



The influence of online shop on students' buying interest during the covid-19 pandemic

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ABSTRACT

This research discusses the influence of online shops on students' buying interest during the Covid-19 pandemic (Case Study of Students from the IAIN Parepare Sharia Economics Study Program). This research aims to find out the extent of the influence of online shops on students' buying interest during the pandemic, especially students of the Sharia Economics Study Program at IAIN Parepare. The type of research used in this thesis is quantitative, the data processed is the result of a questionnaire with a population of 417 people. Meanwhile, the number of samples required is 216 respondents from students of the Sharia Economics Study Program at IAIN Parepare. The data processing and analysis techniques use product moment correlation analysis. The research results show that the correlation coefficient between variable X "Online Shop" and variable Y "Buying Interest" is $(r) = 0.009$ with a significance of 0.940. Therefore, the accompanying significance is greater than 0.05 ($0.940 > 0.05$), the correlation that occurs is convincing, meaning that if the independent variable increases, it will be accompanied by an increase in the dependent variable. This shows that the online shop variable has a significant influence on students' buying interest during the pandemic.

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1. INTRODUCTION

Technology is a whole means of providing goods necessary for the continuity and comfort of human life. As time goes by, technology has developed rapidly so that it can help and facilitate people's daily lives on earth. (Affandi, n.d.)

Technological developments have spurred changes in individual habits, including the habit of carrying out buying and selling transactions. In the past, what was meant was that buying and selling transactions had to be carried out face to face, where there was a direct transfer of goods from the seller to the buyer, that is, the buyer had to meet the seller in the real market (Anwar, 2023). This transaction is not far from transaction activities in general, including transactions during the time of the Prophet Muhammad. (Pratiwi, 2017)

Currently, we have moved to an era where transactions are no longer carried out face-to-face, but rather via online media (Utami & Firdaus, 2018). There is no longer a need for meetings between sellers and buyers in the market, but simply using internet technology and direct transactions between sellers and buyers (Pitaloka & Widyawati, 2015).

There are various kinds of products being sold that no longer sell face to face, but instead use technology to sell online. With the development of increasingly modern technology, along with the birth of various new technologies such as smart phones (smartphones), tablets and various other gadgets (Khotimah & Febriansyah, 2018). With this new technology, consumers can buy goods online easily by activating the internet channel. (Kotler, P., & Amstrong, 2016)

The use of the internet is increasingly popular among the younger generation, including students. Students are part of society who are very close to issues of access to information and the internet world, not only because of scientific demands which require students to always look for the latest information, but also issues regarding various basic needs as humans in the technological era (Haitami & Napisah, 2022). The use of the internet as access to information to facilitate various student activities, one of which is buying and selling transaction activities. (Khotimah & Febriansyah, 2018)

Islam recognizes buying and selling with the term muamalah. Muamalah means God's rules that regulate human relations with humans in relation to how to obtain and develop property (Rifa'i, 2018). Of course, buying and selling activities cannot be done haphazardly, there are rules that bind them, because in carrying out a buying and selling transaction there are two parties and one of them must not feel disadvantaged, if anyone feels disadvantaged then the buying and selling transaction is cancelled (Jamaludin et al., 2015).

Buying and selling activities is one of the daily human activities that is permitted by Allah, as Allah says in the QS. AL-Baqarah /2: 275

.....وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا...

Translation:

Indeed, Allah subhaanaahu waata'aala has permitted buying and selling and prohibited usury.

Based on the hadith narrated by Bukhari and Muslim, as the Prophet sallallahu aalaihia wasalaam said:

الْبَيْعَانِ بِالْخِيَارِ مَا لَمْ يَتَفَرَّقَا (رَوَاهُ الْبُخَارِيُّ وَمُسْلِمٌ)

It means:

Two parties carrying out a sale and purchase have the right to khiyar (choose) as long as they have not separated.

The buying and selling carried out must not conflict with Islamic religious law. Because Islamic law as a revealed teaching can be divided into two groups. First, Islamic teachings are absolute, universal or permanent, unchanging and unchangeable. Included in this group are Islamic teachings contained in the Koran and Hadith. "The two Islamic teachings are relative, local and temporal in nature which always adapt to developments and changes over time. (Jamaludin et al., 2015)

The conditions for buying and selling in Islam have actually been fulfilled by online buying and selling, where as long as the objects being sold are not unclean and provide benefits, then the objects are halal or permissible to be bought and sold (Fitriya & Yani, 2020). Online shop is a process of purchasing goods or services from those who sell goods or services via the internet where the seller and buyer never meet or have physical contact where the goods are being sold (Panggabean & Tanjung, 2022). offered through displays with images on a website or virtual shop (Santri & Siregar, n.d.). After that, the buyer can choose the desired item and then make payment to the seller via the relevant bank account or can be paid when the item is on site (An et al., 2021). After the payment process is received via transfer, the seller's obligation is to send the goods ordered by the buyer to the destination address. (Крутецкая et al., 2018)

This buying interest creates a motivation that continues to be recorded in a person's mind and becomes a very strong desire that ultimately results in the consumer having to fulfill his needs. This interest will arise if the product being sold matches the buyer's wishes (Amir, 2015). If the consumer's desires are in the product sold by the online shop then the consumer will buy the product (Al-Arif, 2013).

Meanwhile, the choice of products purchased online is related to the characteristics of the consumer himself. Online shopping consumers in Indonesia are still sensitive to price, they tend to buy products that have lower prices. (Pitaloka & Widyawati, 2015)

Shopping online is currently being enjoyed and favored by most students, because this way students no longer need to find it difficult to obtain the items they want. To choose whatever item you want, simply select the image available on the online shop account or application then order it directly, then pay by transfer or you can pay when the item is at the consumer's place, this is very easy to do. (Utami & Firdaus, 2018)

Students really like shopping online because they think it is more practical, easier and saves time. Apart from that, consumers who choose to shop online can also protect themselves from exposure to the Covid-19 virus by staying at home. As we know, consumers tend to like to use goods online considering the current situation where the Covid-19 virus is increasing (Desy Safira & Alif Ilham Akbar Fatriansyah, 2020).

Based on the problems above, researchers are interested in writing a thesis entitled *The Influence of Online Shops on Students' Buying Interests during the Covid-19 Pandemic (Case Study of Students from the IAIN Parepare Sharia Economics Study Program)*. Based on the problem formulation stated above, the objectives to be achieved from the results of this research are as follows: To find out whether there is an influence of online shops on students' buying interest during the Covid-19 pandemic (Case Study of Students from the Islamic Economics Study Program at IAIN Parepare) .

2. METHODS

The type of research in this thesis is quantitative research because the researcher qualified the data for statistical analysis. (Rahmadi, 2011) Meanwhile, the research location used as the object of this research is students of the Sharia Economics Study Program located at the IAIN Parepare Campus. For this research, a research approach was used quantitative because in this research the author discusses measuring objective data and statistics through scientific calculations from samples of people or residents to determine the frequency and percentage of their responses (Ngatno, 2018).

Population is the subject of research. (Kurniawan & Zahra Puspitaningtyas, 2016) The word population in statistics refers to a group of individuals with distinctive characteristics that are of interest in a study (observation) (Asep, 2018). Therefore, the population that the author refers to is all students of the Sharia Economics Study Program at IAIN Parepare, totaling 471 people.

a. Sample

The sample is a part or representative of the population studied. (Kurniawan & Zahra Puspitaningtyas, 2016) The sampling method used in this research is random sampling. Random sampling is usually used in populations that have a stratified or multi-layered structure.

The formula used in sampling for this research is the formula from Taro Yamane or Slovin quoted by Riduwan as follows:

$$n = \frac{N}{Nd^2+1} \dots\dots\dots (i)$$

Where:

n = Number of samples

N = Number of population

d2 = Precision set (percentage determination)

It is known that the total student population of the Sharia Economics Study Program at IAIN Parepare is 477 students. Based on these data, the following sample sizes were obtained:

$$n = \frac{N}{Nd^2+1}$$

$$\begin{aligned}
 & \frac{Nd^2+1}{471} \\
 = & \frac{471}{471(0.05)^2+1} \\
 = & \frac{471}{2.1775} \\
 = & 216 \text{ Students}
 \end{aligned}$$

So, the sample size is 216 students.

The data collection methods in this research are:

Questionnaire

A questionnaire is a collection of questions asked in writing to someone (who in this case is called a respondent), and the way to answer is also done in writing.

Documentation

Documentation comes from the word document which means written items. Documentation is a data collection technique by looking at documents in the Sharia Economic Study Program IAIN Parepare.

This research basically involves two data variables, namely data relating to *Online Shop* (variable X), and Purchase Interest of Sharia Economics Study Program Students (variable Y). The data collection instruments are as follows:

Questionnaire

A questionnaire is a collection of questions asked in writing to someone (who in this case is called a respondent), and the way to answer is also done in writing. (Saleh et al., 2019) In this research, questionnaires were answered via Google Form which was shared with respondents online. This questionnaire was given to respondents containing 15 questions for Online Shop (variable

Documentation

Documentation comes from the word document which means written items. (Dr. Drs. Ngatno, 2015) Documentation is a data collection technique by looking at documents in the IAIN Parepare Sharia Economic Study Program,

Instrument Validity and Reliability

Instrument Validity

Validity is a measure that shows the levels of validity or authenticity of an instrument. A valid or valid instrument has high validity. On the other hand, an instrument that is less valid means it has low validity. (Saleh et al., 2019)

An instrument is said to be valid if it is able to measure what is desired. An instrument is said to be valid if it can reveal data from the variables studied accurately. The high or low validity of the instrument shows the extent to which the data collected does not deviate from the description of the variable in question.

Instrument Reliability

Reliability refers to an understanding that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good. A good instrument will not be tendentious in directing respondents to choose certain answers, a reliable instrument will produce reliable data too. (Kurniawan & Zahra Puspitaningtyas, 2016)

This research data collection was carried out through procedures, namely preparation and implementation, including making research equipment or tools. Meanwhile, the implementation step is the core stage, where researchers go directly into the field to exploit the data.

In this implementation, theoretical data is first collected through various literature, and this is called literature. For this bibliographic data, direct and indirect quotations are used. After the conceptual data is complete, field data collection is then carried out. This was done using questionnaire and documentation techniques as the author explained above. In analyzing the data, the author uses the following data analysis techniques:

Descriptive Analysis

This analysis is used to determine the percentage of questionnaire answers from respondents. In this case, the author analyzes the influence of online shops on students' buying interest, then classifies and analyzes them, so as to provide a clear picture of the situation of the objects that the author is researching. (Pratiwi, 2017) After the data is collected, criteria are given in the form of a presentation table for each variable. To analyze the data, the author uses the percentage formula: (Kotler, P., & Amstrong, 2016)

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

Information

P = Percentage of answers

F = Frequency of answer values

N = Number of all values

Product Moment correlation analysis

Product Moment Correlation is used to test the Effect *Online Shop* on students' buying interest during the Covid-19 pandemic (Case Study of Students from the IAIN Parepare Sharia Economics Study Program). To analyze the two variables, correlation analysis techniques were used with the product moment formula from Karl Pearson, namely: (Khotimah & Febriansyah, 2018)

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{(N\sum X^2 - (\sum X)^2) \{N\sum Y^2 - (\sum Y)^2\}}} \dots\dots\dots (ii)$$

Information:

r_{xy} = correlation coefficient sought

N = number of subjects who own the value

X = variable value 1

Y = variable value 2

3. RESULTS AND DISCUSSION

The results of the product moment correlation analysis will obtain a correlation coefficient of (r), then to determine the strength and weakness of the relationship (correlation) the following categories will be consulted. Interpretation of correlation numbers according to Prof. Sugiyono (2007).

Table 1. Interpretation of correlation numbers

Validity Interval	Category
0 - 0.199	Very weak
0.20 - 0.399	Weak
0.40 - 0.599	Currently
0.60 - 0.799	Strong
0.80 - 1.0	Very strong

In the product moment relationship (correlation) model, there are 3 (three) types of relationship characteristics that can occur, namely: (Jamaludin et al., 2015)

- Positive relationship, meaning that the increase in the independent variable will be followed by an increase in the dependent variable.
- There is no relationship, meaning that the dependent variable will not change even though the independent variable changes.
- Negative Relationship. This means that the increase in the independent variable will be followed by the decrease in the dependent variable.

Next, to determine the significance of the relationship (correlation) of the Online Shop variable (x) and the Student Purchase Interest variable (y) is based on the following decision criteria:

- If the r value (calculated r) is accompanied by significance (sig.) < 0.05 , then the independent variable has a very convincing influence on the dependent variable.
- If the r value (calculated r) is accompanied by significance (sig.) > 0.05 , then the independent variable has a very convincing influence on the dependent variable.

Table 2. Correlations

		Online Shop (X)	Purchase Interest (Y)
Online Shop (X)	Pearson Correlation	1	,009
	Sig. (2-tailed)		,940
	N	216	216
Purchase Interest (Y)	Pearson Correlation	,009	1
	Sig. (2-tailed)	,940	
	N	216	216

From the output table above, it can be said that the correlation coefficient between Online Shop (x) and Student Purchase Interest (y) is $(r) = 0.009$ with a significance of 0.940 . Based on the decision criteria above, it can be concluded that the correlation of these two variables is significant, because the accompanying significance is greater than 0.05 ($0.940 > 0.05$). The correlation that occurs is convincing, meaning that if the independent variable increases, it will be accompanied by an increase in the dependent variable).

Discussion

This thesis on the Influence of Online Shops on Students' Purchase Interest during the Covid-19 Pandemic (Case Study of Students from the IAIN Parepare Sharia Economics Study Program) uses a type of quantitative research with a sampling technique using random sampling. In this research, two stages were carried out, namely the preparation stage and the implementation stage.

First, the Preparation Stage. At this stage several things are done, namely collecting the names of students along with their cellphone numbers which are directly connected to the WhatsApp application in the Sharia Economics Study Program from various levels/semesters, then compiling a questionnaire which will be given to students to be answered later, this questionnaire is created via Google Form To make it easier for researchers to obtain respondents during this pandemic, the number of questions is 15 items in variable x "Online Shop" and 15 items which are the same as the questions in variable y "Buying Interest".

Second, the Implementation Stage. At this stage several things were done, namely distributing the research questionnaire link by distributing it to each student contact via the social media application "WhatsApp" sequentially starting from semester VIII level to semester II level. In its implementation, this research questionnaire consists of two variables where variable

The influence of online shops on students' buying interest during this pandemic clearly provides convenience for their users considering the increasingly widespread unrest of the Covid-19 virus. The presence of online shop media is an alternative for meeting all needs without visiting shopping centers which can trigger exposure to the Covid-19 virus. So some students prefer to choose online shops.

From the research results using the questionnaire answers in the table, it is known that the variable Meanwhile for variable Y "Buying Interest" the dominant answer from respondents was also agree, where the percentage reached 85.10% with an average of 62.13 .

On TestingProduct moment correlation analysis between variable x and variable y above obtains $rof (r) = 0.009$ with a significance of 0.940 . Based on the decision criteria above, it can be concluded that the correlation of these two variables is significant, because the accompanying significance is greater than 0.05 ($0.940 > 0.05$).

Looking at the results of the calculations above, it can be concluded that there is an influence of online shops on students' buying interest during the Covid-19 pandemic, choosing online shops as an application or media is an alternative for all parties, especially students. Various features and adequate access make students happy making transactions. The existence of this online shop is very important in the midst of the outbreak of this pandemic because it minimizes self-prevention by not carrying out activities in crowds that could threaten consumers' health.

4. CONCLUSION

From the research results, it is known that there is an influence of online shops on students' buying interest during the pandemic. This can be seen The correlation between Online Shop (x) and Student Purchase Interest (y) is $(r) = 0.009$ with a significance of 0.940 . Based on the decision criteria above, it can be concluded that the correlation of these two variables is significant, because the accompanying significance is greater than 0.05 ($0.940 > 0.05$). The correlation that occurs is convincing, meaning that if the independent variable increases, it will be accompanied by an increase in the dependent variable.

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