

Analysis of Interest in Shopping for Goods Online at Mitha Mum Shop Palu

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ABSTRACT

This study aims to determine the interest in shopping for goods online at Mitha Mum Shop Palu. The results of the research on the distribution of respondents on the statement of wanting to buy products at Mitha Mum Shop Palu because of the variety of answers to agree as many as 15 people or 16.3% strongly, Agree as many as 59 people or 64.1% and neutral as many as 18 people or 19.6%. The results of the distribution of respondents to statements referencing Mitha Mum Shop Palu products to others answered strongly agree as many as 22 people or 23.9%, Agree as many as 49 people or 53.3%, neutral as many as 20 people or 21.7% and disagree as many as one people or 1.1%. The results of the distribution of respondents to the question feel happy to buy products at Mitha Mum Shop Palu that respondents who answered strongly agree as many as 18 people or 19.6%, agree as much as 51 or 55.4%, and neutral as many as 23 people or 25%. The results of the distribution of respondents to questions looking for information on the latest products at Mitha Mum Shop Palu that respondents who answered strongly agree were 23 people or 25%, Agree as many as 55 or 59.8% and neutral as many as 14 people or 15.2%.

Keywords - Flower Shopping, Goods Online, Shop Palu

INTRODUCTION

Mitha Mum is an online shop site where individuals or groups can buy and sell products and services online. This online shop is a place to sell or offer a wide variety of products or services such as fashion, property, sports equipment, household appliances and so on. The online shop is now a marketing centre for buying and selling online, which is spread in various parts of the world. Including what is being done by Mitha Mum Shop, which is an online shop to offer the goods and services it provides.

Online business is increasing without limited time and place. Buying and selling with the internet as a medium of contact and the website as a marketing catalogue is more practical and efficient because it does not require direct meetings between sellers and buyers. Even online businesses have many advantages, namely in terms of service, effectiveness, security, and also popularity. There are several reasons why online shops are increasingly in demand, namely: 1. Lower prices compared to prices in stores. 2. Quiet atmosphere when shopping. 3. Save on transportation costs. 4. No need to jostle around the

store. 5. Can shop at any time; consumers do not have to take the time to go to the store. These factors encourage business people to sell goods online shop either independently or in groups (organizations).

METHODOLOGY

Sugiyono (2016 :), said that data analysis is the process of systematically searching and compiling data obtained from observations, interviews, questionnaires and documentation. After the data and all the required materials have been collected, the authors separate and report the data according to its type and presented in the form of frequency tables and percentage values. Arikunto (2003) presents the presentation formula as follows:

$$P = \frac{F}{N} \times 100\%$$

Information:

P = Percentage

F = Data Frequency

N = Number of Respondents

To find out the interest in shopping for goods online at Mitha Mum Shop Palu, the authors make a measure as follows: 1) Strongly Agree, 2) Agree, 3) Neutral, 4) Disagree and 5) Strongly Disagree

RESULT & DISCUSSION

The statement of interest in shopping on the indicator I want to buy products at Mitha Mum Shop Palu because of its variety

Table 1. Want to Buy Products at Mitha Mum Shop Palu Because of its Variety

Answer Category	Frekuensi	Persentase (%)
Netral	18	19.6
Agree	59	64.1
Strongly Agree	15	16.3
Total	92	100

From the results of the distribution of table 1, respondents in the statement that they want to buy products at Mitha Mum Shop Palu because of the variety of answers to strongly agree as many as 15 people or 16.3%, Agree as many as 59 people or 64.1% and neutral as many as 18 people or 19, 6%. as shown in Table 5.3. based on this statement, the respondent stated that the desire to buy a product, because Mitha Mum Shop Palu provides a variety of products so that consumers are easy to choose what product they like.

Statement of Shopping Interest on Indicators Referencing Mitha Mum Shop Palu Products to Others

Table 2. Referencing Mitha Mum Shop Palu Products to Others

Answer Category	Frekuensi	Persentase (%)
Not Agree	1	1.1
Netral	20	21.7
Agree	49	53.3
Strongly Agree	22	23.9
Total	92	100

From the results of the distribution table 2, respondents to answer strongly agree as many as 22 people or 23.9%, agree as many as 49 people or 53.3%, neutral as many as 20 people or 21.7% and do not agree as many as 1 person or 1.1%. as shown in Table 5.4. based on this statement, the respondents stated that after buying products at Mitha Mum Shop Palu, they felt comfortable and satisfied. So that these consumers recommend or refer family and friends to buy products at Mitha Mum Shop Palu.

Statement of Shopping Interest on Indicators of Feeling Happy Buying Products at Mitha Mum Shop Palu

Table 3. Feeling Happy Buying Products at Mitha Mum Shop Palu

Answer Category	Frekuensi	Persentase (%)
Netral	23	25.0
Agree	51	55.4
Strongly Agree	18	19.6
Total	92	100

From the results of the distribution of respondents to the question, they feel happy buying products at Mitha Mum Shop Palu, that respondents who answered strongly agree as many as 18 people or 19.6%, agree as much as 51 or 55.4%, and neutral as many as 23 people or 25%. as shown in Table 3.

From the results of the distribution of respondents, it illustrates that consumers who purchase products at Mitha Mum Shop Palu feel happy, because the desire to buy products is in accordance with the conditions of the product being purchased and the price offered by Mitha Mum Shop Palu is quite cheap.

Statement of Shopping Interest on Indicators of Finding Information on the Latest Products at Mitha Mum Shop Palu

Table 4. Finding Information on the Latest Products at Mitha Mum Shop Palu

Answer Category	Frekuensi	Persentase (%)
Netral	14	15.2
Agree	55	59.8
Strongly Agree	23	25.0

Total	92	100
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From the results of the distribution of respondents to questions looking for information on the latest products at Mitha Mum Shop Palu, 23 people or 25% of respondents who answered strongly agree, Agree as many as 55 or 59.8% and neutral as many as 14 people or 15.2%. as shown in Table 4.

From the results of the distribution of respondents to the questions in table 5.6, consumers are always looking for information on the latest products from Mitha Mum Shop Palu, via Facebook, Instagram or other social media. The existence of Mitha Mum Shop Palu by selling online, makes it easier for consumers to see products only from home or at work.

DISCUSSION

The results of the analysis of this study indicate that shopping interest affects Mitha Mum Shop Palu Services, it can be explained that shopping interest is the desire of consumers to have a product from Mitha Mum Shop Palu. Consumer buying interest in Mitha Mum Shop Palu is an attitude of consumer behaviour. The importance of buying part is to fulfil the daily needs of consumers to carry on their life.

The quality of service provided by Mitha Mum Shop Palu is a critical strategic variable for consumers in buying back existing products or goods at Mitha Mum Shop Palu; this is done to achieve long-term satisfaction with customers and also to attract new customers. To accomplish this goal, Mitha Mum Shop Palu pays attention to workers' actions and equips their work with sufficient knowledge of right service strategies, especially in the online sales system.

Mitha Mum Shop Palu has a wide variety of products for sale, namely clothes, flowers, pots, wall hangings, and various other items. The facilities offered by Mitha Mum Shop Palu are complete so that consumers are satisfied to choose the product they like to have. One example of the Mitha Mum Shop Palu product, if we want to buy live flowers, they are offered pots, soil or a frame for flower beds.

Items sold at Mitha Mum Shop Palu online are by the condition of the goods. This is proof that the service promised by Mitha Mum Shop Palu to consumers is very accurate and reliable. The polite attitude or appearance displayed by Mitha Mum Shop Palu in serving consumers also fosters a sense of trust in consumers in buying products at Mitha Mum Shop Palu.

The services provided by Mitha Mum Shop Palu to consumers in the interest to buy existing products are supported by Howard's theory cited in Durianto and Liana (2004), purchase part is something related to consumer plans to purchase certain products and how many units of the work are needed. At a specific period.

As for the research support mentioned above, based on the research results of Endi and Lilis (2014) it shows that the trust variable has a significant effect on purchase intention, while the perceived convenience and perceived benefits do not have a substantial impact on purchase intention. This means that in online trading, trust is the most critical factor for Tokobagus.com online sales business people to pay attention to.

Whereas the results of research by Nanda and Wahyono (2016) show that the variable reputation has a negative and insignificant effect on purchase intention, but standing has a positive and significant impact on purchase intention through the variable trust as a mediating variable; Website quality variables have a negative and insignificant effect on purchase intention, but website quality has a positive and significant impact on purchase intention through trust as a mediating variable. The trust variable has a positive and significant effect on purchase intention.

CONCLUSIONS

Based on the results of the analysis and discussion of the research results, it can be concluded that:

1. From the results of the distribution of respondents on the statement of wanting to buy products at Mitha Mum Shop Palu because of the variety of answers to strongly agree as many as 15 people or 16.3%, Agree as many as 59 people or 64.1% and neutral as many as 18 people or 19.6 %.
2. From the results of the distribution of respondents to statements reflecting Mitha Mum Shop Palu products to others, 22 people answered strongly or 23.9%, Agree as many as 49 people or 53.3%, neutral as many as 20 people or 21.7% and disagree as many as 1 person or 1, 1%.
3. From the results of the distribution of respondents to the question, they feel happy buying products at Mitha Mum Shop Palu, that respondents who answered strongly agree as many as 18 people or 19.6%, agree as much as 51 or 55.4%, and neutral as many as 23 people or 25%.
4. From the results of the distribution of respondents to questions looking for the latest product information at Mitha Mum Shop Palu, 23 people or 25% of respondents who answered strongly agree, Agree as many as 55 or 59.8% and neutral as many as 14 people or 15.2%.

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