

**SURVEI *DIGITAL CONSUMER INSIGHT* PADA GRUP  
*WHATSAPP PASLIMO.ONLINE* DITENGAH PANDEMI COVID-19**

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**Abstrak**

**Latar belakang** akibat pandemi Covid-19 menyebabkan terjadinya pembatasan sosial yang bertujuan untuk memutuskan penyebaran virus Covid-19 sehingga, terjadi perubahan cara pemenuhan kebutuhan pokok dengan memanfaatkan media online sebagai *platform* jual beli untuk memenuhi kebutuhan pokok sehari-hari. **Tujuan penelitian**, untuk mendeskripsikan *consumer insight* dari para konsumen yang tergabung pada grup *Whatsapp Paslimo.Online* dalam memenuhi kebutuhan pokoknya ditengah Pandemi Covid-19. **Teori** yang digunakan Teori Reasoned Action. **Metode** yang digunakan adalah metode kuantitatif dengan jenis penelitian deskriptif. Lokasi penelitian ini adalah grup *Whatsapp Paslimo.Online* Populasi dalam penelitian sebanyak 249 anggota grup *Paslimo.Online* dengan menggunakan teknik *probability sampling* dan jenis sampel *Simple Random Sampling* sebanyak 71 responden. Penelitian ini merupakan penelitian satu variabel (Univariat). Menggunakan teknik analisis deskriptif dengan *presentase*. **Hasil penelitian** ini menunjukkan bahwa pada *category convention* (kebiasaan individu) mendapatkan *presentase* skor 32%. *Cultural tension* (Ketegangan/ketidanyamanan individu) mendapatkan *presentase* skor 15%. *Consumer motivation* (Motivasi konsumen) mendapatkan *presentase* skor 56%.

**Kata Kunci:** Digital Consumer Insight, E-Commerce, Pandemi Covid-19, Teori Reasoned Action, Whatsapp

# **Digital Consumer Insight Survey on the Paslimo.Online Whats App Group Amid the Covid-19 Pandemic**

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## **Abstract**

As a result of the Covid-19 pandemic, social restrictions occur with the aim of stopping the spread of the Covid-19 virus. So there is a change in the way of meeting basic needs by utilizing online media as a buying and selling platform to meet daily basic needs. The purpose of this research, is to describe the consumer insight of consumers who are members of PASLIMO Whatsapp group online in meeting consumer basic needs in the middle of covid-19 pandemic. The theory used is the Reasoned Action Theory, and the method used is a quantitative method with descriptive research type. This research study took place in WhatsApp Paslimo.Online group. The population in the study was 249 members of the Paslimo.Online group using probability sampling techniques and the types of Simple Random Sampling samples were 71 respondents. This research is a one variable research (Univariate). Using descriptive analysis techniques with a percentage. The results of this study indicate that in the convention category (individual habits) get a percentage score of 32%. Cultural tension (individual tension / discomfort) gets a percentage score of 15%. Consumer motivation gets a percentage score of 56%.

**Keywords: Digital Consumer Insight, E-Commerce, Pandemic Covid-19, Reasoned Action Theory, Whats App**