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THE EFFECT OF CHANGE PERCEPTIONS IN PRICE, SERVICE QUALITY AND BRAND IMAGE ON CONSUMER SHOPPING BEHAVIOR DURING THE COVID-19 PANDEMIC

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Abstract. The COVID-19 pandemic is forcing the world community to adopt new habits, one of the new habits at once The solution is Gojek as an online delivery service. This research aims to understand the effect of changes in consumer perceptions in terms of price, quality and brand image on consumer shopping behavior during the COVID-19 pandemic. The type of research used is explanatory research, with a quantitative approach. The research subjects are Go-food customers in Yogyakarta during the COVID-19 pandemic and the objects of research are consumer perceptions, prices, service quality, brand image and consumer shopping behavior. and customer satisfaction. Data collection techniques were carried out through questionnaires and documentation which were analyzed using multiple linear regression. The results showed that consumer perceptions in terms of price, service quality, and brand image had a significant positive effect on consumer shopping behavior during the COVID-19 pandemic.

Keywords: changes in perceptions; prices; service quality; brand image; shopping behavior.

INTRODUCTION

The COVID-19 pandemic has brought major changes to human life, especially in human behavior. Various efforts have been implemented by the government to overcome the COVID-19 pandemic, one of which is establishing health protocol policies such as wearing masks, maintaining distance, maintaining clean hand hygiene and advising to carry out activities from home (Andriani, 2020). Due to the rapid spread of the COVID-19 virus, people need services that are able to make it easier to carry out activities even though they are carried out at home.

Gojek is here as a solution to these problems, this online transportation service is able to serve various community needs including transportation services, delivery of goods, investment, house cleaning, massage services and the most popular is Go-food as a food delivery service (Silalahi et al., 2017). The presence of such services changes people's behavior in purchasing decisions, this is because people have their own perceptions in using online services.

Public perceptions as consumers of these online services are shaped and influenced by internal and external factors. Internal factors include the experience, needs, expectations and values held by the community. While external factors include products, stimuli and environmental situations (Putri et al., 2018). According to (Kimes & Laqué, 2011) people now tend to order food online rather than buying directly, this is because ordering food online is considered more convenient and also profitable. A study conducted by (Viebig et al., 2009) shows that a price can affect the behavior of consumer decisions in shopping. In addition, good service quality is able to encourage consumer shopping decision behavior and make consumers form strong bonds with the company (Kodu, 2013). While brand image is also considered important in influencing consumer shopping behavior, this is because a brand that has a positive image will tend to be chosen by consumers when shopping (D. K. Sari, 2018).

Based on the background of the problem that has been described, the researcher is interested in conducting further research with the title "The Effect of Changes in Consumer Perception in Terms of Price, Service Quality and Brand Image on Consumer Shopping Behavior During the COVID-19 Pandemic".

METHODS

This research uses an explanation method, using a quantitative approach. The explanation method is defined (Jansen, 2010) as a method that describes the causal correlation between variables through hypothesis testing. While the quantitative approach is a scientific method based on the philosophy of logical positivism which is operated using rules regarding logic, truth, law and prediction (Carawan et al., 2011). The population in this study were Go-food customers in Yogyakarta during the COVID-19 pandemic. This research took 30 samples from the population of Go-Food customers in Yogyakarta due to the high number of Go-Food service users through Gojek in Yogyakarta. Because of this, it allows researchers to obtain respondents according to the number

produced. Meanwhile, the data collection of this research used a questionnaire in the form of google docs which was distributed to several social media platforms. While the instrument testing in this study used validity and reliability tests and showed valid results.

RESULTS AND DISCUSSION

Gojek is a technology company that is growing rapidly to become the first decacorn company in Indonesia (Nistanto & Wahyudi, 2019). Gojek provides various kinds of community needs including transportation services, delivery of goods, investment, house cleaning, massage services and the most popular is Go-food as a food delivery service (Aptaguna & Pitaloka, 2016). Along with the rate of technological growth, technology companies have begun to appear that provide similar services, this situation indirectly pressures companies to be more innovative in their services (Maria & Widayati, 2020).

The price policy set in a company plays an important role in consumer behavior in deciding purchases (Chaerudin & Syafarudin, 2021). Therefore, it is necessary to have an appropriate pricing strategy so that prices can be accepted by consumers and can generate profits for both business partners and the company. This pricing strategy needs to pay attention to purchasing power and target market so that when a product is introduced to the public the product can reach the target market and provide income for the company (B. Sari & Mahanani, 2017). This is also in line with research conducted by (Sharma & Khattri, 2013) which shows that price has a significant effect on consumer behavior in shopping.

In addition to price, service quality also needs to be considered. The resulting product must be in accordance with the price offered, so that the benefits received and felt by customers have a positive value compared to its competitors. In a study conducted by (Hidayat & Suwandi, 2013) with the title "*The Influence of Service Quality on Consumer Purchase Decisions at Alfamart Palangka Raya City*" shows the results that service quality has a significant effect on consumer shopping behavior.

Then the Brand Image as one of the factors that influence consumer behavior (Yasmin, 2017). This is because today's society as consumers are very selective in choosing a product, given the many choices offered by other competitors. In addition to quality, consumers also pay attention to the brand image of a product used. Therefore, brand image is considered capable of changing consumer behavior, as research conducted by (Junaidi, 2019), the results of this study indicate that brand image has a positive and significant effect on consumer behavior in purchasing decisions.

Thus, companies must analyze consumer behavior appropriately, this is because of various factors that influence consumer behavior. In addition, there are individual factors that can influence shopping behavior. Therefore, companies must periodically analyze consumer behavior in shopping.

A. Reliability Test Reliability

Is a tool to measure a questionnaire which is a statistic of a variable or

construct. The criterion used is that a construct or variable is said to be reliable if it gives a Cronbach Alpha value >

0.700. The results of the reliability test are presented in Table 1 following :

Table 1. Reliability Test

No.	Variable	Cronbach Alpha	Information
1	Behavior Change (X_1)		Reliable
2	Price (X_2)		Reliable
3	Service Quality (X_3)	0.751	Reliable
4	Brand Image (X_4)		Reliable
5	Consumer Behavior (Y)		Reliable

B. Validity

Test Validity test is intended to test how well the research instrument measures the concept it is supposed to measure. The validity test is carried out by calculating the correlation between the scores of each item and the total score so that the Pearson Correlation can be obtained. The results of the validity test can be seen in table 2.

Table 2. Test the Validity

Variable	Instrument	Pearson Correlation	Sig. (2- tailed)	Description
Price	$X_{1.1}$	0.586	0.001	Valid
	$X_{1.2}$	0.670	0.000	Valid
	$X_{1.3}$	0.523	0.003	Valid
Service Quality	$X_{2.1}$	0.553	0.002	Valid
	$X_{2.2}$	0.467	0.004	Valid
	$X_{2.3}$	0.390	0.003	Valid
	$X_{2.4}$	0.603	0.000	Valid
	$X_{2.5}$	0.478	0.002	Valid
Image Brand	$X_{3.1}$	0.505	0.004	Valid
	$X_{3.2}$	0.513	0.004	Valid
	$X_{3.3}$	0.545	0.002	Valid
Consumer Behavior	Y_1	0.368	0.000	Valid
	Y_2	0.399	0.002	Valid

Based on the data in table 2 it can be seen that all instruments have a Pearson correlation value greater than r Table = 0.361 (N=30) and the value of Sig. (2-tailed) correlation for all items is smaller than 0.05 so that it can be concluded that all statement items are declared valid.

CONCLUSIONS

Based on the results of data analysis and discussion results, the conclusions from this study are as follows: 1) Price has a positive and significant effect on Go-food

Consumer Shopping Behavior. 2) Effect on Go-food Consumer Shopping Behavior. 3) SignificantGo-food Consumer Shopping. 4) Behavior Consumer Behavior has a positive and significant impact on Go-food Consumer Shopping Behavior.

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