

Research Article

## **The Coronavirus's and Social Restrictions Effects on Consumer Behavior New Normal Era: A Perspective Alphabet Theory**

Amelda Pramezwary <sup>1</sup>, Juliana <sup>2</sup>, Rudy Pramono <sup>3</sup>, Cornelius James Rahardja <sup>4</sup>, Raphael Adianto <sup>5</sup>

### **Abstract**

Alphabet theory is a framework that combines several theoretical elements of individual consumers: norm belief value theory (V.B.N.), Attitude Behavior Context Theory (A.B.C.), knowledge (K), information seeking (I.S.), context (C), habit (H), and demographics (D). This framework proposes that demographics influence attitudes (values, beliefs, and norms) and are continuously updated by information-seeking behavior, knowledge, and context. In turn, context and attitude influence consumer habits, which in turn influence behavior. Explicitly, the use of the alphabet theory framework has not been widely adopted. The research objective was to analyze the impact of the coronavirus and social restrictions on consumer behavior in the new normal era of the food and beverage sector in Jakarta and Tangerang. The research was conducted by conducting a survey using an online questionnaire to live in Jakarta and Tangerang. The sample in this study amounted to 135 people—data analysis using PLS-SEM. Data analysis results show that the coronavirus has a positive and significant effect on consumer behavior in the New Normal era and social restrictions have a positive and significant impact on consumer behavior in the New Normal era.

**Keywords:** *Alphabet theory, consumer behavior, coronavirus, social interaction restrictions.*

### **Introduction**

At the end of 2019, the world was shocked by the outbreak of an infectious virus, namely the coronavirus known internationally as the coronavirus disease 2019. The name Covid-19 was first put forward by the World Health Organization (WHO). Covid-19 is used because the coronavirus was first confirmed on December 31, 2019, in Wuhan, Hubei Province, China. The first case report characterized the presence of a patient with pneumonia-like

---

<sup>1</sup> School of Hospitality & Tourism, Pelita Harapan University, Indonesia, Amelda.pramezwary@uph.edu

<sup>2</sup> School of Hospitality & Tourism, Pelita Harapan University, Indonesia, juliana.stpph@uph.edu

<sup>3</sup> School of Hospitality & Tourism, Pelita Harapan University, Indonesia, rudy.pramono@uph.edu

<sup>4</sup> School of Hospitality & Tourism, Pelita Harapan University, Indonesia.

<sup>5</sup> School of Hospitality & Tourism, Pelita Harapan University, Indonesia.

symptoms. Covid-19 is still part of the virus family that has become an epidemic globally, such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). The MERS outbreak was first identified in 2012 in Saudi Arabia, while the SARS outbreak was first identified in February 2003 in China. In simple terms, people exposed to the coronavirus will experience influenza-like symptoms. These symptoms include coughing, fever, fatigue, shortness of breath, and lack of appetite. However, unlike influenza, the coronavirus can develop rapidly, resulting in more severe infections and organ failure (Mona, 2020). The virus's rapid spread made the WHO finally set this virus as a pandemic on March 11, 2020. WHO has also designated Coronavirus Disease 2019 as a public health emergency of international concern (Public Health Emergency of International Concern), which is at risk of transmission between countries (Kementerian Kesehatan Republik Indonesia., 2020). In Indonesia, the Covid-19 case was first identified on March 2, 2020. The emergency due to this pandemic has resulted in several regions and even countries implementing a lockdown system. In general, lockdown itself is a policy of the region's government concerned to limit and even prohibit the community and outsiders from leaving and entering the area without any reason. Besides, people are also required to remain in their house or place of residence. Although the policies in each region or region are different. In addition to lockdowns, government policies have begun to comply with health protocols and reduce the spread of the Covid-19 virus. These policies can be in the form of restrictions on gathering beyond the limit of people, restrictions on traveling outside the city or abroad, to closing schools and universities. In Indonesia, government policy began with an appeal letter from the Indonesian Ministry of Health regarding efforts to prevent the spread of the Covid-19 virus in the workplace. The appeal is contained in letter number PK.02.01 / B.VI / 839/2020, published on March 5, 2020. The letter contains several appeals or recommendations to be diligent in washing hands, providing hand sanitizers, tissue, and diligently cleaning utensils that many people often touch., wear a mask when you feel sick, and check the temperature regularly (Ministry of Health of the Republic of Indonesia, 2020). The number of Covid-19 in Indonesia is already very high, reaching 214,746 people on September 13, 2020. Therefore, in Indonesia, reducing the coronavirus's spread is not done by locking down, but many regions, cities, districts, and even provinces implementing Large-Scale Social Restrictions. The PSBB is a limitation of activities in certain sectors, including emphasizing the public to postpone activities that gather large numbers of people until in real action various sectors begin to enforce them so that the President urges them to work at home, study at home, and worship. at home (Thorik, 2020). The term "New Normal" is commonly used in business references during the 2007-2008 economic crisis and after the 2008-2012 global recession. This term is used to describe previously abnormal something and is now being introduced into something common. The Covid-19 pandemic and PSBB have affected the economy in Indonesia. Based on data processed by P2E LIPI, the impact of the decline in tourism on MSMEs engaged in micro-food and beverage businesses reached 27%. Meanwhile, the impact on small food and beverage businesses was 1.77%, and medium enterprises were 0.07%. The effect of the COVID-19 virus on handicraft units made of wood and rattan micro-businesses will be at 17.03%. For small businesses in the wood and rattan handicraft sector, 1.77% and medium enterprises 0.01%. Meanwhile, household consumption will also be corrected between 0.5% to 0.8% (Amri, 2020). Meanwhile, according to a survey conducted by the Ministry of Tourism and Creative Economic, the type of business most affected was accommodation at 87.3%, transportation at 9.4%, restaurants by 2.4%, and the remaining 0.97% were various business types. feel the loss of the Covid-19 pandemic, such as souvenir shops, spa houses, and other tourism services (Suprihatin, 2020). With the Covid-19 pandemic and the enactment of the PSBB, the Indonesian government implemented operational hours for

businesses, including those engaged in the food and beverage sector. Places to eat restaurants, restaurants, cafes, food stalls, depots, street vendors, food and beverage businesses, and malls are allowed to open only until 9 pm (Pujaningsih & Sucitawathi, 2020). As a result, many restaurants have lost money because of this government policy. Because of this, restaurants, cafes, and restaurants have begun to shift their service types from dine-in services to focusing more on delivery and takeaway services. Delivery service is one of the services provided by a food and beverage service provider that can be delivered to the consumer's home and order via telephone or online facilities. (Aditya & Setiawan, 2020). Delivery and takeaway services consist of various types: services provided directly by restaurants and services provided by third parties, such as GoFood by Gojek and GrabFood by Grab. With the availability of takeaway and delivery services, food and beverage providers must also pay attention to and be responsible for food/beverage consumer orders' sanitation and safety. Steps that can be taken are to ensure restaurant employees' health, provide adequate packaging, and be equipped with a seal to ensure the food's cleanliness in the packaging. In addition, third party delivery service providers are also responsible for ensuring the partners' health or drivers on duty. The anticipatory step taken is setting up a health post for drivers to carry out medical tests that state the drivers are free of the Covid-19 virus and ready to serve. Because indirectly, drivers who deliver food have the risk of being able to transmit the virus. Apart from having the negative effect of the Covid-19 virus, this virus also affects people's behavior throughout Indonesia, especially those in the food and beverage sector, which previously consumers liked to bring in the newest cafes or restaurants, now they choose to stay at home. because for health and safety reasons. According to Schiffman and Kanuk (2015), consumer behavior is defined as behavior that consumers observe and observe in terms of looking for, buying, using, evaluating, and spending products or services purchased to satisfy each individual's needs and desires or consumer (Balqiah & Setyowardhani, 2005). Consumer behavior is also defined as various activities carried out by consumers or individuals involved in using products or services from a company or business; this includes making decisions on these activities or activities (Farahdiba, 2020). In the economic field, consumer behavior continues to change over time. During the Covid-19 pandemic, the country's economy is getting worse, which means that people's behavior will also change to be more conservative to save costs; the public or consumers are also more careful before buying products Covid-19 pandemic like this. As a result, the Indonesian economy has been severely declining and will continue to slow economic growth (Fatoni et al., 2020). At the time of the Covid-19 pandemic, this study aims to determine consumer buying interest changes during the Covid-19 pandemic. Intention or desire is one of the many psychological aspects that greatly impact a person's habits or behavior. With an intention, a person will have a strong desire to take an action or action. Meanwhile, the intention to buy from a consumer is a psychological action that arises because of feelings and thoughts (affective and cognitive) about a good or service. Consumer purchase intention can be interpreted as a positive attitude towards an object that makes individuals try to get that object (Tyas & Suprpto, 2015). The COVID-19 pandemic has caused sharp, steep, and deep disruptions to the economy to all service industries. Some service industries such as shipping are facing difficulties, if not impossible, for travel to win back customers' trust once restrictions are lifted. Other service industries such as restaurants and entertainment venues have yet to overcome the hurdles of fear that consumers will face in assessing whether their place is safe. This is especially true in the context of collective consumption (Kuppelwieser and Finsterwalder, 2011). The formulation of the problem in the research whether the emergence of the coronavirus affects consumer behavior in the new normal era in the food and beverages sector in Jakarta and Tangerang? Do social restrictions affect consumer behavior in the new normal era in the food

and beverages sector in Jakarta and Tangerang? The research objective is to analyze the effect of the emergence of the coronavirus on consumer behavior in the new normal era in the food and beverages sector in Jakarta and Tangerang ?, to analyze the effect of social restrictions on consumer behavior in the new normal era in the food and beverages sector in Jakarta and Tangerang?

### **Literature Review**

Corona is taken from Latin, which means a crown because the coronavirus has prominent nails resembling the crown and the sun corona (Fathoni., 2020). A coronavirus is a group of viruses from the Orthocoronavirinae subfamily in the Coronaviridae family and Nidovirales. This group of viruses can cause disease in birds and mammals, including humans (Nasruddin & Haq, 2020). In simple terms, people exposed to the coronavirus will experience influenza-like symptoms. These symptoms include coughing, fever, fatigue, shortness of breath, and lack of appetite. However, unlike influenza, the coronavirus can develop rapidly, resulting in more severe infections and organ failure (Mona, 2020). Fever that is more than 37.8 Celsius, this fever can make sufferers feel warm, cold, or cold, sore throat, headache, diarrhea, and loss of the ability to smell and feel have also been reported as one of the symptoms of being exposed to the Covid-19 coronavirus (Fathoni., 2020). Covid-19 is a contagious disease. The disease can be a condition that disrupts the normal functioning of the body of a living being. It can occur in humans, animals, and even plants. In humans, common illness is a condition that causes the human to feel pain, malfunction of the body's organs, and even experience death. Infectious disease, which is also known as transmissible disease or communicable disease, is a disease caused by an infection resulting from the presence of pathogenic microbial agents, including viruses, bacteria, fungi, protozoa, multicellular organisms, and aberrant proteins known as prions (Bainus & Budi Rahman, 2020). In addition to the pandemic or covid-19 outbreak, there have been many deadly outbreaks similar to Covid-19. Before this, the world has passed several pandemics, such as the swine flu pandemic due to the H1N1 virus in 2009. At that time, swine flu infected approximately 1.4 billion people worldwide and killed hundreds of thousands of people. Then in 1918-1920, the world also experienced a Spanish Flu pandemic which was estimated to have infected 500 million people worldwide (Bainus & Budi Rahman, 2020). According to Bainus & Budi Rahman (2020), one of the worst pandemics in the world that has ever occurred is the Black Plague or The Plague pandemic, which killed more than half of the population of the European continent at that time. At the beginning of 2020, the world community was shocked by the spread of a coronavirus virus. Until now, this virus has become a pandemic and epidemic that has occurred in various countries. WHO has also designated Coronavirus Disease 2019 as a public health emergency of international concern (Public Health Emergency of International Concern), which is at risk of transmission between countries (Kementerian Kesehatan Republik Indonesia., 2020). PSBB is a limitation of activities in specific sectors, including emphasizing the public to postpone activities that collect large numbers of people in advance. (Thorik, 2020). Besides, the meaning of Large-Scale Social Restrictions is also the limitation of certain activities of residents in an area suspected of being infected with Corona Virus Disease 2019 in such a way as to prevent the possible spread of Corona Virus Disease 2019 (Ristyawati, 2020). These restrictions include school and work vacations, restrictions on religious activities, conditions on activities in public places or facilities, restrictions on socio-cultural activities, restrictions on transportation modes, restrictions on other activities specifically related to defense and security aspects (Herispon, 2020). PSBB itself has had an impact on the economy in Indonesia, a

number of traders, especially in the food and beverage sector, have seen a drop in sales. The Wiyung Culinary Center UMKM traders also feel that the PSBB is not too strict, but it impacts the lack of customers (Fathoni., 2020). However, if seen, the PSBB policy requires the role of the community in order to succeed from the anticipated steps of the government. Public legal awareness to comply with social restrictions on a large scale is important because PSBB does not have criminal implications or compelling sanctions (Fathoni., 2020).

In the food and beverage sector, people in the "New Normal" era have more awareness of independent hygiene, so the food and beverage business must implement regulations and policies to maintain sanitation/cleanliness of the dine-in environment. Some of the steps taken include checking the body temperature of guests who come, providing a place to wash their hands at the entrance. Besides, the use of disinfectants is also necessary to clean surfaces prone to spreading viruses, such as door handles, tables, elevator buttons, railings, and so on. By definition, disinfection is the process of reducing the number of microorganisms to a lower level of danger on a surface where contamination by microorganisms is indicated by using a material (disinfectant) that can control, prevent and even destroy harmful microorganisms (Athena et al., 2020). Consumers or individuals who make a purchase disclose or use a product, object, or service produced or produced by a producer and distributed to agents or other intermediaries for sale. However, according to Yusup et al. (2020), to sell an item, someone who has the skills or skills and the ability to understand the existence and characteristics of a market is needed. Therefore, the target market, the ability to see where the right market is, and see consumer behavior level are critical to understanding. Consumer behavior is the study of an individual, group, or organization in buying, consuming products, or using services, ideas, and others for the individual's needs and desires (Sari et al., 2015). Consumer behavior is also understood as a study of buying and an exchange process or bartering terms that involve a country; its consumption includes goods or objects, services and ideas, and experiences; consumer behavior is also a process by which decisions to purchase and use products occur. This action also includes the use and disposal of a product or service and is followed by an evaluation action. (Yusup et al., 2020).

A.B.C. or Attitude Behavioral Context, which is also known as "Alphabet Theory," argues that behavior depends on external conditions (context), namely all sources of external support or opposition to behavior, whether physical, financial, legal, or social. (Stampa et al., 2020). The framework is changed with demography, knowledge, information seeking, and habits. Supplementing the framework with potentially influential factors provides an instrument that allows a more comprehensive explanation of consumer behavior. As stated in Alphabet Theory, demographics influence attitudes and, thus, on purchasing behavior. The variables showing the influence on attitudes and behavior and the number of these variables vary from study to study. Information obtained through previous consumption experiences results in knowledge of product characteristics partly responsible for attitude formation. Different backgrounds form different preferences. It explains contradictory evidence where previous experiences positively or negatively influence choices (Stampa et al., 2020). In Alphabet Theory, attitude is a central element in influencing consumer behavior. Consumer values, beliefs, and norms shape their attitudes towards specific products and significantly contribute to purchasing decisions. When certain product attributes resonate with attitudes, they influence consumer buying behavior. Consumer behavior in a particular situation is determined by the combined influence of attitude and context. Context and attitude can overpower each other in their impact on consumer behavior. In extreme conditions, attitudes, whether supportive

or limiting, play a lesser role in predicting behavior. When external conditions are somewhat neutral, the power of attitude in predicting consumer behavior is at its highest. According to Suprihatin (2020), at the time of the Covid-19 pandemic, consumer behavior changed in several aspects, such as utility and hedonic aspects. Customers or consumers are more interested in tourism products with anxiety, protection, and safety as essential goals in making a purchase decision.

One of the motivations of customers is the demand for assurance of higher hygiene standards. Examples are restaurants that comply with health protocols implemented by the government to prevent this pandemic outbreak. Other than that, restaurants with increased flexibility in order, for example, are takeaway or online bookings. The external factors that have been mentioned above provide an understanding that the impact of the Covid-19 pandemic and PSBB is one of the external factors that can affect consumer purchase intentions for food and beverage products. A decision is stated to exist when there is an election or an action of two or more choices; in other words, a consumer who wants to choose must have an option to be expressed as a decision process. Alphabet theory is a framework that combines several theoretical elements of individual consumers: norm belief value theory (V.B.N.), Attitude Behavior Context Theory (A.B.C.), knowledge (K), information seeking (I.S.), context (C), habit (H), and demographics (D) (Zepeda & Deal, 2009). This framework proposes that demographics influence attitudes (values, beliefs, and norms) and are continuously updated by information-seeking behavior, knowledge, and context. In turn, context and perspective influence consumer habits which in turn influence behavior. Explicitly, the use of the alphabet theory framework has not been widely adopted. A.B.C. theory determines the context in mediating the relationship between attitudes and behavior (Peattie, 2010).

### **Previous Research**

Yusup et al. (2020) researched the outbreak of the Covid-19 pandemic and its effect on PSBB and online marketing systems on consumer behavior changes in buying retail products. The results of his research show that the Covid-19 disaster, social restrictions or PSBB, and the online marketing system have a positive effect that these things significantly impact consumer behavior changes. Suprihatin (2020) aims to research and analyze tourist consumer behavior in the Covid-19 pandemic era. The findings show that consumers have an interest or motivation to buy and use products if they have confidence in these tourist attractions' safety and hygiene standards. Aditya & Setiawan (2020) examine consumers' inter-online services during the Large-Scale Social Restrictions period. In this study, overall consumer behavior between online services in Cengkareng gets good results, meaning that online inter-online services are still an option in ordering food or drinks during the Large-Scale Social Restriction Implementation period. Fathoni (2020) examines the impact of covid-19 and the government's PSBB policy on MSMEs in Wiyung Surabaya. In this study, covid-19 and the PSBB policy significantly impacted decreasing MSME income in Wiyung Surabaya. Stampa et al. (2020) examine consumer perceptions, preferences, and consumer behavior towards pasteurized products. The results prove that consumers' behavior, preferences, and behavior significantly affect consumers who want to buy pasteurized products. Sari et al. (2015) examine consumer behavior's impact on purchasing decisions for cosmetic products. The study states that there is an influence of consumer behavior in purchasing cosmetic products. According to Djakasaputra & Pramono (2020) green perceived risk on green satisfaction, there was no significant effect of green viral

communication on green satisfaction, there is no significant effect of green perceived value on green purchase intention.

Sri Rahayu & Suprpto (2015) examined the effect of cleanliness, music, aroma, lighting, color, and display on consumer purchase intentions at Matahari Department Store. The overall (simultaneous) regression test in this study proves that cleanliness, lighting, color, and display simultaneously affect consumer purchase intentions at Matahari Department Store. Meanwhile, through a partial test, cleanliness, music, aroma, lighting, color, and display affect consumer purchase intentions at Matahari Department Store.

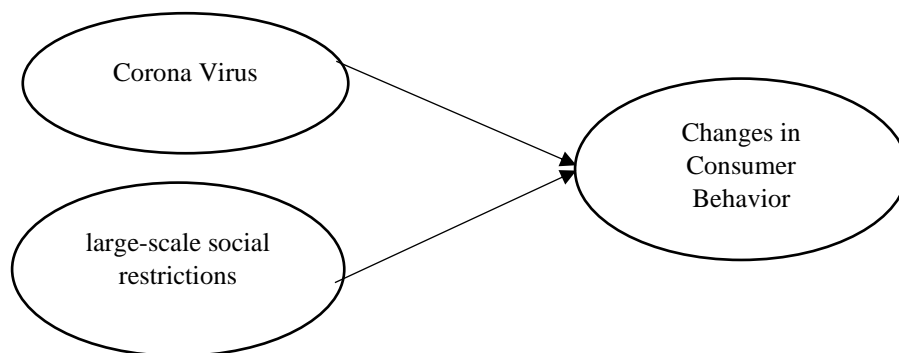
Hanum & Hidayat (2017) examines the factors that influence the decision to buy Nike brand shoes in Medan. This study states that personal characteristics, cultural factors, and psychological factors significantly influence Nike's purchasing decisions in Medan. Age, lifestyle, and formality are essential factors in deciding to buy Nike brand shoes.

Ramadhan & Utami (2019) conducted research that aims to determine the effect of health awareness, perceived value, food safety, and price on Pizza Hut consumers' repurchase intentions in the city of Banda Aceh. Data processing results show that the health awareness variable has a small effect on Pizza Hut consumers' repurchase intention.

Based on the theory listed above, the researcher can conclude the hypothesis according to the study Yusup et al. (2020) regarding the impact of the Covid-19 disaster and social restrictions on changes in consumer behavior.

H1: The higher the emergence of the coronavirus, the higher the changes in consumer behavior

H2: The higher the occurrence of large-scale social restrictions, the higher the change in consumer behavior.



Source: Yusup et al. (2020)

Figure 1. Conceptual Framework

## Methods

According to Sugiyono (2017), the population is an area of generalization consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclude. The research

population in the preparation of this study was Food and Beverage consumers or people who consumed food and beverages from restaurants, cafes during the Covid-19 pandemic, which focused on populations in the Jakarta Tangerang areas. The population in Tangerang includes three cities/regencies, namely Tangerang City, South Tangerang City, and Tangerang Regency. The collection of areas is determined by factors agreed upon by the researchers, namely Jakarta with the highest percentage of Covid 19 cases in Indonesia, and Tangerang as the location near where the researchers live and given the conditions of the Covid-19 pandemic where the government encourages people to stay at home. If there is no urgent/important need, making it easier for researchers to distribute questionnaires. According to Sugiyono (2017), purposive sampling is taking sample members based on certain considerations. In this study, the consideration is domicile or residence; the respondent must come from D.K.I. Jakarta and Tangerang areas. Samples will be selected by distributing questionnaires through groups on the Whatsapp and LINE applications. The questionnaire will be distributed to students, lecturers, private school teachers, homemakers, and office employees. In this study, the population was taken from food and beverage consumers during the Covid-19 pandemic in the Jakarta and Tangerang areas. The data on the B.P.S. population in Jakarta were 10,504,100 people and Tangerang as many as 3,477,495 people. Then the total population is 13,951,595 people. So that the sample in this study is  $n = 13,951,595 / (1 + 13,951,595 (0.1)^2) = 99.9$  rounded to 100 people / respondent. The number of respondents in this study will be more than 100 because the more respondents, the more complete the data will be. However, the researchers suspect that the number of respondents domiciled in Jakarta will be more, considering that Jakarta's population is more than the population in Tangerang. The authors collected 135 respondents. Based on the variables used in this study, namely, coronavirus (X1), large-scale social restrictions (X2), and changes in consumer behavior (Y). The operational definition of this research variable is: Covid-19 is an infectious disease. *Coronavirus* adalah sekumpulan virus dari subfamili *Orthocoronavirinae* dalam keluarga *Coronaviridae* dan ordo *Nidovirales* (Fathoni., 2020). PSBB is a limitation of activities in certain sectors, including emphasizing the public to postpone activities that gather large numbers of people in advance. Consumer behavior (Kotler dan Keller, 2012) is the study of an individual, group, or organization in buying, consuming products, or using services, ideas, and others for the individual's needs and desires. To test the variables in this study, the researcher conducted a pretest to test the validity and reliability of the variables. The pretest was carried out on 30 respondents and was declared valid and reliable. The data analysis technique used PLS-SEM.

### Result and Discussion

The characteristics of the respondents in this study include several parts, namely gender, age, domicile, occupation, income, owning a UMKM business, and often buying food or drinks from outside the home.

Table 1

Gender

Statement	Total	%
Male	47	34,8
Female	88	65,2
Total	135	100

Source: Obtained from primary data (2021)



## The Coronavirus's and Social Restrictions Effects on Consumer Behavior New Normal Era: A Perspective Alphabet Theory

Based on the data from table 1, it can be seen that from 135 respondents, this study had a majority of the female sex, amounting to 88 people (65.2%), and the rest were 47 people, namely (34.8%) male.

Table 2

*Age*

<b>Statement</b>	<b>Total</b>	<b>%</b>
<17 years	4	3
17-20 years	38	28,1
21-25 years	36	26,7
26-30 years	1	0,7
>30 years	56	41.5
Total	135	100

Source : Obtained from primary data (2021)

It is known from the table above, that the respondents aged <17 years were 4 people (3%), aged 17-20 years were 38 people (28.1%), 36 people aged 21-25 years (26.7%) and those aged 26-30 years are 1 person (0.7%) and those aged over or> 30 years are 56 people (41.5%)

Table 3

*Respondent's Domicile*

<b>Statement</b>	<b>Total</b>	<b>%</b>
Jakarta	101	74,8
Tangerang	34	25,2
Total	135	100

Source : Obtained from primary data (2021)

Based on the table above, it is known that the majority of respondents are domiciled in Jakarta, as many as 101 people (74.8%), and the rest in Tangerang, namely 34 people (25.2%)

Table 4

*Respondent Occupation*

<b>Statement</b>	<b>Total</b>	<b>%</b>
Students	70	51.9
Employee	29	21,5
Teacher/Lecture	15	11.1
Government employees	0	0
MSME owners	5	3,7
Food and beverage business owner	4	3
Other	12	8,8
Total	135	100

Source : Obtained from primary data (2021)

In this study, there were a majority of respondents who had jobs as students as many as 70 people (51.9%), followed by employees as many as 29 people (21.5%), teachers/lecturers with a total of 15 people (11.1%), MSME owners are five people (3.7%), and food and beverage business owners are four people (8.8%). Other occupations

include doctors, housewives, entrepreneurs, investors, and insurance agents, totaling 12 people (8.8%). And no one is working as a government employees.

Table 5

*Respondent Income*

<b>Statement</b>	<b>Total</b>	<b>%</b>
<1.000.000	34	25.2
1.000.000 – 5.000.000	39	28,9
5.000.001 – 10.000.000	15	11.1
>10.000.000	47	34,8
Total	135	100

Source : Obtained from primary data (2021)

From the data collected, it can be concluded that the majority of respondents have an income of more than IDR 10,000,000 as many as 47 people (34.8%), then there are 39 people (28.9%) who have an income of IDR 1,000,000 - 5,000,000. and 34 people (25.2%) have income below IDR 1,000,000, and 15 people (11.1%) have an income of IDR 5,000,000 - 10,000,000.

Table 6

*Respondents' MSME Business Ownership*

<b>Statement</b>	<b>Total</b>	<b>%</b>
Yes	33	24,4
No	102	75,6
Total	135	100

Source : Obtained from primary data (2021)

From this study, 33 people (24.4%) had MSME businesses, and the remaining 102 people (75.6%) did not own MSME businesses.

Table 7

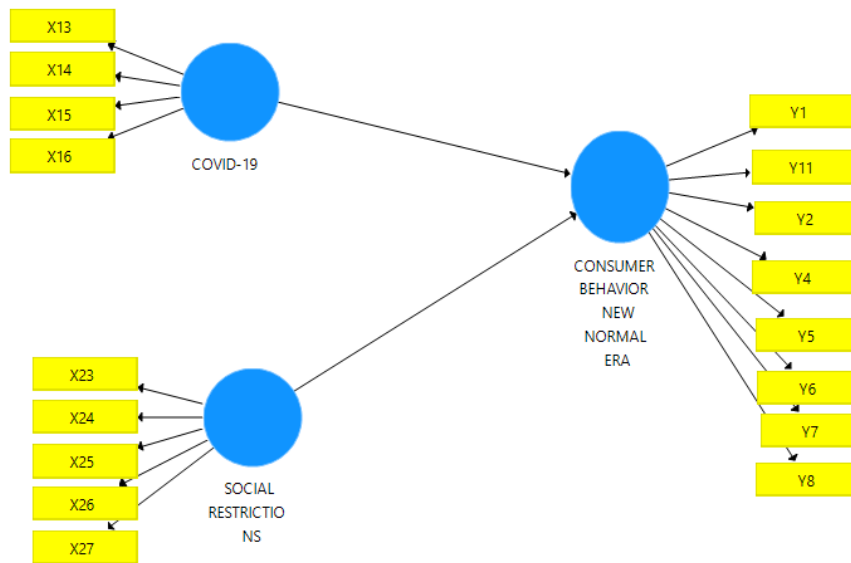
*Number of Respondents Like to Buy Food and Beverage Products*

<b>Statement</b>	<b>Total</b>	<b>%</b>
Yes	125	92,6
No	10	7,4
Total	135	100

Source : Obtained from primary data (2021)

From the results of this study, the majority of respondents or as many as 125 people (92.6%) answered that they like to buy and consume food and beverage products from outside the home, and as many as 10 people (7.4%) do not like consuming food and beverage products from outside the house.

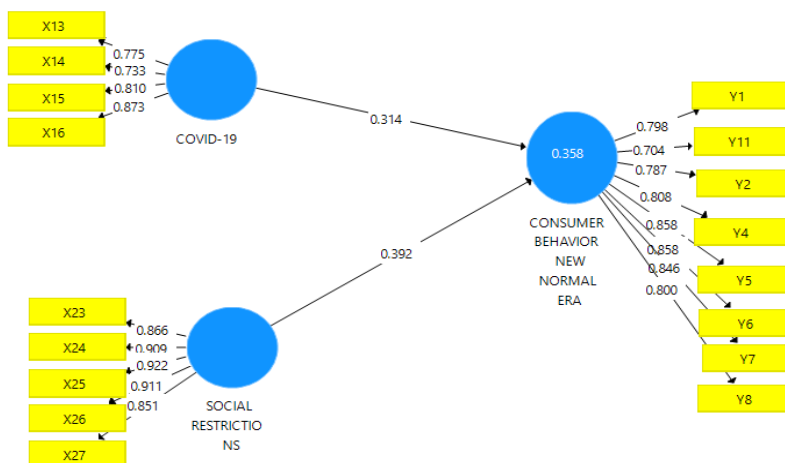
# The Coronavirus's and Social Restrictions Effects on Consumer Behavior New Normal Era: A Perspective Alphabet Theory



Source: obtained from primary data (2021)

Figure 2. Design of the Research Model

The measurement model's evaluation is divided into three stages: the convergent validity test, the discriminant validity test, and the composite reliability test. A correlation between the indicator score and the construct score can test the validity of reflective indicators. Reflective indicator measurements show a change in an indicator in a construct when other indicators in the exact construct change. The following are the results of calculations performed with the smart PLS 3.0.



Source: obtained from primary data (2021)

Figure 3. Output Loading Factor Modeling

According to Ghozali & Latan (2015), a correlation can be said to meet convergent validity if it has a loading value greater than 0.5. The output shows that the loading factor provides a value above the recommended value of 0.5. so that the indicators used in this study have met the convergent validity.

### Reliability Test and Convergent Validity

According to (Hair et al., 2019), a latent variable can have good reliability if the composite reliability value is greater than 0.7. The Cronbach's alpha value is more significant than 0.7. The AVE value  $\geq$  of 0.5, according to Hair et al. (2019), is stated that each construct meets the convergent validity requirements.

Table 8

#### *Reliability Test and Convergent Validity*

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	Result
Consumer Behavior	0.924	0.938	0.654	Valid and Reliable
New Normal Coronavirus	0.810	0.876	0.639	Valid and Reliable
Large Scale Social Restrictions	0.936	0.951	0.796	Valid and Reliable

Source: obtained from primary data (2021)

Table 8 shows that all latent variables measured in this study have Cronbach's alpha and composite reliability values greater than 0.7, so it can be said that all latent variables are reliable. All constructs meet the convergent validity requirement and show that the square root AVE of each variable is greater than the correlation value between variables. As a result, it is possible to conclude that this study met the discriminant validity test requirements.

### Fornell & Larcker Criterion and HTMT Ratio

The discriminant validity can be assessed using cross-loading of the indicator, the Fornell and Larcker criterion, and the Heterotrait-monotrait (HTMT) correlation ratio. Looking at the cross-loading, the factor loading indicators on the assigned construct must be greater than all loading on other constructs, with the condition that the factor loading cut-off value is more significant than 0.70. (Hair et al., 2011; Hair et al., 2014). If  $HTMT > 0.90$  for conceptually similar constructs indicates a discriminant validity problem (Henseler et al., 2015). The Fornell-Lacker criterion is used to assess discriminant validity. According to Hair et al. (2014), the Fornell-Lacker criterion compares the value of AVE's square root with the correlation between variables. If the AVE's square root value for each variable is greater than the correlation value between variables in the model, discriminant validity is met.

Table 9

#### *HTMT Ratio and Fornell & Lacker Criterion*

Construct	Consumer Behavior	Coronavirus	Large Scale Social
-----------	-------------------	-------------	--------------------

	New Normal		Restrictions
Consumer Behavior New Normal			
Coronavirus	0.555		
Large Scale Social Restrictions	0.561	0.489	
<b>Fornell &amp; Lacker Criterion</b>			
Consumer Behavior New Normal	0.809		
Coronavirus	0.483	0.800	
Large Scale Social Restrictions	0.527	0.429	0.892

Source: obtained from primary data (2021)

#### Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model in S.E.M. with P.L.S. is carried out by performing the R-Squared ( $R^2$ ) test and significance test through the path coefficient estimation.

According to (Hair et al., 2019), criterion Multikolinearity > 10: Critical, 5-10: probable, 3-5: suggested, < 3: ideal.

Table 10

*VIF-Variance Inflation Factor*

Construct	Consumer Behavior New Normal	Coronavirus	Large Scale Social Restrictions
Consumer Behavior New Normal			
Coronavirus	1.226		
Large Scale Social Restrictions	1.226		

Source: obtained from primary data (2021)

Table 10 shows that there is no multicollinearity problem, and the independent variables are not correlated.

#### R Squared ( $R^2$ ) Testing The Coefficient of Determination

Output for  $R^2$  value using smartPLS 3.0 computer program is obtained.

Table 11

*$R^2$  Calculation Output*

Construct	R Square	R Square Adjusted
Consumer Behavior New Normal	0.358	0.349

Source: obtained from primary data (2021)

R-Squared ( $R^2$ ) value is used to measure how much influence a specific independent latent variable has on the latent dependent variable. According to (Hair et al., 2014) if the  $R^2$  value  $> 0.75$  is said to be substantial if the  $R^2$  value is  $0.5-0.75$ , it is moderate; if the  $R^2$  value is  $< 0.5$  it is said to be weak. The  $R^2$  result for the consumer behavior new normal is  $0.358$ . This indicates that the model is categorized as weak. Table 11 shows that the  $R^2$  value of this study is weak.

### Significance Test

The S.E.M. model's significance test with P.L.S. aims to analyze exogenous variables' effect on endogenous variables. Hypothesis testing with the PLS-SEM method is carried out by carrying out the bootstrapping process with the help of the smart PLS 3.0 computer program so that the relationship between the influence of exogenous variables on endogenous variables is obtained as follows.

Table 12

*Q Squared Predict ( $Q^2$ )*

Construct	$Q^2$ Predict
Consumer Behavior	0.317
New Normal	

Source: obtained from primary data (2021)

According to Hair et al. (2019)  $Q^2$  Predict  $> 0 - 0,25$  : small predictive,  $0,25 - 0,50$  : medium predictive,  $0,50$  : large predictive. The research model has a medium predictive value because it has a  $Q^2$  predict value between  $0.25-0.50$ . According to Hair et al. (2019), significance is T statistic  $> T$  Table's  $1.645$

Table 13

*Hypothesis Test*

Hypohotesis	Standardized Coefficient	T Statistics	P values	Result
Coronavirus → Consumer Behavior New Normal	0.080	3.949	0.000	Supported
Large Scale Social Restrictions → Consumer Behavior New Normal	0.097	4.055	0.000	Supported

Source: obtained from primary data (2021)

The T statistic  $> T$  Table's significance is  $1,645$ . Research shows that Hypothesis 1 and hypothesis 2 are supported. The  $R^2$  value in this study is fragile, so that it cannot predict and explain the dependent variable.

### Conclusions

The Covid-19 pandemic disaster has had an extensive influence on many aspects of our daily lives; the government has also held PSBB to cope with this pandemic so that it does not spread further. So it is essential for people who have businesses in the food and beverage sector to know the impact of this pandemic and PSBB on drastically changing consumer behavior. Many business owners in the food and beverage sector also feel that their turnover has decreased significantly due to consumer behavior changes who are more selective of the food and drinks they consume. The test results prove that the entire hypothesis is supported. These impacts are behaviors that have turned into consumer alertness and vigilance that is tighter than before the pandemic in seeking information about hygiene and health maintained. Also, consumers are more motivated to buy products that have a safety guarantee against the hygiene standards prevailing in the community during the pandemic and the government's PSBB policy. Practical implications Business owners in the food and beverage sector should follow the government's CHSE standards regarding cleanliness and social restriction standards that apply in the Jakarta and Tangerang areas. Some things that can be done are providing facilities such as a place to wash hands and hand sanitizers for employees. or staff who always wear masks, apply reasonable social restrictions between customers and employees to attract consumers to visit restaurants. Besides, it provides transparency for making food and beverages to be served to consumers to be more confident about the restaurant's cleanliness. Consumers are advised to follow the rules set by each restaurant or restaurant for their safety. They use masks, social distancing, and delivery and takeaway services to avoid hanging out together. For further researchers, further research with similar topics in the future can add several variables such as online marketing, hygiene standards, customer loyalty, customer satisfaction, and customer trust.

## References

1. Aditya, M. K., & Setiawan, C. (2020). *Consumer Behavior of Online Delivery Services During the Period of Large-Scale Social Restrictions (PSBB) in Cengkareng, DKI Jakarta*.
2. Amri, A. (2020). The Impact of Covid-19 on MSMEs in Indonesia, 2(1).
3. Athena, A., Laelasari, E., & Puspita, T. (2020). Implementation of Disinfection in Prevention of Covid-19 Transmission and Potential Health Risks in Indonesia. *Journal of Health Ecology*, 19(1), 1–20. <https://doi.org/10.22435/JEK.V19I1.3146>.
4. Bainus, A., & Budi Rahcman, J. (2020). Infectious Disease Pandemic (Covid-19) International Relations. Intermestic: *Journal of International Studies*, 4(2), 111. <https://doi.org/10.24198/intermestic.v4n2.1>.
5. Balqiah, T. E., & Setyowardhani, H. (2005). *Concept Understanding and Study of Consumer Behavior in Marketing Strategy Development*, 1–49
6. Djakasaputra, A., & Pramono, R. (2020). Green Perceived Risk, Green Viral Communication, Green Perceived Value Against Green Purchase Intention Through Green Satisfaction. *Journal Industrial Engineering & Management Research (JIEMAR)*, 1(2), 2722–8878.
7. Farahdiba, D. (2020). *Marketing Communication Concepts and Strategies: Changes in Consumer Behavior Towards an Era of Disruption* Dea Farahdiba Master of Management Science Student, Gadjah Mada University, 8(1), 1–16.

8. Fathoni., A. (2020). The Impact of Covid 19 and the Government's PSBB Policy on MSMEs in Wiyung Surabaya. *Dinar: Journal of Sharia Economics Study Program*, 3(1), 1–43.
9. Fatoni, N. S., Susilawati, C., Yulianti, L., & I. (2020). *The Impact of Covid-19 on Consumer Behavior in Using E-Wallets in Indonesia*, 1–10.
10. Ghozali & Latan. (2015). *Partial Least Square S.E.M. (P.L.S. - S.E.M.)*. Partial Least Square. <https://doi.org/10.1590/s1809-98232013000400007>
11. Hair, J., Ringle, C., & Sarstedt, M. (2011). P.L.S. -S.E.M.: indeed a silver bullet. *Journal of Marketing Theory and Practice*, 139-151.
12. Hair, Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*.
13. Hair J, Hult GTM, Ringle C, S. M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (Los Angeles: SAGE Publications, Incorporated).
14. Hanum, Z., & Hidayat, S. (2017). Factors that influence consumer behavior in purchasing decisions for Nike brand shoes in the city of Medan. *Journal of Administrative Business*, 06(01), 37–43.
15. Henseler, J., Ringle, C.M. and Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling”, *Journal of the Academy of Marketing Science*, Vol. 43 No. 1, pp. 115-135.
16. Herispon, H. (2020). The Economic Impact of Large-Scale Social Restrictions on the People of Pekanbaru City in Riau Province. *Eko and Business: Riau Economic And Business Review*, 11(2), 164–173.
17. Joseph F. Hair, Jeffrey J. Risher, M. S. and C. M. R. (2019). When to use and how to report the results of PLS-SEM”, *European Business Review*, Vol. 31 No. 1, pp. 2-24.
18. Kotler Dan Keller, (2012), *Asian Perspective of Marketing Management, Book Two, First Edition*. Andy, Yogyakarta.
19. Kuppelwieser, V.G. and Finsterwalder, J. (2011). Psychological safety, contributions and service satisfaction of customers in group service experiences”, *Managing Service Quality*, Vol. 21 No. 6, pp. 617-635, doi: 10.1108/09604521111185619.
20. Mona, N. (2020). The Concept of Isolation in Social Networks To Minimize Contagious Effects (Corona Virus Spread Cases In Indonesia). *Journal of Applied Humanities Social*, 2(2), 117–125.
21. Nasruddin, R., & Haq, I. (2020). Large-Scale Social Restrictions (PSBB) and Low-Income Communities. *SALAM: Social and Cultural Journal of Syar-I*, 7(7). <https://doi.org/10.15408/sjsbs.v7i7.15569>.
22. Peattie, K. (2010). Green Consumption: Behavior and Norms. *Annual Review of Environment and Resources* 35(1), 195-228.
23. Pujaningsih, N. N., & Sucitawathi, I. G. A. A. D. (2020). Implementation of the Policy for Restricting Community Activities (PKM) in Combating the Covid-19 Outbreak in Denpasar City. *Moderate*, 6(3), 458–470.



24. Ramadhan, R., & Utami, S. (2019). Effect of Health Awareness, Perceived Value, Food Safety and Price on Repurchase Intention of Pizza Hut Consumers in Banda Aceh City, 4(2), 214–230.
25. RI., K. K. (2020). An appeal regarding efforts to prevent the spread of Covid-19 in the workplace. *Ministry of Health*, 6(839), 1–4.
26. Ristyawati, A. (2020). The Effectiveness of Large-Scale Social Restriction Policies During the 2019 Corona Virus Pandemic by the Government in accordance with the Mandate of the 1945 Constitution of the Republic of Indonesia. *Administrative Law & Governance Journal*, 3(2), 240–249. <https://doi.org/10.14710/ALJ.V3I2.240-249>.
27. Sari, K., Pada, A. Y. U., La, T., & Palembang, T. (2015). The Influence of Consumer Behavior on Sari Ayu Cosmetics Purchase Decisions at La Tahzan Palembang Ninin Shop Non Ayu Salmah \*) Abstract, 1–13.
28. Schiffman and Kanuk. (2015). *Consumer Behavior (11th Editi)*. Pearson Education.
29. Sri Rahayu, N. T., & Suprpto, B. (2015). *Influence of Cleanliness, Music, Aroma, Lighting, Color, and Display on Consumer Purchase Intention (Study at Matahari Department Store in Yogyakarta)*.
30. Stampa, E., Schipmann-schwarze, C., & Hamm, U. (2020). Consumer perceptions, preferences , and behavior regarding pasture-raised livestock products : A review. *Food Quality and Preference*, 82(2019), 103872.<https://doi.org/10.1016/j.foodqual.2020.103872>.
31. Sugiyono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta, CV. Alphabet CV.
32. Suprihatin, W. (2020). *Analysis of Tourist Consumer Behavior in the Era of the Covid-19 Pandemic (Case Study of Tourism in West Nusa Tenggara) Analysis of Tourist Consumer Behavior in the Covid-19 Pandemic Era (Case Study of Tourism in West Nusa Tenggara)*, 19, 56–66.
33. Thorik, S. H. (2020). *The Effectiveness of Large-Scale Social Restrictions in Indonesia in Overcoming the Covid-19 Pandemic Journal Is: Law And Justice Bulletin*, 4 No. 1, 115–120.
34. Tyas, S. R. N., & Suprpto, B. (2015). Effect of Cleanliness, Music, Aroma, Lighting, Color, and Display on Consumer Purchase Intention.
35. Yusup, D. K., Badriyah, M., Suyandi, D., & Asih, V. S. (2020). The Effect of the Covid-19 Disaster, Social Restrictions, and Online Marketing Systems on Changes in Consumer Behavior in Buying Retail Products.
36. Zepeda, L., Deal, D. (2009). Organic and Local Food Consumer Behaviour: Alphabet Theory. *International Journal of Consumer Studies* 33(6), 697-705.