Abstrak

Belanja adalah salah satu kegiatan yang dilakukan untuk memenuhi kebutuhan sehari-hari, seperti bahan makanan, pakaian, barang rumah tangga, kebutuhan sehari-hari, dan kebutuhan lainnya. Seiring dengan perkembangan jaman, internet saat ini sudah menjadi sesuatu yang sangat mudah didapatkan masyarakat, mulai dari remaja,tua, hingga dewasa. Maka tidak jarang banyak orang beralih menggunakan internet untuk membuka beberapa situs, salah satunya adalah situs belanja *online*. Oleh sebab itu, kemudian penulis melaksanakan studi tentang Analisis Belanja Online Terhadap Perilaku Perjalanan Belanja dimasa Pandemi *Covid-19*. Penelitian ini bertujuan menganalisis faktor-faktor yang berpengaruh terhadap keputusan seseorang dalam memilih cara berbelanja baik secara konvensional maupun online yang meliputi karakteristik sosiodemografi-ekonomi konsumen dan atribut berbelanja serta menganalisis pengaruh hubungan aktivitas belanja online terhadap perilaku perjalanan belanja. Penelitian ini dilakukan dengan metode penyebaran kuesioner *online* dan *offline* kepada konsumen (di propinsi Lampung). Hasil penelitian menunjukkan bahwa faktor-faktor yang paling besar pengaruhnya dalam menentukan keputusan berbelanja online yaitu: frekuensi penggunaan internet, kepemilikan kendaraan, terhadap karakteristik belanja offline. Selain itu diketahui bahwa konsumen atau pelaku belanja di propinsi Lampung hampir seluruh sampel responden pernah melakukan belanja online dan berbelanja secara konvensional serta pengaruh hubungan antara aktivitas belanja online dengan perilaku perjalanan belanja yaitu netral atau tidak mempengaruhi aktivitas perjalanan belanja sebab pelaku belanja konvensional paling sering membeli produk bahan makanan sedangkan untuk belanja online paling sering membeli produk fashion dan makanan cepat saji sehingga tidak mengurangi frekuensi perjalanan belanja dari pelaku.

Kata Kunci : Belanja, Perjalanan, Perilaku, Pandemi, Karakteristik

Abstract

Shopping is one of the activities carried out to meet daily needs, such as food, clothing, household goods, daily needs, and other needs. Along with the times, the internet has now become something that is very easy to get for people, ranging from teenagers, old, to adults. So it is not uncommon for many people to switch to using the internet to open several sites, one of which is an online shopping site. Therefore, the author then carried out a study on Online Shopping Analysis on Shopping Travel Behavior during the Covid-19 Pandemic. This research aims to analyze the factors that influence a person's decision in choosing how to shop both conventionally and online which includes the sociodemographic-economic characteristics of consumers and shopping attributes and analyze the influence of the relationship between online shopping activities on shopping travel behavior. This research was conducted by distributing online and offline questionnaires to consumers (in Lampung province). The results show that the factors that have the greatest influence in determining online shopping decisions are: the frequency of internet use, vehicle ownership, on the characteristics of offline shopping. In addition, it is known that consumers or shoppers in the province of Lampung, almost the entire sample of respondents have done online shopping and shopping conventionally and the influence of the relationship between online shopping activities and shopping travel behavior is neutral or does not affect shopping trip activities because conventional shoppers most often buy grocery products, while online shopping most often buy fashion and fast food products so that it does not reduce the frequency of shopping trips from perpetrators.

Key Word : *Shopping, Travel, Behaviour, Pandemic, Characteristics*