

# Shopping Model on Traditional Online Market

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## ABSTRACT

This study aims to analyze the shopping model during the Covid-19 pandemic and the role of shopping models in traditional online markets for consumers in traditional online markets in Malang City. This study was a descriptive qualitative method. Data were collected by using technical triangulation through Hyarta Danadipa Raya company and online traditional market consumers as informants. The shopping model at the traditional online market in Malang city used the Tumbasin application. It was accessible by following the two steps to pay online. Moreover, it could be processed directly by the online market service. Within half to one hour, the goods could be received by consumers. The role of the shopping model in traditional online markets provided convenience, fast service, appropriate services according to orders, convenience in payments and security during the Covid-19 pandemic.

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## I. Introduction

The Covid-19 pandemic impacts in various aspects. People are worried to do activities outside the home, including difficulties in accessing needs in traditional markets. There are no restrictions in the traditional markets during the Covid-19 pandemic [5]. Sellers and buyers must obey health protocols to prevent Covid-19 infection, so that people often have difficulty to access needs in traditional markets. Thus, shopping online is widely used during the Covid-19 pandemic. People use online applications to buy their daily needs without leaving home.

Online shopping is called e-commerce. It is directly related to trading in goods, services and related to business activities through electronic media. E-commerce users need technological advances to make sales and purchases. It is needed during the Covid-19 pandemic because users can easily get items through e-commerce. According to Hartman cited in [8], e-commerce is a type of electronic business that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services. E-commerce is dynamic and related to technologies, applications, and business processes between companies and consumers to exchange various commodities on a wide scale by electronic transaction. Sellers should give a special offer to attract buyers in e-commerce. Moreover, it is needed to support the economy and fulfil people's lives during the Covid-19 pandemic. Therefore, the use of e-commerce will increase continuously in the future.

Malang city is a big city in East Java and has implemented an online shopping system in ten traditional markets, including (1) Blimbing Market, (2) Bunul Market, (3) Dinoyo Market, (4) Klojen Market, (5) Madyopuro Market, (6) Mergan Market, (7) Oro Oro Dowo Market, (8) Sawojajar Market, (9) Breadfruit Market, and (10) Tawang Mangu Market. Markets have implemented an online system, but still in a simple way [5].

Hyarta Danadipa Raya company, as the manager of the Dinoyo City Mall building and the manager of the ten online traditional markets, has a mentoring program for market traders. Moreover, it has a syllabus in serving online purchases to consumers. The syllabus consists of (1) How to design product promotions, (2) How to sell online by uploading products, (3) How to make financial reports and tips on getting capital, (4) How to provide ID service, and (5) How legal is the product. This syllabus consists of supporting the online sales model and online market product information to consumers.

Time and effort are needed in online purchases [18]. In addition, the community also needs convenience, speed, and security during the Covid-19 pandemic (Instalasi Promosi Kesehatan dan

Pemasaran 2020). Therefore, the online sales model conducted by Hyarta Danadipa Raya company as the online market manager must conduct evaluations to satisfy consumers. It is needed to analyze the model based on the traditional online market in Malang to provide convenience for consumers during the Covid-19 pandemic.

E-commerce is widely used in the world, including in Lithuania. Buyers start looking for quality products and product descriptions before buying a product. Companies and stores use online stores to increase product sales. Online stores provide convenience and time efficiency to buy a particular product without coming to the store directly [10].

Risks are associated with online shopping, but online business offers many web-based advertising opportunities for organizations. It is a strategy to expand their market online and has been implemented by retailers to improve products and services. The use of innovation in online shopping is a marketing strategy that has resulted in high demand. E-commerce has been adjusted and makes consumers become risk-takers. In this study, we investigated the trend of women in the field of E-commerce. Trust is a major factor in online shopping online. Women only prefer online shopping with trusted sellers [17].

The novelty of this study was to use the shopping model in traditional online markets. This study provides a scientific perspective about online business during the Covid-19 pandemic to avoid interactions between sellers and buyers. Many opportunities can be reached to make it convenient during online shopping, especially in the traditional market. Moreover, the shopping model can be used to develop a business that supports the development of the economy and business in Indonesia. Therefore, it is necessary to do a study on "Shopping Models in Traditional Online Markets".

## II. Methods

The sampling method was determined purposively to focus on the shopping system and shopping model in traditional online markets and the role of the online shopping model for consumers in Malang City. This study was determined by the manager of Hyarta Danadipa Raya company as the manager of traditional markets in Malang and assisted by operational staff and consumers of traditional online markets as informants.

Data were obtained by interviews. Data analysis used a qualitative approach with the following stages:

- 1 Data reduction was a process of selecting, simplifying, and transforming rough data from observation in the field. For example, data obtained from the Hyarta Danadipa Raya company were still global in terms of systems or shopping flows in traditional online markets. Moreover, data on the role of online shopping models for consumers in traditional online markets in Malang City were also obtained.
- 2 Triangulation was used to analyze the information from the records to determine the truth with supporting data. Therefore, the results can be trusted. Interviews were conducted with informants, while documentation was obtained from Hyarta Danadipa Raya company and online market consumers through a Google form. In addition, observations were conducted at Hyarta Danadipa Raya company and online market consumers about implementing the system or shopping flow in the traditional online market. Therefore, the shopping model in the traditional online market and the role of the online shopping model for consumers could be gained in ten traditional online markets in Malang City.
- 3 Data presentation was information collection from the triangulation stage and provided the conclusions and taking action in tabular and narrative form to combine information into an integrated form. In this stage, we provided an overview of the shopping model in traditional online markets and the role of online shopping models for consumers in ten traditional online markets in Malang City.

Conclusion was a process of recording regularity, and explaining the causal flow of the data presentation process. Conclusions were verified during the research. These temporary conclusions with the interactive model led to conclusions with research propositions. This final stage leads to conclusions to answer the research objectives, including shopping models and the role of online shopping models in ten traditional online markets at Malang City.

### III. Result and Discussion

#### A. *Shopping Models in Ten Online Traditional Markets at Malang City*

The results of interviews with informants, namely the manager of Hyarta Danadipa Raya as a traditional market manager in Malang who is assisted by operational staff, said that "the process of shopping at traditional online markets is a part of e-commerce." It is easy and fast based on an interview with the manager of Hyarta Danadipa company. Our result is in line with [15] theory, which states that the shopping process in e-commerce is straightforward and fast. Moreover, interview results with customers in the Bunul, Dinoyo, Klojen, Madyopuro, Mergan, Oro Oro Dowo, Sawojajar, Breadfruit, Market Tawang Mangu market said that the process of shopping at traditional online markets is easy, fast, and safe.

The activities flow in the traditional online market starts from customers through a computer network connection and the Tumbasin application as an intermediary web pasar.id. Then the buyer logs into the system to register. The system in the traditional online market will store registration data and verify the registration. At first, customers shop by ordering through the pasar.id web application on the selected item. The selected goods are available along with their prices and a virtual shopping cart from the pasar.id web application. Then, Customer Service (CS) will process the list of shopping items and confirm with the customer through WhatsApp to check the goods ordered, the destination address, and the technical payment to the bank. After that, the order list will be sent to buyers.

#### B. *Online Traditional Market Shopping in Malang managed by Hiyarta Danadipa Raya Company (2021)*

There are several characteristics of the traditional online market in Malang, including:

- 1 Customer's order through the pasar.id web application on the selected item. The selected items are available with their prices, and a virtual shopping cart is provided in the application.
- 2 From the pasar.id web application, the customer will be connected to Customer Service (CS) to process the list of shopping items and confirm with the customer through WhatsApp to confirm the ordered goods, the destination address, and technical information on payments to the bank.
- 3 Order list sent to customers.
- 4 After customers check out, it will be sent directly to the courier.

#### The Role of Online Shopping Models on Consumers in Ten Traditional Online Markets in Malang City

Based on the interview results from the Hiyarta Danadipa Raya company, the role of the online traditional market shopping model in Malang city for consumers is as follows:

1. Provides convenience due to the applications by the online market are easy and accessible to consumers.
2. Provides a sense of security in transactions because it minimizes direct interaction between consumers and sellers, especially during the Covid-19 pandemic.
3. Provides speed due to the delivery of shopping goods at any time; will be sent the next day by 11.00am at the latest.
4. Provides accuracy in the selection of goods due to many choices. If there is an item error, you can directly contact via WhatsApp, and the online traditional market manager is willing to replace the order the next day.
5. Provides convenience and security in payments due the online market manager provides payment characteristics through mobile banking.
6. Gives satisfaction due to the application is easy in accordance with expectations.

### Discussion

#### A. *Shopping Models in Ten Online Traditional Markets at Malang City*

E-commerce is a phenomenon that appears along with the increasing use of the internet in various fields of human life, including in economics and business. E-commerce changes the economic pattern for the process of buying and selling goods or services between sellers and buyers without meeting each other. It is performed by using internet access from a computer or other connected device

(Smartphone, Tablet, or Mobile). Buyers can access the seller's online store and choose the items. After the goods are found, the payment process is conducted using bank transaction services or other third parties [15].

[15] also describes that e-commerce starts from consumers who are connected to service servers through computer network connections and intermediary applications, such as web browser applications. Then, the buyer logs into the system. Finally, the system in e-commerce will store registration data and verify registration (including login verification into the system). Furthermore, after the system obtains information about the buyer, the buyer searches for the goods or products in the online catalogue provided by the online store. Finally, a virtual shopping cart is provided to help online customers choose and place the products. Thus, anti-fraud technology prevents fraud in the shopping process. It is the same as the supervision by some store employees on the visitors and shoppers in supermarkets.

In addition, the payment process is conducted by the buyer to the system on this e-commerce website. Then contact is made with the services provided by the bank. In this electronic payment process, security technologies such as Secure Socket Layer are helpful in the payment process. After the payment has been made, the online shopping process has been appropriately completed. Buyers must wait for the ordered goods. Buyers and sellers have digital evidence for the agreed-upon transaction to maintain each other's trust, security and convenience.

Pratama's (2015) theories about activities in e-commerce are in line with this theory. Therefore, the activities flow in traditional online markets can be described in the following model (Figure 1)

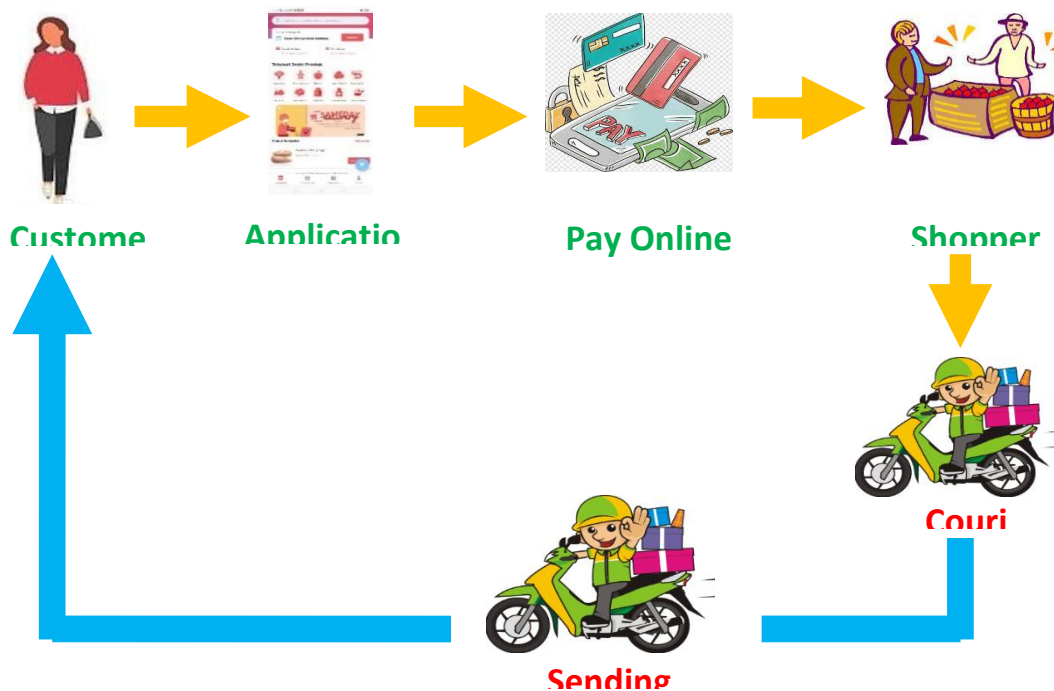


Figure 1 Model of activities flow in traditional online markets

*B. Online Traditional Market Shopping in Malang managed by Hiyarta Danadipa Raya Company (2021)*

Analysis of flow systems in e-commerce is easy, simple, and fast. Comparing the flow system to a conventional store has a very long flow due to various transaction supporting documents. The cash sales accounting system in conventional stores has been described in the literature review section [14]. E-commerce is easy and fast in performing transactions. Therefore, e-commerce is efficient in various aspects, such as time, energy, and health, especially during the Covid-19 pandemic [15].

*C. The Role of Online Shopping Models on Consumers in Ten Traditional Online Markets in Malang City*

The role of e-commerce, according to [15], provides satisfaction to consumers and company trust. Consumers' transaction includes several stages: starting from the ordering stage, the data processing

stage by a computer transaction, the electronic payment management stage, stock management, packing, and dispatch. Moreover, consumer behavior in buying a product is a case study for each company before releasing products to the market [7]. Therefore, online shopping provides satisfaction to customers. E-commerce provides convenience to customers [15][7][10]. Furthermore, it is in line with the results of Harahap's study (2020) on the Corona Virus and the Switching of Traditional Merchants to Online, explaining that e-commerce is fast because consumers do not need to go to traditional markets.

#### IV. Conclusion

The shopping model at the traditional online market in Malang City was easy and simple. It was started with the customer shopping by ordering through the Pasar.id web application on the selected item. The selected items were available along with prices and a virtual shopping cart on the pasar.id application. Then, customer service was processed and confirmed with the customer via WhatsApp to check the goods ordered, the destination address, and the technical payment to the bank. Finally, sellers send directly to the courier.

The online shopping model for consumers in ten traditional online markets in Malang City provided convenience in shopping, security during the Covid-19 pandemic, speed of shopping services, accuracy in the selection of goods, convenience and security in payment, and satisfaction.

##### A. Suggestion

The shopping model at traditional markets in Malang City should be socialized widely. Shopping at traditional online markets provides a sense of security in transactions and minimizes direct interaction between consumers and sellers, especially during the current Covid-19 pandemic. In addition, all shopping model activities at traditional online markets in Malang city should be improved from ordering through applications.

##### B. Limitation

The limitation of this study was the lack of socialization of the shopping model in traditional online markets

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