

ABSTRACT

The study was conducted to determine the effect of attitudes towards shopping and impact of COVID-19 on the frequency of online shopping purchases in Java Island. This study also wanted to know that the online shopping habits and the impact of pandemic COVID-19 on the best-selling categories during the COVID-19 pandemic, namely the health and food & beverage categories as a moderator.

This study uses quantitative methods with descriptive research types. The sampling technique used in this study used a non-probability sampling technique with a purposive sampling type with a total of 400 respondents. The data analysis technique used descriptive analysis and used Partial Least Square (PLS) to analyze the data.

The results of the analysis using Partial Least Square in this study, showed that the Attitudes Toward Shopping have a positive and significant effect on the frequency of online shopping in Java Island. COVID-19 Impact has a positive and significant impact on Online Shopping Frequency in Java Island. Categories during the COVID-19 pandemic, namely health and food & beverage, did not moderate the influence of Attitudes towards Shopping and the impact of COVID-19 on the Frequency of Online Shopping in Java Island.

Keyword: Attitudes towards Shopping, Impact of COVID-19, Frequency of Online Shopping, Best Selling Categories