IMPACT OF PANDEMIC COVID-19 ON CONSUMER PURCHASE INTENTION: EMPIRICAL STUDY FROM INDONESIA

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Abstract

The Covid-19 pandemic has caused an economic recession in many countries around the world. The economy has contracted with reduced customer demand due to the policy of large-scale social applications in Indonesia. This study aims to analyze consumer preferences from the demand-side side of several industrial sectors affected by the pandemic so that business players can develop strategies during the pandemic and post-Covid-19. The research was carried out on September 14-30, 2020, through an online survey of 722 respondents who live in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. The results showed that in addition to basic needs, which occupy the first preference, consumers prefer to withhold their consumption of other commodity goods. According to the study findings, the transportation and tourism industry sectors are the weakest. The vehicle purchase subsector during the pandemic is also the lowest. Therefore, innovative policies are needed for businessmen or government policies to stimulate the automotive industry.

Keywords: consumer, Covid-19, industrial analyses, pandemic, purchase intention

Dampak Pandemi Covid-19 terhadap Minat Beli Konsumen: Studi Empiris dari Indonesia

Abstrak

Pandemi Covid-19 menyebabkan resesi ekonomi di banyak negara di seluruh dunia. Pertumbuhan ekonomi mengalami kontraksi karena menurunnya permintaan dari pelanggan diakibatkan penerapan kebijakan Pembatasan Sosial Berskala Besar (PSBB) di Indonesia. Studi ini bertujuan untuk menganalisis preferensi konsumen dari sisi permintaan beberapa sektor industri yang terpengaruh pandemi, sehingga pelaku bisnis dapat mengembangkan strategi selama dan pascapandemi. Metode penelitian dilakukan pada 14-30 September 2020, melalui survei online 722 responden yang tinggal di area Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Hasil menunjukkan bahwa selain kebutuhan dasar yang menempati preferensi pertama, konsumen lebih memilih menahan konsumsi barang-barang komoditas lain. Sektor industri transportasi dan pariwisata adalah sektor terlemah menurut responden dalam studi ini. Subsektor pembelian kendaraan pada era pandemi adalah yang terendah. Oleh karena itu, dibutuhkan kebijakan inovatif dari pemerintah atau bisnis untuk memacu industri otomotif

Kata kunci: konsumen, Covid-19, analisis industri, pandemi, minat beli

INTRODUCTION

The Sars-Cov-2 pandemic or commonly known as Covid-19 (WHO, 2020), has infected 216 countries and 36,73 million people as of 8 October 2020 (Worldometer, 2020). Covid-19 has been designated as a Public Health Emergency of International Concern, and the pandemic has significantly influenced the production, consumption, exports, and other economic elements of countries worldwide. Consequently, it is essential to examine the economic changes in each country affected by Covid-19 (Teng et al, 2022). Globally, there is a consensus that the actions required to control the global spread of Covid-19 will significantly negatively impact the global economy (Kanitkar, 2020). In dealing with this pandemic, the Indonesian government, instead of adopting a lockdown policy, applied large-scale social restrictions (PSBB) in almost all areas of the Republic of Indonesia. The effectiveness of the PSBB, which aims to break the chain of transmission of Covid-19, very much depends on community compliance. In the latest condition (mid-October 2020), the number of daily cases increased even though it had entered the transitional PSBB phase. Lack of discipline in the

community in adhering to health protocols is one factor in Indonesia's high number of positive daily cases of Covid-19. In Indonesia alone, as of October 8, 2020, the number of positive cases of Covid-19 had reached 320,564 (Worldometer, 2020). In the September-October period, the number of positive daily cases of Covid-19 in Indonesia reached a number above 4,000 positive cases per day.

Recent research has predicted that this pandemic has had an impact not only on health but also on the economy. Dietrich (2020) conducted a consumer expectation survey of 3334 households in the United States, the results showed that respondents experienced a decrease in purchasing power, increased inflation, and income uncertainty in the next year. In addition, Goodell (2020) also states that a pandemic does not only have a catastrophic impact on the economy but also society. Moreover, the catastrophic impacts of the Covid-19 pandemic are decreased income and loan restructuring (Biskanaki et al., 2020; Nicola et al., 2020).

These various studies are also in line with predictions of negative economic growth made by various institutions. The number of Covid-19 cases, which is always increasing every day, has resulted in a decline in the economy in Indonesia (Susilawati et al., 2020). The Indonesian Ministry of Finance predicts that Indonesia's economy will contract by minus 1 to minus 2.9 percent in Q3, with an economic recession in sight. The retail and culinary sectors are under pressure due to the PSBB volume 2 policy in Jakarta, Bogor, Depok, Tangerang, and Bekasi areas in mid-September-October 2020 (Victoria, 2020; Gusman, 2020).

This very complex problem has become a dilemma for the government. This time, the government has to deal with the PSBB policy that has not been effective in flattening the curve. Thus, reformulating policy using evidence and measuring regulatory impact assessment is necessary to improve the quality of new or modified government regulations (Kurniawan et al., 2018). President Joko Widodo also stated that the policy to create a balance between loosening the PSBB policy in order to stimulate the economy is a concern for the central government and regional governments today. In addition, the stimulus for the National Economic Overcoming (PEN) program and handling Covid-19 totaling 905,2 trillion rupiahs (kompas.com, 2020), must be followed by strategic and innovative steps that are expected to release

Indonesia from the economic and health recession in the second semester of 2020.

The implementation of the lockdown that occurred due to Covid-19 had a drastic impact on online shopping and marketing trends and shifted to online shopping (Sharma, 2020). According to these conditions, it is necessary to study community behavior toward the pandemic and its impact on health and the economy. The formulation of research questions includes "What is the public's purchase intention during the Covid-19 pandemic in Indonesia?"

In this study, the theory used as a reference is purchase intention. Purchase intention is a part of the individual behavior component in consuming. Kotler and Keller (2006) explained that purchase intention is consumer behavior in which consumers desire to buy or choose a product based on their experience in choosing, using and consuming, or even wanting a product. Meanwhile, Kinnear and Taylor (1995), as cited in Kotler and Keller (2015), said that purchase intention is a stage of the consumer's tendency to act before the buying decision is actually implemented.

From various previous studies, the Covid-19 pandemic has reduced people's interest in buying. Zwanka and Buff (2020) tried to review the potential impact of the Covid-19 pandemic on consumer characteristics globally, purchasing patterns, the relationship between consumer characteristics and psychographic behavior, and other marketing activities. Sheth (2020) explained that the lockdown policy caused by the emergence of the Covid-19 virus resulted in changes in consumer behavior. This change is due to the limited space for the community to carry out their daily activities. This limitation causes a shift in people's behavior, especially in meeting daily life's needs. For example, to buy personal and household needs, they prefer to do it online. Pandemic Covid-19 has also changed consumer preferences in India, Taiwan, Malaysia, Greece, and also Indonesia, where in general, consumers prefer shopping through online platforms and focus on the needs of basic goods (Addo et al., 2020; Biskanaki et al., 2020; Chang & Meyerhoefer, 2020; Grashuis et al., 2020; Sharma, 2020; Widayat & Arifin, 2020). A preliminary study by Lagunaa et al. (2020) sheds light on the impact of the Covid-19 health crisis on people's interests, opinions, and attitudes toward basic needs.

During the pandemic, consumers tend to be more careful in choosing foodstuffs, and an increase in consumer preference for using e-

money and avoidance of banknotes in an effort to avoid physical contact with sellers or suppliers (Widayat & Arifin, 2020). Grashuis et al. (2020) also emphasize that the increase in the number of Covid-19 cases has made consumer preferences for purchasing goods or foodstuffs 180 degrees change. The changing pattern of consumer behavior is found in many countries. For example, in Romania, Covid-19 increases the need for investment in health, the national medical system, and the education system is more flexible (Stanciu et al., 2020). In the United States, Coibion et al. (2020) report how differences in lockdown times causally affect household spending and macroeconomic expectations at the local level using multiple survey waves tailored to more than 10,000 respondents.

Another study conducted by   Chung et al. (2020) found that Covid-19 affected the demand for online food shopping services using data from Taiwan's largest agribusiness e-commerce platform, increasing sales by 5,7 percent and the number of customers by 4,9 percent. Moreover, the impact of the coronavirus on online businesses in Malaysia also has a dramatic adverse effect (Hasanat et al., 2020). In South Africa, Addo et al. (2020) explained that the theory of fear appeal, which shows the relationship between fear appeal, social presence, e-loyalty, and online buying behavior, tends to be popular due to the pandemic. In a recent empirical study, public consumption has become more dynamic, and people tend to use online delivery food platforms due to the Covid-19 pandemic (Kusumarini et al., 2022).

This research is distinguished from previous studies, as it aims to analyze the public's purchasing interest during the pandemic and which sectors the consumers prefer during the implementation of the PSBB policy in Indonesia.

METHODS

This study used a quantitative approach by conducting online surveys of 722 respondents in Jakarta, Bogor, Depok, Tangerang, and Bekasi city (Jabodetabek). The online survey was carried out between the 14th to 30th of September 2020 using a Google Form due to the PSBB policy, which regulates social distancing. The sampling method used is non-probability sampling with a convenience sampling technique.

This research is emphasized as market research using multi-item scale measurement by developing instruments from priority sectors in consumer preferences (Malhotra et al., 2012; Malhotra et al., 2017). The questionnaire was compiled using a semantic differential scale from the most desirable product to be purchased (score = 10) to the least desirable (score = 1) (Takahashi, et.al, 2016), against the product category determined by the research team. This scale is based on the presumption that an object can have different dimensions of connotative meanings which can be located in multidimensional property space, or what can be called the semantic space in the context of the S.D. scale (Kothari, 2004).

To measure consumer purchase intention, the modes of consumption explained by Douglas and Isherwood (Featherstone, 2007) were adopted. Douglas and Isherwood's argued that the consumption classes are defined in relation to the consumption of three sets of goods: a staple set corresponding to the primary production sector (e.g., food), a technology set corresponding to the secondary production sector (travel and consumer's capital equipment, transportation such as motorbikes and cars; clothes, pants, underwear, skirts, shoes, sandals, bags, accessories, facial cosmetics, hair and body cosmetics, beauty salons), and information set corresponding to tertiary production (information, goods, education, arts, cultural and leisure pursuits). Moreover,   Soedjatmiko (2007) highlights that going to cafes, restaurants, discotheques, watching movies at the cinema, karaoke places, and malls to seek pleasure has become a "lifestyle" nowadays.

Purchase intention is a consumer behavior in which consumers desire to buy or choose a product based on their experience in choosing, using, and consuming or even wanting a product (Kotler & Keller, 2006). Adopting the modes of consumption developed by Dougles and Isherwood (Featherstone, 2007), the measurement for consumer purchase intention includes three dimensions: intention to buy primary needs, intention to buy secondary needs, and intention to buy tertiary needs with 22 items.

Purchase intention of primary needs include the intention to buy basic food, snack, frozen food delivery food, fast food, and health care products (6 items). Purchase intention of secondary needs includes the intention to buy fashion (clothes, shoes/sandals) and jewelry (3 items). Purchase intention of tertiary needs includes the intention to buy various goods and necessities related to household, leisure, home service, transportation, and travel (13 items).

Table 1 Demographic characteristic (N = 722)

Characteristic	Category	Total subject	Percentages (%)
Gender	Female	497	68.8
	Male	225	31.2
Residentials	Jakarta	302	41.8
	Bogor	58	8.0
	Depok	136	18.8
	Tangerang	117	16.2
	Bekasi	109	15.1
Age	<20	17	2.4
	20-29	264	36.6
	30-39	211	29.2
	40-49	139	19.3
	50-59	67	9.3
	>=60	24	3.3
Level of education	Elementary school	1	0.1
	Junior high school	6	0.8
	Senior high school	149	20.6
	Diploma	89	12.3
	Bachelor's degree	354	49
	Magister	110	15.2
	Doctoral	13	1.8
Monthly expenditures	<idr 2.500.000	166	23
	Idr 2.500.000-5.000.000	265	36.7
	Idr 5.000.001-10.000.000	164	22.7
	Idr 10.000.001-20.000.000	72	10
	>= idr 20.000.001	55	7.6
Job status	Students	75	10.4
	Civil servant	49	6.8
	State-owned enterprises	25	3.5
	Employee	282	28.1
	Entrepreneur	40	5.5
	Freelance	34	4.7
	Retired	10	1.4
	Housewife	120	16.6
	Unemployment	24	3.3
	Lecturer	9	1.2
	Teacher	22	3
	Etc.	32	4.4

Source: Data processed by the researcher (2020)

Cronbach's alpha coefficient value indicates that all dimensions in this study are reliable: 0,720 for the intention to buy primary needs with 6 items; 0,760 for the intention to buy secondary needs with 3 items; and 0,813 for the intention to buy tertiary needs with 13 items. Descriptive statistics (central tendency: mean) were used to analyze consumer preferences in the purchase intention of primary, secondary, and tertiary needs.

RESULTS

The characteristics of the respondents from this study are shown in Table 1. The data shows, from a total of 722 respondents, 68.8 percent (497 respondents) were female, and 31.2 percent (225 respondents) were male. Meanwhile, based on the location residential, the majority of respondents reside in Jakarta (41.8%), and the least respondents domicile in the Bogor area (8%). Other respondents were domiciled in Depok, as many as 18.8 percent (or 136 people), followed by Tangerang, as many as 16.2 percent (117 people), and Bekasi 15.1 percent (109 people).

Furthermore, the age of the respondents also varies, where the highest proportion of respondents (36.9%) are millennials (between 20-29 years), followed by respondents aged between 30-39 years (29.2%), and the smallest proportion is respondents in the age category of 40-49 years (19.3%).

This data shows that most people who have filled out the survey are in the productive age group. In terms of educational background, as many as 354 people had bachelor's degrees (49%), followed by respondents with senior high school graduates (21%), and master's degree graduates (15.2%). Elementary school graduates had the lowest proportion with one person (0.1%) (Figure 5). Thus, this study's participants dominantly came from higher education graduates.

From the socioeconomic status, the variability of respondents is also quite diverse. 265 respondents (36.7%) have expenses between 2.5-5 million rupiahs per month, and a number of 55 respondents (7.6%) have expenses above 20 million rupiahs per month. This data shows that the majority of respondents came from the middle and upper-middle class of the economy.

Meanwhile, according to the employment status, the majority of respondents are private workers which count as 39.1 percent, followed by housewives at 16.6 percent, and students at 10.4 percent. This data also shows that most of the respondents have permanent jobs.

The findings show that people tend to reduce consumption during the pandemic, especially secondary and tertiary goods so that the economic cycle automatically falters. This has been responded to by various government stimulus policies to increase people's consumption and purchasing power.

The results of research related to the impact of the Covid-19 pandemic are shown to be very dynamic. Various situations and conditions related to people's perceptions can change rapidly due to the impact of tremendous uncertainty. This study has mapped the sectors of public consumption for which purchasing intention is measured and organized into 3 dimensions, 6 categories with 22 indicators (Table 2).

The results showed that people's buying interest from the Gutmann scale of 1 (very unattractive) to 10 (very popular) showed that during the pandemic period (until September 2020), the highest public buying interest was buying food and groceries at 7.42. Meanwhile, the travel and transportation categories were the sectors least interested by respondents with an average score of 2.14.

Table 2 Product categories to be measured

Variables	Dimensions	Category	Indicators
Consumer purchase intention	Intention to buy primary needs	Primary needs	Basic foods
			Snack
			Frozen foods
			Delivery foods
			Fast foods
			Healthy products
	Intention to buy secondary needs	Secondary needs	Clothes
			Shoes/sandals
			Jewelry
	Intention to buy tertiary needs	Household	Home appliances
			Self-care products
			Electronic goods
		Leisure	Subscribed home services
			Vacation
			Buying books
		Home services	Home cleaning
			Barbershop
		Transportation and travelling	Buying new car/motorcycle
			Domestic flight
			International flight
			Staycation
			Use public transportation

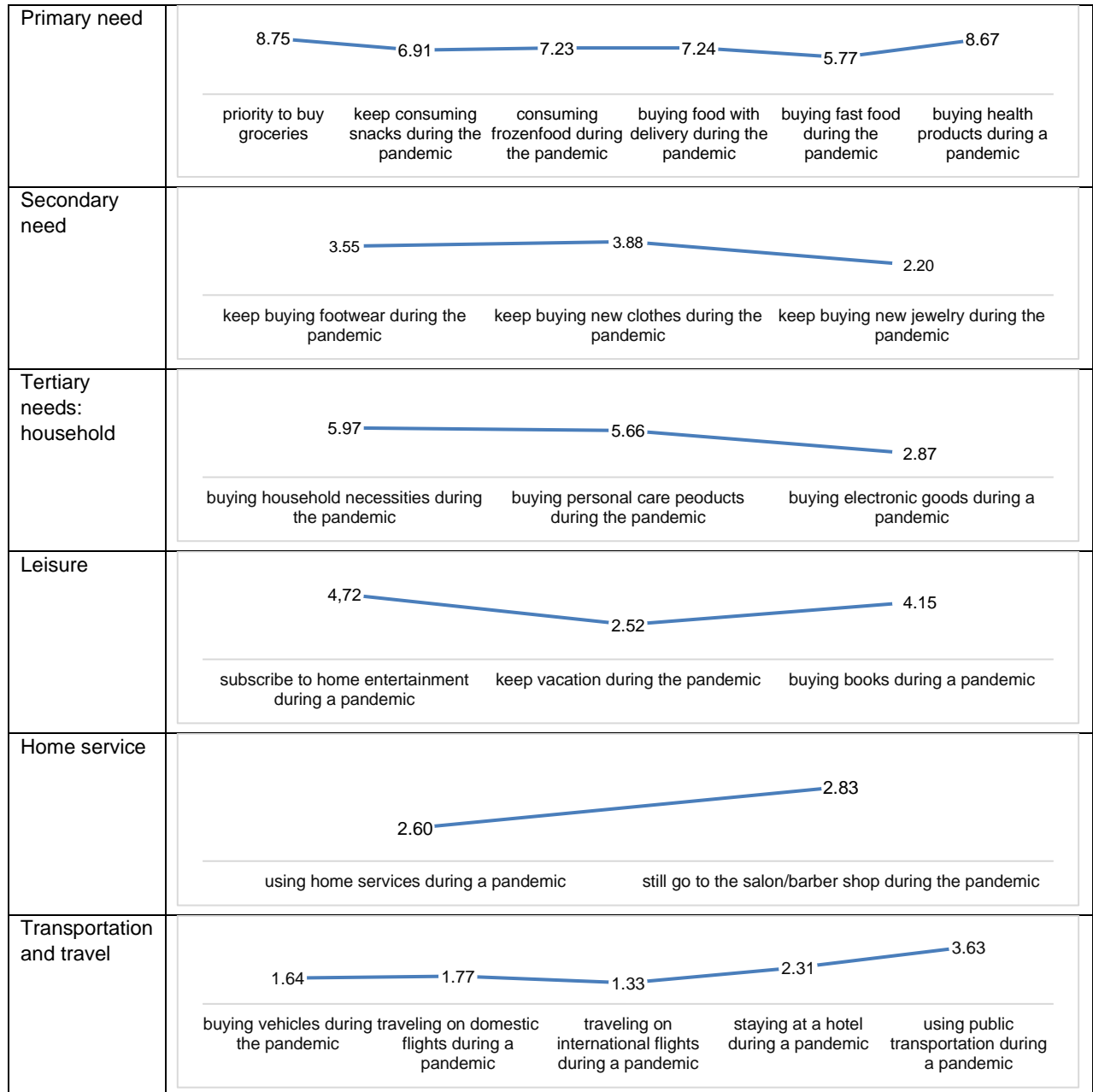| Primary need	
	8.75 — 6.91 — 7.23 — 7.24 — 5.77 — 8.67
	priority to buy groceries · keep consuming snacks during the pandemic · consuming frozenfood during the pandemic · buying food with delivery during the pandemic · buying fast food during the pandemic · buying health products during a pandemic
Secondary need	
	3.55 — 3.88 — 2.20
	keep buying footwear during the pandemic · keep buying new clothes during the pandemic · keep buying new jewelry during the pandemic
Tertiary needs: household	
	5.97 — 5.66 — 2.87
	buying household necessities during the pandemic · buying personal care peoducts during the pandemic · buying electronic goods during a pandemic
Leisure	
	4,72 — 2.52 — 4.15
	subscribe to home entertainment during a pandemic · keep vacation during the pandemic · buying books during a pandemic
Home service	
	2.60 — 2.83
	using home services during a pandemic · still go to the salon/barber shop during the pandemic
Transportation and travel	
	1.64 — 1.77 — 1.33 — 2.31 — 3.63
	buying vehicles during the pandemic · traveling on domestic flights during a pandemic · traveling on international flights during a pandemic · staying at a hotel during a pandemic · using public transportation during a pandemic

Figure 1 Mean of indicators purchase intention per category

In general, the consumption of food and foodstuffs during the pandemic was still in great demand as reported by all respondents from all income categories (> 60%). However, if viewed per sub-category, buying interest in staples was ranked first with a mean of 8.75 and ranked first. Secondly, people's buying interest in health goods (vitamins, honey, healthy food) also has a high interest at 8.69 (Figure 1).

Among respondents with less desire for food consumption and foodstuffs, the majority have an income of <5 million, which is 3 percent. On the other hand, of the respondents with a strong desire for food consumption and foodstuffs, the majority have an income of 5 million-10 million, as much as 80,3 percent (Figure 1).
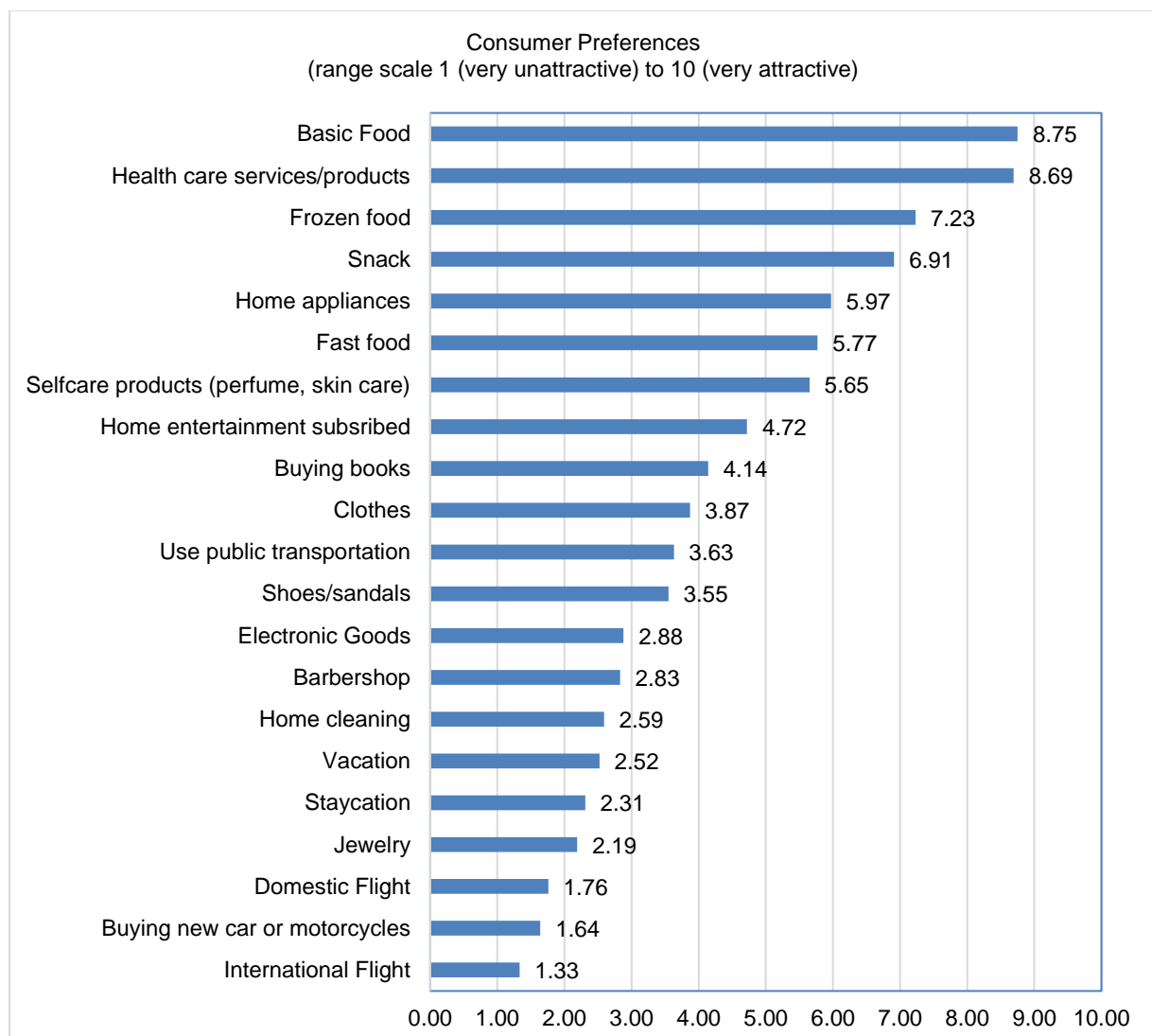
Furthermore, for the secondary goods category, respondents had very little interest in buying jewelry items during the pandemic, with a mean score of only 2.19. Other items, such as clothes and shoes are still low. Meanwhile, for the category of household goods, the average score was 4.83, where the highest purchasing preference in this category was the purchase of household necessities with an average value of 5.97 (Figure 1).

Table 3 Purchase intention preference per category (N = 722)

Dimension	Category	Mean value
Intention to purchase primary need	-	7.42
Intention to purchase secondary need	-	3.21
Intention to purchase tertiary needs:		3.37
Household	4.83	
Leisure	3.79	
Home service	2.71	
Transportation and travel	2.14	

Primary needs are the main needs amid the decline in people's purchasing power, so this is an indication for companies from other business sectors. Respondents tend to hold back on consumption, with the travel and transportation sectors being the least desirable sectors during the pandemic. The elaboration related to the respondents buying interest in the 6 sectors which are the object of this research can be seen in Table 3. The background of the acquisition of an average value of 5.97 for the purchase of household necessities is due to limited community activities so that they spend more time at home and this has an impact on purchasing household appliances (Figure 1). The next subsector that is still included in the household goods category is personal care products and electronic goods. Each of these sub-categories received an average score of 5.65 for personal care products and the lowest was the purchase preference for electronic goods at 2.87.

Consumer Preferences
(range scale 1 (very unattractive) to 10 (very attractive))

Category	Value
Basic Food	8.75
Health care services/products	8.69
Frozen food	7.23
Snack	6.91
Home appliances	5.97
Fast food	5.77
Selfcare products (perfume, skin care)	5.65
Home entertainment subsribed	4.72
Buying books	4.14
Clothes	3.87
Use public transportation	3.63
Shoes/sandals	3.55
Electronic Goods	2.88
Barbershop	2.83
Home cleaning	2.59
Vacation	2.52
Staycation	2.31
Jewelry	2.19
Domestic Flight	1.76
Buying new car or motorcycles	1.64
International Flight	1.33

Source: data processed by researcher, 2020

Figure 2 The Five Highest Mean value of Purchase intention per Indicators (Product)

Analysis of entertainment products also shows low buying interest. It is recorded that the average value obtained is only 3.79. Today's people prefer not to have a vacation due to the pandemic and the large-scale social restrictions (PSBB) which hinder their space, especially for holidays. The choice is people tend to bring entertainment to their homes. This can be seen from the average value for the two subsectors in this category: family entertainment purchasing preferences such as cable TV subscription packages and subscription packages for several brands of movie streaming service providers (e.g., Netflix, Viu, Disney Plus, and so on), which is 4.72. Meanwhile, the preference for book purchases is at an average of 4.14. The acquisition of average value means that the purchase of family entertainment and book purchases can be said to be almost above the average value.

The next category concerns home services, with two sub-categories of consumer purchasing preferences, that is, the home cleaning sub-category and the salon or barber shop sub-category for men. The home services category received an average score of only 2.71, which means that people's preferences for buying products in this category are low. This can be seen from the low level of public interest in calling for house cleaning services by third parties and also using hairdressing services, which only get an average score of 2.59 and 2.83, respectively. The low interest of the community in using house cleaning services or to use hairdressing services can be due to preventive steps from the community to limit social interactions with other people in order to break the chain of spreading the Covid-19 virus.

The findings regarding the transportation and travel categories show respondents' lowest buying interest compared to other categories. The recorded average value for the transportation category is only 2.14. Figures do reflect the real conditions in society in the midst of the current pandemic where domestic and international flights are limited or even eliminated.

If sorted in general terms, the five highest order of consumer preferences in buying products is the intention to buy basic food products, health products, frozen foods, snacks, and household needs. In other words, the main needs of society when facing the pandemic are the basic needs for survival, that is, food, vitamins, medicines, and other medical devices, as well as household needs.

DISCUSSION

This study shows that the purchase intention of society to shop dramatically decreased during the pandemic except for three product categories: basic food (*sembako*), health products (medicines, vitamins, masks, etc.), and household products. On the other hand, the industry most affected by the pandemic is the aviation industry, this is, due to a prohibition on the public to carry out mobility using vehicles, especially planes to prevent the spread of Covid-19.

This survey reflects the results of the Retail Sales Survey released by Bank Indonesia (2020) in the August 2020 Real Sales Index which is estimated at 196.6 or decreased by -9.2 percent (yoy). Moreover, a quite rapid increase occurred in the online sales sector where BPS data showed an increase of 480 percent in April 2020 compared to January 2020 (Laoli, 2020). The electronic good impacted by the pandemic is the purchase of smartphones, which in the second quarter of 2020 experienced a global sales decline of 20.4 percent (Victoria, 2020).

In line with this study, the corona outbreak resulted in a decrease in flight frequency, leading to the number of daily passengers as of July 2020 falling by 90 percent (Laoli, 2020). This condition has forced several airlines to restructure their business models. For example, the airline AirAsia, which is one of the Malaysian airlines, expanded its business by opening an akikah meat business. Likewise, Thai Airways added a new line of business to survive the pandemic by selling fried foods. These breakthroughs indicate that the aviation industry is experiencing a great shock during the pandemic, so they need to rack their brains to stay afloat (Kompas.com, 2020).

In Indonesia, the pandemic has also become one of the factors that have caused several airlines, such as Garuda Indonesia and Lion Air to be forced to terminate their employees for the company's financial efficiency (Kompas.com, 2020). This tough situation has caused Garuda Indonesia to lose up to 15 trillion in the third quarter of 2020 (Firmansyah, 2020). The losses of this state-owned airline are due to the disproportionate number of operational expenses with existing income and the condition of the debt that is swelling (Victoria, 2020). The next step that local airlines may take is to conduct business restructuring with the aim of surviving this pandemic. For instance, local airlines may maximize their cargo service business units, given the increase in digital buying and selling transactions during the

pandemic, while freight forwarding companies need air freight services to shorten delivery times.

Similarly, the hotel industry has also been affected by the Covid-19 outbreak. From the obtained data, consumer preferences for staying at hotels are low. The low public interest in vacationing and staying at hotels causes losses to the tourism sector. According to PHRI data (Association of Indonesian Hotels and Restaurants), the loss for the hotel sector alone is 30 trillion rupiahs, and as many as 2,000 hotels during the pandemic must stop operating (tempo.co, 2020).

Apart from the tourism industry, the automotive industry was also affected by this pandemic. For example, the Japanese car manufacturer Toyota only posted sales of 695 units in May 2020. This figure dropped dramatically compared to January 2020, when sales reached 24.119 units (Gusman, 2020). One of the reasons for this decline was a decrease in people's purchasing power amid the Covid-19 pandemic. Changes in consumption behavior are another factor in the decline in demand for motor vehicles.

CONCLUSIONS AND SUGGESTIONS

From this research, it can be concluded that people tend to reduce consumption during the implementation of the PSSB policy by the Indonesia Government to control the spread of the Covid-19 virus. Consumers prefer to buy basic needs such as food and health products and halt the buying decision, especially secondary and tertiary goods such as fashion, traveling, cars, and jewelry.

This condition causes a stagnant in the economic cycle. This has been responded to by various government stimulus policies to increase public consumption and purchasing power. Public consumption interest in the basic needs and foodstuff sector is the highest, thus, policies related to food estate are appropriate and need to be implemented in a concrete manner in order to maintain food security.

The travel and transportation sector has been the most affected sector, in which people's buying interest is relatively low. The average value of people's buying interest in buying a vehicle is only 1.64, 1.76 on domestic flights, and 1.,33 on international flights during the pandemic. The government needs to provide an economic stimulus policy so that the aviation industry and the automotive sub-sector can maintain business sustainability. In addition, business players in this sector must also carry out various innovations and business pivots in order to carry out a survival strategy until the economy returns to normal.

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