



**FACTORS INFLUENCE PURCHASE DECISION OF
HEALTH CARE PRODUCTS DURING COVID-19
PANDEMIC THROUGH E-COMMERCE**

UNDERGRADUATED THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

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ABSTRACT

During the COVID 19 pandemic, there was a growth in the selling of healthcare products to attract attention to health values. Healthcare products are now a tool for assessing pandemic risk and a more comprehensive solution for everyone. To prevent the spread of the Covid-19, the government has implemented all regulations and policies such as pay attention to health protocol, social distancing, work from home, stay at home, and travel restrictions. This case makes people have to do all activities online, especially for making online purchasing, people do with E-Commerce. As a result, Perceived Value can affect how much health value and fear of COVID-19 influence a customer's purchase decision from E-Commerce. This research is quantitative research using primary data and secondary data, and using non-probability sampling with purposive sampling to spread the questionnaires with 33 questions and processed with SmartPLS 3.2.9. The total respondents of this research are 330 respondents with aged around 17-39 years old (millennial generation) in Indonesia. The result shows 8 hypotheses are accepted. Hence, this study explains that Health Value, E-Commerce, and Fear of Covid-19 is really bring Perceived Value on purchase decision.

Keywords: Healthcare Products, Perceived Value, Purchase Decision, E-Commerce

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Cikarang, Indonesia, 30 March 2023

A handwritten signature in black ink, appearing to be 'Ghina Shafira Nurramdhan', written in a cursive style.

Ghina Shafira Nurramdhan

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