changing consumer purchasing behavior, in this case online shops must create a good and good website so that the web is informative, and easy to understand by consumers. In addition, online shops must also maintain product quality so that they are always available, online shops must also give a good impression, one of which is by offering discounts and gifts so that consumers are interested in shopping online. The limitation of this study is limited to the influence on the *Online Shop* only and this research does not research on the *Offline Shop*. So, in the next research, it is hoped that it will be able to expand the object of research not only *the Online Shop* but also research the *Offline Shop*

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