

## ANALYSIS ON CONSUMER BEHAVIOUR TOWARDS BRAND GROWTH OF TOKOPEDIA DURING COVID-19

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### ABSTRACT

This research analyses the impact of the consumer behaviour during the COVID-19 pandemic towards the brand growth of Tokopedia, a prominent e-commerce platform in Indonesia. Using the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour (TPB) as theoretical foundations, this study explores how Technological Innovations and Logistical Strategies impact Tokopedia's Brand Growth directly and indirectly through Consumer Behaviour. The findings highlight the critical role of Consumer Behaviour as a key driver in converting technological and logistical advancements into measurable brand growth. This underscores the importance of enhancing consumer trust, satisfaction, and engagement to achieve sustainable e-commerce success. The research provides practical insights into prioritizing consumer-centric strategies in response to shifting shopping behaviours during the pandemic.

## 1. Introduction

### 1.1 Tokopedia Company Profile

Established in 2009 by William Tanuwijaya and Leontinus Alpha Edison, Tokopedia is a premier e-commerce platform in Indonesia, providing an extensive array of products and services to millions of customers around the country. Originally established as a marketplace linking vendors and buyers (Tokopedia, n.d.). The brand has evolved into a multifaceted ecosystem encompassing online shopping, digital payments, logistics, and financial services. Subsequent to its 2021 merger with Gojek to become the GoTo Group, Tokopedia augmented its functionalities by integrating e-commerce, ride-hailing, and finance solutions to bolster its influence on Southeast Asia's digital economy. (GoTo Group, 2021).

The platform gained significant momentum during the COVID-19 pandemic (2020-2023) as consumer behaviour shifted towards online shopping. Tokopedia's ability to adapt quickly to changing market demands through innovations such as enhanced app functionality, a wider product catalogue, and reliable customer service reinforced its position as a market leader.

In addition, the company's commitment to sustainability and digital inclusion has further solidified its reputation as a trusted and forward-thinking brand (Tech in Asia, 2022). Currently, Tokopedia offers products and services across various categories such as electronics, fashion, groceries, and digital goods. The platforms also facilitate secure transactions and promote digital innovation to support Indonesia's economic growth (Tokopedia, n.d.)