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EFFECT ENTREPRENEUR INNOVATION IN SHOPPING HABIT CUSTOMER IN MARKETPLACE TOKOPEDIA

Hartono Subagio
Universitas Ciputra Surabaya, indonesia
Email : hartono.subagio@ciputra.ac.id

*Correspondence

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ABSTRACT

The development of technology and e-commerce has brought significant changes in consumer shopping behaviour. Online marketplaces such as Tokopedia have become one of the popular platforms for consumers to shop online. The main objective of this study is to identify and analyse the effect of entrepreneurial innovation on customer shopping habits on Tokopedia. This study uses a quantitative research method with a survey research design. Data is collected through distributing questionnaires to Tokopedia customers. The data collected through the questionnaire will be analysed using regression analysis techniques. The results showed that entrepreneur innovation affects customer shopping habits at the Tokopedia Marketplace. Entrepreneurial innovation creates more exciting and varied products or services. Tokopedia, as an e-commerce platform, is a forum for various entrepreneurs to present new and unique products. The availability of these diverse products encourages customer interest to continue exploring and shopping on Tokopedia.

Introduction

The development of technology and the phenomenon of e-commerce have brought about a significant change in how people shop. In the past, shopping was often done by going to a physical store, walking the aisles, and buying products directly from the store shelves. However, with technology and e-commerce, shopping has changed drastically (Leha, 2014). Now, consumers can access various online marketplaces that offer thousands of products and services with just a few clicks (Purba, 2022). Consumers can explore various products, read customer reviews, compare prices, and purchase without leaving home. This provides excellent convenience and allows consumers to access products worldwide (Ulfaida, Savitri, & Faddila, 2023).

The importance of the use of technology and the presence of e-commerce have created changes in consumer shopping behaviour. Consumer shopping behaviour refers to how individuals or groups of consumers interact with products, services, and brands in the context of the buying process (Harahap, 2018). Consumers are now more familiar with online purchases, looking for the best deals, and participating in e-commerce promotions; one of the well-known e-commerce in Indonesia is Tokopedia. Tokopedia is an Indonesian technology company aiming to realise economic equality digitally (Yusuf, Prastyo, Khaerunnisa, & Raharjo, 2020).

The tight competition in the business world has become the main driver for entrepreneurs to continue to innovate. Today, businesses are not only dealing with local competitors but also with increasingly fierce global (Kolo & Darma, 2020). Therefore,

entrepreneurs must be able to adapt to the fast-changing environment and create added value that differentiates them from competitors (Muna & Sulaiman, 2020). In addition, the innovations made by these entrepreneurs have the potential to influence consumer shopping habits. However, no research has examined this (Ayuni, 2019).

Previous research by (2014), which examines the Influence of Cafe Attributes on Hedonic Shopping Motives, Utilitarian Shopping Motives and Customer Loyalty Starbucks Coffee at The Square Apartment Surabaya proves that the results of this study found that the influence of consumers visiting Starbucks Coffee based on Utilitarian Shopping motivation is known. Similar research by (Lestari, Astuti, & Ridwan, 2019) examines the effect of innovation and entrepreneurial orientation on the competitive advantage of culinary MSMEs; the results of this study indicate that the innovation variable has a significant effect on the competitiveness of SMEC culinary. The absence of research identifying and analysing the effect of entrepreneurial innovation on shopping habits is a novelty in this study. The main objective of this study is to identify and analyse the effect of entrepreneurial innovation on customer shopping habits on Tokopedia (Fatihah & Saidah, 2021).

Entrepreneurial innovation is a change that occurs within a company to adapt to the environment or market demand. Innovation is an absolute step entrepreneurs must take to remain relevant amid changing times (Amanullah, 2021). The innovative ability of an entrepreneur is a gift and always needs to be trained. Innovation is the ability to apply creativity to solve problems and opportunities (Shalahuddin, Maulana, & Eriyani, 2018). Meanwhile, creativity is creating something new and previously non-existent, improving the past using new methods, and replacing something with something simpler and better. According to Thomas W. Zimmerer (Anwar, 2021), creativity often arises when seeing something obsolete and then thinking of finding new and different things. This is what makes creativity align with creating something that did not exist before. Moreover, for entrepreneurs, creativity and innovation have created value-added goods or services that can solve problems and seize opportunities daily.

Research Methods

This study uses quantitative research methods with a survey research design. According to (2017), qualitative research is research that intends to understand the phenomenon of what is experienced by research subjects such as behaviour, perception, motivation, action and others holistically and using descriptions in the form of words and language in a unique natural context by utilising various natural methods. Meanwhile, survey research design is a method used to collect data from respondents through questionnaires to collect research information. Data is collected through distributing questionnaires to Tokopedia customers. The data collected through the questionnaire will be analysed using regression analysis techniques with the help of the SPSS program.

Results and Discussion

The results showed that entrepreneurial innovation affects customer shopping habits on the Tokopedia Marketplace. Entrepreneurial innovation creates a more exciting and varied product or service. Tokopedia, as an e-commerce platform, is a place for various entrepreneurs to present new and unique products. The availability of these diverse products encourages customer interest to continue exploring and shopping at Tokopedia.

Conclusion

Entrepreneurship innovation significantly impacts customer shopping habits on e-commerce platforms such as Tokopedia. Entrepreneurial innovation here refers to the ability of entrepreneurs to create more exciting and diverse products or services. Tokopedia, as one of the leading e-commerce platforms, provides a platform for various entrepreneurs to introduce new and unique products to customers. The availability of these diverse products, which continue to evolve through entrepreneurial innovation, has driven customer interest to continue exploring and shopping on Tokopedia. This reflects innovation's importance in stimulating online shopping activities and providing better variety to customers, making Tokopedia an attractive option for consumers looking for diverse and innovative products.

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