

Online Shopping Behavior of Employees of PT Bukit Asam Tbk. Tanjung Enim Mining Unit

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Abstract

This study investigates the online shopping behavior of employees at PT Bukit Asam Tbk (PTBA) Tanjung Enim Mining Unit. Using a qualitative case study method, data were collected through in-depth interviews with ten purposively selected respondents. The findings highlight convenience, promotions, and social influences as key factors shaping online shopping habits, alongside challenges such as financial control and shopping addiction. The study provides insights into consumer behavior dynamics among mining employees and offers recommendations for improving financial management and online shopping platforms.

Keywords: Online Shopping Behavior, Case Study, PT Bukit Asam, Tanjung Enim, Mining Employees.

JEL Codes: M31, D12, L86

1. Introduction

The development of digital technology has changed the way people carry out their daily activities, including shopping behavior. Online shopping is now a phenomenon that not only involves urban communities, but also penetrates various levels of profession, including mine workers. PT Bukit Asam Tbk Tanjung Enim Mining Unit is one of the largest coal mining companies in Indonesia with thousands of employees spread across various divisions. PTBA Tanjung Enim employees have characteristics of dense work and work locations that are relatively far from the city center. This condition is thought to encourage employees to make more online transactions. This study aims to explore how online shopping behavior is formed among PTBA employees and the factors that influence this behavior.

This study focuses on changes in shopping behavior that occur among employees of PT Bukit Asam Tbk Tanjung Enim Mining Unit along with the development of digital technology. Along with advances in technology and the internet, online shopping has become part of a lifestyle that is not only limited to urban communities, but also spreads to various professions, including mine workers (Goh & Ang, 2020). PTBA, as one of the largest coal mining companies in Indonesia, has thousands of employees working in various divisions. Geographical conditions and dense work characteristics in locations quite far from urban centers are thought to be factors that encourage employees to make online transactions more often (Syarif & Rahayu, 2021). Along with the limited free time of employees who have to work in conditions far from shopping facilities, online shopping is a practical and efficient alternative. They can buy daily necessities or certain items without having to leave the workplace. This is especially relevant for those who work in hard-to-reach locations or have busy working hours (Syarif & Rahayu, 2021). In addition, easy access via smartphones and the internet gives them the opportunity to

shop anytime and anywhere (Katz & Rice, 2020).

One important factor in online shopping behavior is the role of social media. Many people, including PTBA employees, are influenced by product information they find on social media platforms such as Instagram, Facebook, and TikTok. The influence of colleagues or friends who share experiences about the products they have purchased can influence purchasing decisions (Mariani & Budi, 2022). Social media also allows them to see the latest trends and get product recommendations that are relevant to their needs (Harris, 2019). However, although online shopping provides convenience, the trust factor in the platform used remains a concern. PTBA employees, who may have concerns about transaction security or the reliability of the products purchased, tend to choose shopping platforms that already have a good reputation. (Harris, 2019). Transaction security, return policies, and payment methods that can be selected are important aspects in building buyers' confidence to continue shopping online. (Schneider & Keller, 2021).

Online shopping behavior is significantly influenced by various factors, with social media playing a pivotal role. Many individuals, including employees of PTBA, are often swayed by product information they encounter on platforms such as Instagram, Facebook, and TikTok. The experiences shared by colleagues or friends about their purchases can heavily impact purchasing decisions, creating a social proof effect (Mariani & Budi, 2022). Furthermore, social media serves as a window to the latest trends, offering product recommendations that align with users' needs and preferences (Harris, 2019).

However, while online shopping offers unparalleled convenience, it comes with its own set of concerns, primarily revolving around trust in the platforms used. For PTBA employees, concerns about transaction security and the reliability of purchased products often lead them to prefer well-established shopping platforms with solid reputations (Harris, 2019). Trust factors such as transaction security, comprehensive return policies, and flexible payment methods are essential in fostering buyer confidence and ensuring continued online shopping activity (Schneider & Keller, 2021).

To further elaborate, the role of social media in shaping online shopping behavior cannot be overstated. It not only offers a platform for product discovery but also for brand engagement. Brands can leverage social media influencers to create authentic connections with potential customers. Influencers, through their large following and perceived expertise, can significantly impact their audience's purchase decisions by showcasing products in a relatable and appealing manner.

Moreover, the interactive nature of social media allows consumers to engage directly with brands, ask questions, and receive instant feedback. This direct communication builds a sense of trust and loyalty, which is crucial in the digital marketplace. User-generated content, such as reviews and testimonials, also plays a critical role in influencing potential buyers. Seeing real-life applications and endorsements from other users can reduce uncertainty and boost confidence in the product and the purchasing platform.

Lastly, for PTBA employees and other consumers alike, the importance of a seamless online shopping experience cannot be overlooked. This includes having a user-friendly interface, efficient customer service, and robust security measures to protect personal and financial information. Platforms that prioritize these aspects are more likely to build and retain a loyal customer base.

In summary, social media not only shapes online shopping behavior by providing information and inspiration but also by facilitating a trustworthy and engaging shopping experience. As consumers become increasingly savvy, the emphasis on secure, reliable, and interactive shopping platforms will continue to grow.

Social media's role in shaping online shopping behavior is profound and multifaceted. For many PTBA employees and consumers worldwide, platforms such as Instagram, Facebook, and TikTok have become primary sources of product discovery and inspiration. The influence of colleagues, friends, and even strangers sharing their purchasing experiences can create a ripple effect, significantly impacting others' purchasing decisions (Mariani & Budi, 2022). This phenomenon, known as social proof, leverages the power of collective opinion and trust to drive sales.

Moreover, social media provides a dynamic environment where consumers can stay abreast of the latest trends and receive personalized product recommendations. Algorithms on these platforms analyze user behavior to suggest products that align with their interests, making the shopping experience more relevant and engaging (Harris, 2019). This personalized approach enhances the likelihood of impulse purchases and long-term customer loyalty.

Despite these advantages, the trust factor remains a critical concern for online shoppers, including PTBA employees. The fear of transaction fraud, counterfeit products, and inadequate customer service can deter potential buyers. As a result, consumers tend to gravitate towards established platforms known for their reliability and security measures (Harris, 2019). Factors such as robust transaction security, transparent return policies, and diverse payment options are essential in building and maintaining customer trust (Schneider & Keller, 2021).

Additionally, the interactive nature of social media allows brands to engage with their audience in real-time. This direct communication fosters a sense of community and trust, which is crucial for brand loyalty. For example, brands often respond to customer inquiries, address complaints, and even incorporate user feedback into their product development processes. This level of engagement not only humanizes the brand but also reassures customers that their voices are heard and valued.

Another significant aspect is the rise of influencer marketing. Social media influencers, with their vast followings and perceived authenticity, play a pivotal role in shaping consumer opinions and behaviors. Their endorsements can lend credibility to a brand and persuade followers to make purchases based on their recommendations. This strategy is particularly effective when influencers share personal stories and experiences with the product, creating a more relatable and convincing narrative.

In conclusion, the intersection of social media and online shopping behavior is a dynamic and evolving landscape. Social media platforms serve as powerful tools for product discovery, trend monitoring, and consumer engagement. However, the underlying trust factors, such as platform security and reliability, remain crucial in ensuring a positive and secure online shopping experience. As digital commerce continues to grow, the interplay between these elements will shape the future of how we shop and interact with brands online.

The integration of social media into everyday life has transformed how consumers, including PTBA employees, approach online shopping. Platforms like Instagram, Facebook, and TikTok have become essential channels for discovering new products and brands. The visual and interactive nature of these platforms enables users to engage with content more personally and

dynamically. For instance, Instagram's shopping features allow users to purchase items directly from posts and stories, making the transition from discovery to purchase seamless.

User-generated content (UGC) on social media, such as reviews, photos, and videos shared by other consumers, plays a crucial role in shaping purchasing decisions. UGC provides authentic and relatable perspectives on products, which can significantly influence potential buyers. Positive reviews and endorsements from fellow consumers can build trust and reduce the perceived risk associated with online purchases. This is particularly important for PTBA employees who might be cautious about the authenticity and quality of products available online.

In addition to UGC, brands often collaborate with social media influencers to reach broader audiences. Influencers, who have cultivated trust and authority within their communities, can drive significant engagement and conversions for brands. By showcasing products in their daily lives, influencers create a sense of authenticity and relatability that traditional advertisements often lack. This method of marketing is highly effective in influencing the purchasing behavior of their followers.

Moreover, social media platforms utilize sophisticated algorithms to tailor content to individual user preferences. These algorithms analyze user behavior, interests, and engagement patterns to recommend products and brands that are likely to resonate with them. For PTBA employees, this means they are more likely to encounter products that align with their tastes and needs, making their online shopping experience more personalized and enjoyable.

However, despite the convenience and appeal of social media shopping, trust remains a pivotal concern. PTBA employees, like many online shoppers, seek assurance that their transactions are secure and that they will receive the products as described. This trust is built through transparent communication, reliable customer service, and robust security measures. Established platforms with positive reputations are more likely to instill confidence in consumers, encouraging repeat purchases.

Furthermore, social media platforms offer brands the opportunity to engage directly with their customers. This direct interaction can address concerns, provide personalized assistance, and foster a sense of community. Brands that actively engage with their audience and demonstrate responsiveness are more likely to build lasting relationships and loyalty among their customers.

In conclusion, social media significantly influences online shopping behavior by providing a platform for discovery, engagement, and personalization. The combination of user-generated content, influencer marketing, and algorithm-driven recommendations enhances the online shopping experience. However, the importance of trust and security cannot be overlooked, as they remain fundamental to ensuring a positive and reliable shopping experience. As the digital landscape continues to evolve, the interplay between social media and online shopping will only become more integral to consumer behavior.

Through this study, it is expected to find a more comprehensive understanding of how online shopping behavior is formed among PTBA Tanjung Enim employees and the factors that influence it. In addition, this study also aims to provide recommendations to companies and online shopping platform providers on how to optimize the shopping experience for workers who live in areas far from shopping centers, so that they can create more efficient solutions for them.

2. Literature Review

2.1 Online Consumer Behavior

Consumer behavior encompasses how individuals or groups select, purchase, and use goods or services (Kotler & Keller, 2023). For instance, online shopping behavior is often shaped by the ease of access to multiple product categories and tailored promotions provided by e-commerce platforms (Turban et al., 2023). Additionally, studies indicate that digital reviews and peer recommendations significantly influence consumer trust and purchasing decisions (McQuail, 2023). The emergence of online shopping aligns with advancements in digital technology, offering flexible transaction processes (Chaffey & Ellis-Chadwick, 2023).

2.2 Factors Influencing Online Shopping Behavior

Convenience and Ease of Access: Flexibility in time and location drives online shopping, particularly for busy professionals like PTBA employees (Turban et al., 2023).

Promotions and Discounts: Attractive offers, such as discounts and free shipping, significantly impact consumer choices (Kurniawati, 2023).

Social Influence: Peer recommendations and trends on social media play a critical role in shaping consumer decisions (McQuail, 2023).

Transaction Security: Trust in secure payment systems and reliable platforms is a pivotal consideration (Schneider & Keller, 2021).

2.3 Challenges in Online Shopping

Financial Control: Promotions can lead to impulsive spending (Belk, 2023).

Product Quality: Items purchased online may not meet expectations (Strauss & Corbin, 2023).

Shopping Addiction: Easy access and constant promotions can foster excessive consumption (Kotler & Keller, 2023).

3. Research Method

This qualitative case study employed in-depth interviews, observations, and document analysis to explore online shopping behavior among PTBA employees. The data were analyzed using thematic analysis to identify recurring patterns and key themes related to shopping behavior. This approach was chosen for its ability to provide a deep understanding of the contextual and subjective factors influencing employee decisions, particularly in environments with unique constraints such as remote mining locations. Ten respondents were purposively selected based on the following criteria:

- Active employees at PTBA Tanjung Enim.
- Online shopping experience in the past three months.
- Willingness to participate in the study.

4. Findings and Discussions

4.1 Respondent Profile

The following is a general description of the respondent profile:

4 female employees and 6 male employees.

Age range 25-45 years.

Job positions vary: administrative, technical, and managerial.

<i>Initials</i>	<i>Age (years)</i>	<i>Gender</i>	<i>Division of Work</i>
<i>I</i>	26	Woman	Administration
<i>A</i>	32	Man	Operational Techniques
<i>S</i>	29	Woman	Administration
<i>N</i>	35	Man	Managerial
<i>R</i>	27	Woman	Finance
<i>D</i>	40	Man	Operational Techniques
<i>B</i>	31	Man	Managerial
<i>M</i>	28	Woman	Administration
<i>Y</i>	36	Man	Operational Techniques
<i>L</i>	42	Man	Finance

4.2 Motivation for Online Shopping

From the interview results, several main motivations for employees in shopping online were found :

Comfort:

Online shopping is more practical, no need to leave the house or go far to the city." (S, 29 years old)

"I'm busy at the mine, so online shopping is the most effective solution." (B, 31 years old)

Discounts and Promotions:

"Every end of the month there are big discounts, that's what makes me tempted to shop." (A, 32 years old)

"I often use e- commerce applications because there are free shipping vouchers ." (R, 27 years old)

Social Influence:

"Many of my office friends shop online , so I followed suit." (N, 35 years old)

"Often see product recommendations on social media." (I, 26 years old)

4.3 Challenges in Online Shopping Some of the challenges faced by employees include:

Financial Control:

"Sometimes it goes too far, spending becomes uncontrolled ." (D, 40 years old)

Product Quality:

"The item that arrived was not as expected." (M, 28 years old)

Transaction Security:

"I'm afraid of being scammed, so I'm more careful when transferring money." (Y, 36 years old)

4.4 Online Shopping Patterns and Frequency

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The research results show the following patterns and frequencies of online shopping:

<i>Shopping Patterns</i>	<i>Frequency</i>
<i>1-3 times per month</i>	70%
<i>4-6 times per month</i>	20%
<i>More than 6 times</i>	10%

Most employees shop 1-3 times a month. The most frequently used applications are Shopee, Tokopedia, and Lazada. The most frequently purchased products include household necessities, clothing, and electronics.

Research Implications

This research provides important implications for companies and e-commerce parties :

For Companies: Understanding employee spending habits can be a consideration in managing employee financial well-being.

For E-Commerce: Provide safer services and attractive promotions to increase customer loyalty.

5. Conclusion

Online shopping behavior among PTBA Tanjung Enim employees is driven by convenience, promotions, and social influence, but challenges such as financial control and transaction security persist. Future studies could explore strategies for fostering responsible shopping habits in similar professional environments.

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