

QURBAN ANIMAL PURCHASING SYSTEM DURING THE COVID 19 PANDEMIC AND MARKETING STRATEGIC IMPLICATION

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Abstract: The Indonesian Government's regulation regarding Large-Scale Social Restrictions (PSBB) has limited interaction and communication during the COVID 19 pandemic. In Indonesia, the location is separated two zones during the COVID 19 pandemic, namely red zones and green zones. The red zone is defined as an area where there are significant number of COVID 19 cases. Meanwhile green zone is an area where there are not significant number of COVID 19 cases. Eid al-Adha is a Muslim holiday that is identical to the slaughter of sacrificial animals (cows or goats). There have been changes in consumer behaviour related to the qurban animal purchasing system during the pandemic. The purpose of this study is to analyze the change of consumer behaviour in qurban purchase system and to develop the marketing strategic during the COVID 19 pandemic to minimize the risk. The survey method using online questionnaires was chosen to collect data from 100 respondents. Analysis using descriptive cross-tabulation, and SWOT analysis. The results showed that there was a change in the behaviour of the qurban animal buying system in two different zones, namely the red zone and the green zone. Most of the consumers in the red zone have shifted to buy qurban animals online, while in the green zone there has not been too much change in the shift of buying from offline to online systems. The marketing strategic for business are they can use the digital platform for selling their product.

Keywords: consumer behavior, COVID-19 Pandemic, Indonesia, SWOT, qurban animal

Abstrak: Peraturan Pemerintah Indonesia tentang Pembatasan Sosial Berskala Besar (PSBB) membatasi interaksi dan komunikasi selama pandemi COVID-19. Di Indonesia, lokasinya dipisahkan dua zona selama pandemi COVID 19, yaitu zona merah dan zona hijau. Zona merah didefinisikan sebagai area di mana ada jumlah kasus COVID 19 yang signifikan. Sedangkan zona hijau merupakan kawasan yang jumlah kasus Covid 19 tidak signifikan. Idul Adha merupakan hari raya umat Islam yang identik dengan penyembelihan hewan kurban (sapi atau kambing). Terjadi perubahan perilaku konsumen terkait sistem pembelian hewan kurban selama masa pandemi. Tujuan dari penelitian ini adalah untuk menganalisis perubahan perilaku konsumen dalam sistem pembelian qurban dan mengembangkan strategi pemasaran selama pandemi COVID 19 untuk meminimalkan risiko. Metode survei menggunakan kuesioner online dipilih untuk mengumpulkan data dari 100 responden. Analisis menggunakan tabulasi silang deskriptif, dan analisis SWOT. Hasil penelitian menunjukkan bahwa terdapat perubahan perilaku sistem pembelian hewan kurban di dua zona yang berbeda yaitu zona merah dan zona hijau. Sebagian besar konsumen di zona merah telah bergeser untuk membeli hewan kurban secara online, sedangkan di zona hijau tidak terlalu banyak perubahan pergeseran pembelian dari sistem offline ke online. Strategi pemasaran untuk bisnis adalah mereka dapat menggunakan platform digital untuk menjual produk mereka.

Kata kunci: hewan kurban, Indonesia, pandemi COVID-19, perilaku konsumen, SWOT

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INTRODUCTION

The COVID 19 Pandemic has undoubtedly had a profound impact on all sectors worldwide. One of them is the shift in consumer behaviour. The social restrictions imposed by the Indonesian government make buying and selling transactions more difficult to do face-to-face. As a result, some companies began facilitating online purchases for the products they offered. In Vietnam, due to the COVID 19 pandemic, the purchasing system for book products has shifted to an online purchasing system (Nguyren et al. 2020). The change of purchasing system from offline to online not only occurred in Vietnam but also in Indonesia (Hardilawati, 2020; Kusumawati and Safifudin, 2020).

Indonesia's consumer behaviour experienced significant changes and impact during the pandemic period due to Large-Scale Social Restrictions (PSBB) rules in many areas, especially in the red zone areas (Fadillaha and Subchan, 2021). The red zone is defined as an area where there are significant number of COVID 19 cases. One of the red zones in Indonesia covers Greater Jakarta, comprising Jakarta and its surrounding areas. PSBB regulation makes daily activities restricted and limited. Most activities are conducted online, such as teaching and learning activities, buying, and selling activities, and also religious activities. A lot of places of worship are temporarily closed, and the implementation of worship is carried out independently. For Muslims, one of the religious events that involve face-to-face interaction is Eid al-Fitr and Eid al-Adha. The government issued rules to perform Eid al-Fitr and Eid al-Adha prayers in their own homes to avoid crowds. In addition, the slaughtering of qurban during Eid al-Adha is also carried out on a limited basis involving only a few parties. Prior to the COVID 19 pandemic, the purchase of qurban animals was made directly through traders, or consumers came directly to a venue to purchase qurban animals.

Consumer behaviour in choosing qurban animals and the system of purchasing qurban animals have become interesting things to review. PSBB regulation changes consumer behaviour towards buying and selling qurban animals, especially in the red zone areas. The selection of qurban animals' quality is essential to be highlighted when buying qurban animals. Qurban animals' quality include both product and service quality by sellers (Paly, 2019). The level of customer satisfaction stems from the ability of the service to meet the demand of consumers

(Hellier et al. 2003). Therefore, product attributes needed to be considered by marketers to enhance customer satisfaction (Sad and Sukartaatmadja, 2013; Brilliant and Achyar, 2013; Harimurti et al. 2016). Product attributes include product quality, feature quality, product price, and country of origin (Roseli et al. 2016; Lee and Nguyen, 2017). Consumers will assess the suitability of product attributes to needs and wants (Kotler and Amstrong, 2012; Sumarwan, 2011). Ratnawati et al. 2014 also stated that the quality of beef significantly affects customer satisfaction. At the time of pandemic 2019, many household consumers are more focused on beef quality, such as texture, colour, type of meat pieces, aroma, and beef packaging (Saksono et al. 2021). Related to product attributes, Ratnawati, Nurliana and Razali (2014) also revealed that quality and price affect customer satisfaction. Good quality will increase customer satisfaction, and stiff prices will decrease consumer satisfaction with beef sold.

Research conducted by Felderhoff et al. (2020) also found that demographic characteristics such as age, gender, and income influence consumer satisfaction with beef. Online and offline purchasing systems also affect consumer satisfaction. In order to visually see the quality of goods, consumers are more satisfied to buy goods offline. On the other hand, consumers are more sensitive and more cautious when buying things online (Hult et al. 2019). The most significant factor in determining consumer satisfaction is the brand image (Sudarman et al. 2021). Andik et al. 2018 also predicted that product quality also affects brand image. Nofri (2020) examines consumer loyalty to inductees. His research concluded that partially the quality of service has a significant influence on the loyalty of inductee's farmers. Good service quality will increase the loyalty of inductees' cattle breeders. On the other hand, the livestock business is also influenced by other factors, such as resource accessibility. Amam et al. (2021) state that financial and technological resources are strongly influenced by the quality of human resources (HR). This is related to how livestock businesses can benefit from technology, even if they want to sell qurban animals online.

Based on this research, several problems arise during the COVID 19 pandemic. Changes in consumer behaviour in choosing and purchasing qurban animals become vital things that must be recognised to determine the purchasing system during the COVID 19. Sembada et al. (2021) state that there is differences purchasing system

of animal qurban at Mahir Grup during the COVID 19 pandemic. There is decreasing offline purchasing even there is increasing online purchasing during the COVID 19 pandemic. In addition to the online purchasing system facilities, qurban animal attributes are also important when consumers cannot choose and see the qurban animals directly to be purchased. Business have to aware the impact of the COVID 19 pandemics to minimize the risk of their business. But, there is limited previous research that examine the quality of product attribute when the consumer purchase through online or offline during the COVID 19 pandemic. The actor in agriculture food supply chain also have main role to determine the best purchasing system during the COVID 19 pandemic. Abid and Jie (2021) reveals that the outbreak of COVID 19 pandemic has big influence to agriculture food supply and food demands. they uses SWOT analysis to develop the policy recommendation. This study examines consumer behaviour changes in buying qurban animals during the COVID 19 pandemic to create a reliable trading system and to create the best marketing strategy to overcome the COVID 19 pandemic. In addition, the study also observed the comparison of consumer behaviour in two zones, the red zones, and the green ones

METHODS

This research was conducted in DKI Jakarta and West Java. Respondents from this study were consumers with two criteria; (1) respondents who lived in the red zone area and green zone (2) respondents who purchased qurban animals in 2019 and 2020. The red zone covers Jakarta and its surrounding areas (Greater Jakarta), while the Green Zone is Sukabumi Regency and its surroundings. Secondary and primary data collection time started in August until September 2020. Primary data were assembled through interviews using online questionnaire instruments an depth-interview. Online questionnaire was distributed using WhatsApp. Secondary data were taken from literature related to this study, such as books, journals, and reports. The sampling technique used in this study was purposive sampling, and the total sample size was 100 respondents. Data were then processed and analysed using descriptive and cross-tabulation. The descriptive analysis and cross-tabulation are used to describe the differences in characteristic demographic and consumer

behaviour in both areas (red zone and green zone). The study also measured variable levels of importance of products and services. SWOT analysis (short for strengths, weaknesses, opportunities, threats) is used to create the marketing strategy that focus on internal factors and external factors. The internal aspects are strengths and weakness that controlled by business. While, external aspects are opportunities and threat that out of the business. Based on mix strengths, weakness, opportunities, and threats provides some alternative strategy (Wang, 2007). The research framework of this research shown Figure 1, the main objective of this study is to identify the importance level of product and services quality and to determine the right strategy in purchase of animal qurban.

RESULTS

Respondent's General Situation

This study divided respondents into two zones, i.e., red zone and green zone. The cluster of the two regions is based on the number of covid-19-infected areas. The red zone is the region that experienced a significant number of COVID 19 infection incidence in 2020, including Jakarta, Bogor, Depok, Tangerang, and Bekasi. Green zone is areas experiencing a reasonably low incidence of COVID 19 infection in 2020, including Bandung, Cianjur, Karawang, Sukabumi, and Subang (www.covid19.go.id).

In the red zone, 57 respondents lived in Greater Jakarta, consisting of Bekasi (4 respondents), Depok (8 respondents), Jakarta (7 respondents), Bogor (36 people), and Tangerang (two respondents). Most respondents came from Bogor area, with 36 people consisting of Bogor City (12 people) and Bogor Regency (24 people). Meanwhile, in the green zone (Figure 2), there are 43 identified respondents. Green zone respondents came from various regions, consisting of 2 respondents from Bandung, one respondent from Cianjur, 23 respondents from Sukabumi, one person from Karawang, 15 respondents from Sukabumi City, and one respondent from Subang. Most respondents (88,4%) were from Sukabumi area, 34.9% Sukabumi city and 53.5% from Sukabumi regency.

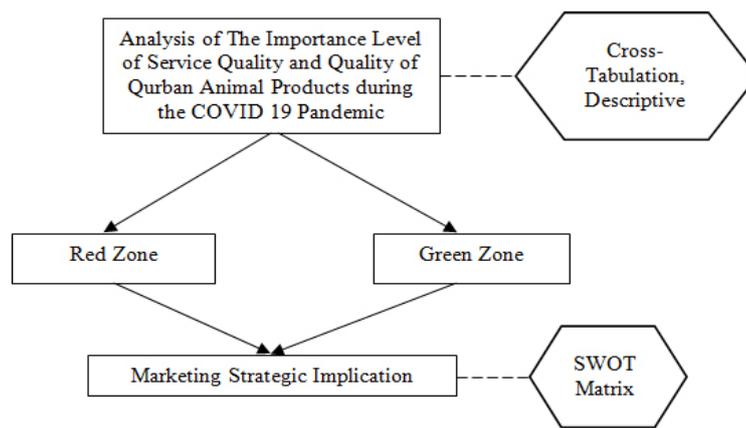


Figure 1. Research framework

Table 1 shows a comparison of characteristics between respondents in the red zone and the green zone. Based on Table 1 descriptive analysis, there was no significant difference between the characteristics of respondents in the red zone and the green zone. Respondent characteristics measured in both areas include gender, age, education level, and occupation.

The majority of respondents were female, 72%) in the red zone and 51.2%) in the green zone. Based on the age range, most respondents are in their productive age, i.e., in the category of 20-30 years in the green zone (44.2%) and 30-40 years in the red zone (53%). This indicates that most of those who purchased qurban animals were productive age respondents. Based on education level and type of work, some respondents in both regions held a Diploma/Bachelor's degree (58% in red zone and 53.5% in green zone) and worked as a private employee (28% in red zone and 25.6% in green zone).

The existence of COVID 19 has an impact on the community's economic condition (Yamali and Putri, 2020). Table 1 shows the state of income before the pandemic and during the Pandemic, types of qurban animals purchased before the pandemic and during the pandemic, as well as costs required to buy qurban animals before the pandemic and during the pandemic in both regions.

Table 2 indicates a decrease in presentation numbers before the pandemic and during the pandemic in both regions. The two regions are in the red zone, and the green zone has a spread of different income categories. The distribution of income categories in the red zone is in the category of more than Rp10,000,000 (45%

before the pandemic and 35.1% during the pandemic) while in the green zone is Rp5,000,000 - Rp10,000,000 (25.6% before the pandemic and during the pandemic). This shows that people's income in the red zone has a higher income than those in the green zone. Most red zone areas are metropolitan areas. The impact of the COVID 19 pandemic affects people's income in both regions, as shown by the decrease in the percentage of income categories before the pandemic and during the pandemic in both regions.

The pandemic situation apparently did not diminish the purchasing behaviour of qurban animals in both regions. It is also associated with the relationship between the faith of the Muslim society in Indonesia who still buy qurban animals despite having low purchasing power. Most of the respondents in both regions prefers to buy Cows as qurban. A wide selection of types of qurban animals also relieves consumers to buy qurban animals. For consumers who have low purchasing power can buy qurban animals in groups, for example, the type of cow (Faizah, 2014). In addition, there was an increase in the purchase of cow-type qurban animals during the pandemic in both regions (from 42.1% to 35.1% in the red zone) and (41.9% to 51.2% in the green zone). Interestingly, in terms of the cost of buying qurban animals in the red zone shows that most of the qurban prices are cheaper than the price of qurban animals in the green zone. For example, the price of qurban animals in red zone ranges from Rp2,100,000 – Rp3,000,000 while the price of qurban animals in the green zone is around Rp3,100,000 – Rp4,000,000. Although respondents' income decreased during the pandemic, but it did not lessen the purchasing behaviour of qurban animals at the time of the pandemic.

Table 1. Respondents Characteristics

Category	Red Zone		Green Zone	
	Number	%	Number	%
Gender				
Male	16	28%	21	48.8%
Female	41	72%	22	51.2%
Total	57	100%	43	100%
Age				
< 20 years old	1	2%	4	9.3%
20 – 30 y. o	13	23%	19	44.2%
31 – 40 y. o	30	53%	5	11.6%
41 – 50 y. o	8	14%	7	16.3%
51 – 60 y. o	4	7%	7	16.3%
> 60 y. o	1	2%	1	2.3%
Total	57	100%	43	100%
Level of Education				
Elementary	1	2%	0	0.0%
Junior High	0	0%	1	2.3%
High/Vocational School	2	4%	15	34.9%
Diploma/Bachelor	33	58%	23	53.5%
Postgraduates	21	37%	4	9.3%
Total	57	100%	43	100%
Types of Jobs				
Private Employees	16	28%	11	25.6%
Civil Servants	10	18%	9	20.9%
Housewives	10	18%	7	16.3%
Educators	9	16%	7	16.3%
Entrepreneurs	8	14%	6	14.0%
Students	3	5%	2	4.7%
Retires	1	2%	1	2.3%
Total	57	100%	43	100%

Qurban Animal Purchasing System during the COVID 19 Pandemic

The COVID 19 pandemic also affects the system of purchasing qurban animals in consumers. There are three types of innovations made in the sacrificial system during the pandemic in Indonesia: the payment system, the qurban slaughter system, and the qurban animal distribution system (Syatar et al. 2020). The survey results also showed that the majority of respondents in the green zone (53.4%) and red zones (58%) will still choose the old system in buying qurban animals even though the pandemic has ended. Two top reasons respondents keep buying qurban animals in the same place are quality and trust.

Table 2. Income, types of qurban animals, and cost during and prior to the pandemic

Category	Prior to Pan-demic	During Pan-demic	Prior to Pan-demic	During Pan-demic
	Red Zone		Green Zone	
Income				
< Rp.1.000.000	1.8%	5.3%	14.0%	14.0%
Rp.1.000.000 – 2.500.000	5.3%	7.0%	16.3%	23.3%
Rp. 2.500.001 – 5.000.000	15.8%	19.3%	25.6%	18.6%
Rp. 5.000.000 – 10.000.000	31.6%	33.3%	25.6%	25.6%
> Rp 10.000.000	45.6%	35.1%	18.6%	18.6%
Types of Qurban Animals				
Sheep	26.3%	31.6%	30.2%	34.9%
Goats	31.6%	14.0%	27.9%	14.0%
Cows	42.1%	54.4%	41.9%	51.2%
Cost to purchase Qurban animals (Rupiah)				
1 – 2 million	12.3%	10.5%	2.3%	0.0%
2,1 – 3 million	47.4%	45.6%	9.3%	0.0%
3,1 – 4 million	21.1%	24.6%	30.2%	32.6%
4,1 – 5 million	5.3%	7.0%	27.9%	30.2%
> 5 million	14.0%	12.3%	2.3%	2.3%

Analysis of The Importance Level of Service Quality and Quality of Qurban Animal Products Prior to and during the COVID 19 Pandemic

Analysis of the importance level of service quality and quality of qurban animal products before the pandemic and after the pandemic is shown in Table 3. The attributes of quality services cover friendliness, accuracy, completeness, and ease in payment. Meanwhile, the attributes of product cover health, price, size, sex, weight, and horn.

Based on Table 3, the impact of the COVID 19 pandemic affects the importance of attributes on the quality of service and the quality of products in the red zone. Prior to the pandemic, attributes of friendliness (50.9%) were the priority in the service quality, while during the pandemic, accuracy (61.4%) is a top priority for consumers. Accuracy has always been the top priority on the quality of service during the pandemic when buying qurban animals. In addition, the quality of service has a vital role in fulfilling customer satisfaction (Norizan and Abdullah, 2010). Good service to consumers is an essential factor in online purchases (Cao et al. 2018). Therefore, in addition to the quality of service, the quality of qurban animal products becomes

particularly important. Komariah et al. (2015) stated that consumers pay more attention to the weight of qurban animals and prices more than other attributes. This is in line with the research results showing that the price (52.6%) and size (50.9%) ranked second and third in the level of importance of the quality of qurban animal products before the COVID 19 pandemic. The first level of importance for the product quality is animal health (68.4%). At the time of the pandemic, the analysis of the importance of animal product attributes qurban did not experience a change in priorities where the first order is animal health (56.1%). In comparison, the second order is the price (47.4%) and sex (47.4%).

Table 3. The importance of service quality and qurban animal products quality (red zone)

Attributes	Condition	Very Important	Important	Neutral	Not Important	Very Unimportant
Quality of Qurban Animal Purchase Service						
Friendliness	Before Pandemic	50.9%	35.1%	7.0%	3.5%	3.5%
	During Pandemic	56.1%	33.3%	7.0%	1.8%	1.8%
Accuracy	Before Pandemic	49.1%	33.3%	8.8%	8.8%	0.0%
	During Pandemic	61.4%	28.1%	5.3%	5.3%	0.0%
Completeness	Before Pandemic	43.9%	35.1%	15.8%	3.5%	1.8%
	During Pandemic	50.9%	33.3%	8.8%	5.3%	1.8%
Ease in Payments	Before Pandemic	45.6%	31.6%	12.3%	10.5%	0.0%
	During Pandemic	56.1%	29.8%	7.0%	5.3%	1.8%
Quality of Qurban Animal Products						
Health	Before Pandemic	68.4%	22.8%	5.3%	0.0%	3.5%
	During Pandemic	56.1%	31.6%	5.3%	3.5%	3.5%
Price	Before Pandemic	52.6%	31.6%	12.3%	1.8%	1.8%
	During Pandemic	47.4%	28.1%	17.5%	1.8%	5.3%
Size	Before Pandemic	50.9%	35.1%	8.8%	5.3%	0.0%
	During Pandemic	31.6%	29.8%	24.6%	8.8%	5.3%
Sex	Before Pandemic	59.6%	31.6%	5.3%	0.0%	3.5%
	During Pandemic	47.4%	35.1%	12.3%	1.8%	3.5%
Weight	Before Pandemic	42.1%	40.4%	14.0%	1.8%	1.8%
	During Pandemic	38.6%	35.1%	19.3%	1.8%	5.3%
Horn	Before Pandemic	42.1%	42.1%	10.5%	5.3%	0.0%
	During Pandemic	26.3%	31.6%	28.1%	8.8%	5.3%

Based on Table 4, The impact of the COVID 19 pandemic has affected the level of attribute importance on the quality of service as well as the quality of products in the green zone moments before the pandemic. There was a hospitality attribute (34.9%) also a top priority in the quality of service. In comparison, during the pandemic, an attribute of accuracy (46.5%) is also a top priority for consumers. In improving the quality of products, animal health qurban is the main thing during the pandemic and before the pandemic. Goddess et al. (2018) also revealed that the quality of qurban animals is seen from the health aspects of qurban animals.

Qurban Animal Purchase Decision

Qurban animal purchases can be made both offline and online. In purchasing offline, buyers can directly see and choose which qurban animals they want to buy. Online purchases make it easy for potential buyers to choose the desired qurban animal without having to travel. In the red zone, 43.9% of respondents stated

that they would directly buy qurban animals to small farmers. The number decreased during the pandemic to 40.4%. Online purchases also increased dramatically during the pandemic (42.1%). This is also the case in green zones where there has been an increase in online but insignificant purchases of qurban animals. There are differences in the behaviour of the qurban animal purchasing system during the COVID 19 pandemic in two different zones. Consumers in the red zone are more likely to switch to online purchasing systems, whereas consumers in the green zone do not switch to the online buying system. This result shows that the Government-implemented PSBB makes consumer behaviour in the red zone switch to online systems, including the qurban animal purchasing systems. Social influence greatly influences consumers to make purchases online (Dhoan, 2020). On the other hand, consumers in the green zone still feel safe despite the pandemic situation, shown by the result that changes in consumer behaviour towards the online buying system are not incredibly significant.

Table 4. The importance of service quality and qurban animal products quality (green zone)

Attributes	Condition	Very Important	Important	Neutral	Not Important	Very Unimportant
Quality of Qurban Animal Purchase Service						
Friendliness	Before Pandemic	34.9%	37.2%	18.6%	0.0%	9.3%
	During Pandemic	30.2%	41.9%	18.6%	2.3%	7.0%
Accuracy	Before Pandemic	32.6%	32.6%	25.6%	2.3%	7.0%
	During Pandemic	46.5%	25.6%	18.6%	0.0%	9.3%
Completeness	Before Pandemic	32.6%	32.6%	23.3%	4.7%	7.0%
	During Pandemic	30.2%	32.6%	25.6%	7.0%	4.7%
Ease in Payments	Before Pandemic	30.2%	32.6%	23.3%	7.0%	7.0%
	During Pandemic	41.9%	25.6%	18.6%	4.7%	9.3%
Quality of Qurban Animal Products						
Health	Before Pandemic	53.5%	25.6%	11.6%	2.3%	7.0%
	During Pandemic	34.9%	37.2%	18.6%	7.0%	2.3%
Price	Before Pandemic	37.2%	44.2%	9.3%	4.7%	4.7%
	During Pandemic	32.6%	41.9%	14.0%	4.7%	7.0%
Size	Before Pandemic	34.9%	34.9%	20.9%	2.3%	7.0%
	During Pandemic	18.6%	34.9%	30.2%	4.7%	11.6%
Sex	Before Pandemic	37.2%	37.2%	16.3%	2.3%	7.0%
	During Pandemic	32.6%	32.6%	25.6%	7.0%	2.3%
Weight	Before Pandemic	32.6%	41.9%	16.3%	4.7%	4.7%
	During Pandemic	27.9%	39.5%	16.3%	7.0%	9.3%
Horn	Before Pandemic	32.6%	39.5%	18.6%	2.3%	7.0%
	During Pandemic	16.3%	37.2%	27.9%	7.0%	11.6%

SWOT Analysis

The marketing strategy is formulated in a SWOT analysis to strengthen the actors of selling qurban animals to survive during the pandemic, especially concern of farmer's welfare. this formulated addressed to both areas (green zone and red zones).

Based on Table 5, there are several strategies that formulated. The main focus strategy is the farmers or traders should to change the marketing strategy to online. In addition, they must ensure the good quality of the qurban animals by participating in training and education on caring for livestock. All of marketing strategies can applied in both areas, red zones and green zones. Although, in the green zones consumers still buy qurban animal through offline, but it is important to learn about online selling and caring for livestock. It will increase the selling of qurban animal during the COVID-19 pandemic.

Managerial Implications

Based on the result descriptive analysis and SWOT analysis, there are several strategic recommendations that can be implemented in qurban animal business. the impact of COVID 19 encourages businesses to expand their purchasing system online. Businesses should provide an online purchasing system to make it easier for consumers who have limited access. From the importance of product attribute quality part, the business must ensure the qurban animal is healthy. In addition, price is also an essential key in purchasing qurban animals during the COVID 19 pandemic. Thus, the business should provide affordable prices for qurban animals. From the importance of service quality, accuracy and friendliness are important factors in purchasing qurban animals.

The results of SWOT analysis generate some strategy implications, such as from the business side, the business should to improve the quality of qurban animal product and increase the services quality. In addition, business should to provide the online system purchasing and expand the market through social media. Business also need to educate their staff through training and technical guidance.

Table 5. SWOT Matrix

	<p>Strengths (S)</p> <ol style="list-style-type: none"> 1. Adha Ied moment increase the qurban animal selling 2. Consumers more aware about online shopping 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. Lack of knowledge about the marketing of qurban animal 2. Lack of knowledge to keep the good quality of Qurban animal 3. Sometimes, there is an oversupply due to in-balance between demand and product availability
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. The market of qurban animal in Indonesia is quite large 2. Limited competitors 	<p>S-O Strategy</p> <ol style="list-style-type: none"> 1. Increase the production of qurban animal and ensure the good quality of 	<p>W-O Strategy</p> <ol style="list-style-type: none"> 1. Increase the knowledge about marketing, operational, and technical maintenance through training and technical guidance
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. There is government regulation (PSBB) 2. Limited access due to the COVID 19 pandemic 	<p>S-T Strategy</p> <ol style="list-style-type: none"> 1. Selling the qurban animal through online 2. Increase the market through online marketing (from social media) 	<p>W-T Strategy</p> <ol style="list-style-type: none"> 1. Make a sales forecasting to minimize the oversupply

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study provides an overview of the impact of the COVID 19 pandemic on the purchasing system of qurban animals in two different zones: the red zone and the green zone. Both areas have been undergoing changes in the purchasing system, as some consumers prefer the qurban animals' purchases done online. The red zone area experienced a significant improvement in the online purchasing system, while the green zone was not significant. In addition, the level of interest in products and services is also a consideration in the purchase of qurban animals. Animal health remains a priority for consumers in both zones during the pandemic. As for service attributes, the main priority during the pandemic is accuracy for both zones. Businesses should pay attention to the attributes of products and services such as qurban animal health and appropriate services as they both consider as an essential attribute when purchase of qurban animal during the COVID 19 pandemic. The easiness of purchasing qurban animals is essential for consumers in the pandemic COVID 19

Recommendations

Some of the suggestions that can be proposed are as follow (1) business must ensure the quality of animal qurban, particularly in the system of online purchasing (2) further research can examine the behaviour of consumers purchasing qurban animals with a focus on online purchases in red zones. In addition, future research should to expand the number of samples. The number of samples can also be more significant to be more representative.

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