

## Analysis of Disruption of Consumer Buying Interest in Cake Products at Mom's Shop During the Pandemic

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### ABSTRACT

*This study aims to find out what can affect the decline in consumer buying interest in pastry products at MSME Mom's Shop during the pandemic. The type of research used in this research is descriptive qualitative. In this study, researchers conducted interviews with consumers of the MSME Mom's Shop business as well as the owners and processors of the business. Researchers analyzed some that have been found, how are the factors that can affect consumer buying interest. In this study, researchers found four factors that influence consumer buying interest in pastries. Four factors were found, namely, the factor of making their own, being skilled at other stores, economic factors, and switching to online stores rather than the MSME Mom's Shop business which had to leave the house.*

**Keywords:** *Consumer buying interest and buying interest factor*

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### INTRODUCTION

In the current pandemic, many Indonesians have started home-based businesses to boost their economy. A wide range of products have been created and marketed to meet public needs, from basic necessities to other types of products. People are competing to create unique and attractive products to compete with others. These products are marketed in various ways to attract customers to buy what entrepreneurs offer.

The case of UMKM Mom's Shop is a reflection of this trend, where they sell various products, particularly ahead of the Eid al-Fitr celebration. UMKM Mom's Shop produces a variety of pastries, including pineapple, chocolate, and nastar flavors. Pastries during Eid or other significant celebrations have become a tradition passed down through generations. Currently, the market is saturated with factory-made and homemade pastries, with UMKM operations typically managed by a single family, having been established before the Covid-19 pandemic. Before the pandemic spread across Indonesia, sales were relatively stable, with UMKM producing approximately 15 jars per pastry variant. However, as the pandemic took hold, production dwindled to only 10 jars or less per variant. By 2022, there was a slight increase in sales, though still far below pre-pandemic levels.

The introduction highlights the drastic decrease in sales for UMKM Mom's Shop, with a turnover dropping from Rp. 2,600,000 to less than Rp. 1,500,000 in 2021. A closer examination reveals a consistent decline in sales beginning in 2020, from Rp. 2,600,000 to Rp. 1,750,000, and further down to Rp. 1,200,000 the following year. The use of social media for promotion has become increasingly important for UMKM Mom's Shop, with platforms like WhatsApp and Instagram playing a crucial role in marketing. Additionally, packaging innovations, such as the use of stickers and offering gift boxes for customers purchasing more than two jars, have been employed to attract more customers.

Despite these efforts, the pandemic led many individuals to bake at home to ensure cleanliness and reduce interaction with others, diminishing demand for store-bought pastries. This shift in consumer behavior reflects broader changes in purchasing motives and decision-making processes, influenced by external factors such as economic downturns and health concerns.

Theoretical frameworks, such as the Theory of Planned Behavior (Ajzen, 1991), suggest that consumer intentions, influenced by attitudes, subjective norms, and perceived behavioral control, significantly impact purchasing decisions. During the pandemic, consumer attitudes shifted towards

prioritizing health and safety, leading many to prefer self-production of goods like pastries rather than purchasing them. Social norms also changed, with a new emphasis on minimizing physical interactions, which in turn affected purchasing behaviors. The perceived difficulty of accessing physical stores due to lockdowns and health concerns further pushed consumers towards alternative purchasing methods, such as online shopping or home production.

Additionally, Assael's (2004) Consumer Behavior Theory highlights how environmental factors, such as the economic conditions during the pandemic, can disrupt habitual buying patterns and lead to significant changes in consumer loyalty and brand preferences. The economic downturn caused by the pandemic resulted in consumers becoming more cautious with their spending, prioritizing essential goods over discretionary items like pastries. This shift in consumer priorities has been a key factor in the observed decline in sales for UMKM Mom's Shop.

This study aims to explore these disruptions in consumer buying interest, specifically within the context of UMKM Mom's Shop. It seeks to identify the key factors contributing to the decline in sales during the pandemic, examining both the external influences and internal business strategies that have shaped consumer behavior. By understanding these dynamics, this research contributes to the broader discourse on consumer behavior during crises and provides insights that could help small businesses adapt to such challenges in the future.

## **METHOD**

The research used in this study is descriptive with a qualitative approach, focusing on providing a comprehensive analysis of the factors influencing the decline in consumer interest in purchasing pastries from UMKM Mom's Shop during the pandemic. Rather than using the term "population," this study adopts the concept of "social context," which refers to the situation balancing three key elements: the status of the actor, the ability to express opinions, and the social environment in which the research is conducted. The participants, or informants, in this study include the business owner, marketing personnel, and several consumers who have ceased purchasing from UMKM Mom's Shop. These informants were selected to provide insights into the changes in consumer behavior. Data collection involved various methods, including direct observation, in-depth interviews, and documentation. Primary data was gathered through interviews and observations conducted directly with the research subjects, while secondary data was sourced from existing documents, literature, and other relevant materials. The researcher also utilized a literature review to gather theoretical information from scientific papers, internet sites, and other sources. The analysis of the collected data focused on identifying patterns and themes related to the factors affecting consumer interest, providing a clear understanding of the social reality and the specific challenges faced by UMKM Mom's Shop during the pandemic.

## **RESULT AND DISCUSSION**

### **General Description of the Research - Mom's Shop**

The "Mom's Shop" business is a small and medium-sized enterprise (UMKM) in the culinary field that has been operating since 2018 in the Gresik area. This home-based business offers a wide variety of pastries to attract consumers. The business was started during the COVID-19 pandemic, and it provides high-quality products made from quality ingredients to ensure customer satisfaction. Mom's Shop products are marketed online and can be ordered through a pre-order system via WhatsApp or Instagram at affordable prices and with good quality.

### **History and Development of UMKM Mom's Shop**

The business has been in operation since 2018 but did not have a name until 2020, when it was named "Mom's Shop." The name was agreed upon by the family, where "Mom" represents the mother for whom the shop was created by her three daughters. "Shop" reflects the wide variety of pastries available for customers to choose from. As explained earlier, this business is involved in selling food made from quality ingredients, with unique and attractive shapes that distinguish it from similar products. Mom's Shop offers various pastries, allowing consumers to select from a broad range of options.

At the start of the business, Mom's Shop promoted its products by distributing samples of each type of cookie in small jars containing around 10 cookies as testers, so people could get to know their products and provide feedback if there were any shortcomings. The business prepared about 30 small jars for this purpose. From its inception until now, Mom's Shop has produced its products in the family's home kitchen. With an initial capital of Rp. 1,500,000,-, they purchased the necessary equipment and materials for production. Initially, they marketed the products directly to acquaintances and neighbors. Over time,

new varieties were added to Mom's Shop's menu to attract more consumers, with names like "Mom's Snack" and "Mom's Cake."

**Business Location**

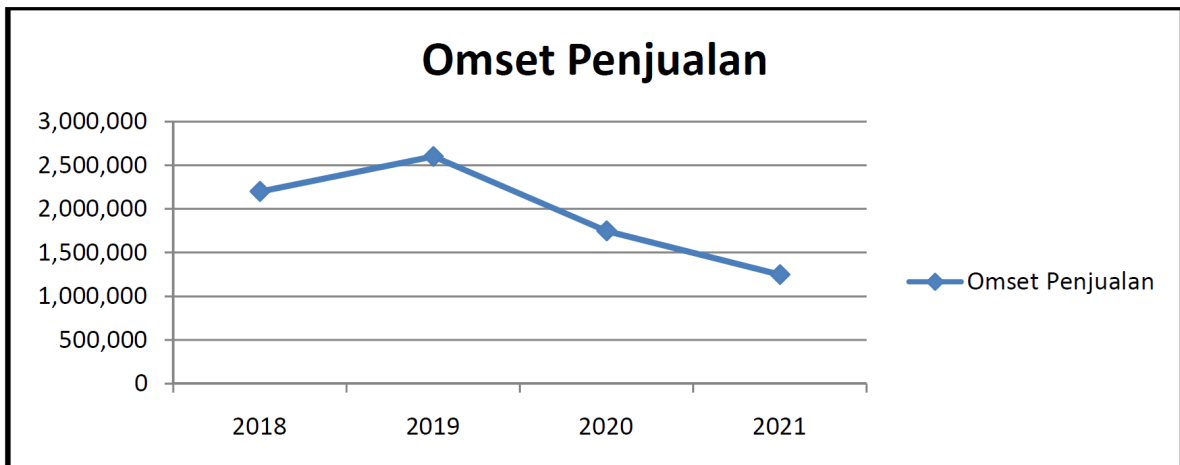
UMKM Mom's Shop operates in Gresik, specifically at Batu Safir Merah 2 No. 16. The production location doubles as the family's residence. For now, the business chooses to operate from home to reduce the costs associated with renting a commercial space. Additionally, the complete set of production equipment is already available at home, and the location is strategically convenient, being close to suppliers of raw materials.

**Sales Turnover of Mom's Cookies**

The sales turnover graph for Mom's Cookies shows an initial increase when the business began. However, sales turnover in 2020 and 2021 experienced a decline due to the effects of the COVID-19 pandemic spreading across Indonesia. The sales turnover graph significantly dropped from the start of the UMKM Mom's Shop business, but there was a slight increase in 2022, driven by repeat purchases from consumers.

**Research Findings**

In this study, the researcher conducted interviews with 50 consumers who either continue to purchase or have stopped purchasing from UMKM Mom's Shop. From these 50 consumers, the study analyzed the data based on gender, age, and occupation. The findings indicate that 30 consumers, or 60%, have stopped purchasing from UMKM Mom's Shop. This research focuses on the 30 consumers who no longer buy products from UMKM Mom's Shop.



**Figure 1.** Mom's Cookies Sales Turnover

**Table 1.** Reasons for Not Purchasing from Mom's Shop

Consumer	Self-Made	Switched to Other Stores	Economic Issues	Switched to Online Shop
1	✓		✓	
2	✓			✓
3			✓	
4				✓
5	✓	✓		✓
6	✓			
7			✓	
8		✓		
9		✓		✓
10			✓	
11		✓		
12				✓

Consumer	Self-Made	Switched to Other Stores	Economic Issues	Switched to Online Shop
13			✓	
14			✓	
15	✓			✓
16	✓		✓	
17		✓		
18		✓		
19			✓	
20	✓			
21	✓			
22	✓			
23		✓		
24				✓
25			✓	
26			✓	
27	✓	✓		
28	✓			✓
29		✓		
30			✓	

The table above presents the data on consumer responses regarding the factors influencing their decreased interest in purchasing products from UMKM Mom’s Shop. Based on data analysis, 37% of consumers who have stopped purchasing pastries cited economic issues as the primary reason, particularly during the pandemic when economic conditions significantly impacted consumer spending. Additionally, 33% of consumers chose to make their own pastries at home, avoiding direct contact with others and safeguarding their family's health while coping with economic challenges. Another 33% of consumers switched to other nearby stores or online shops that offered more convenience, especially during the pandemic when many people limited direct interactions with others. The availability of online shopping with Cash on Delivery (COD) options also played a significant role in this shift.

In interviews with the 30 consumers who have stopped purchasing, 40% of them still continue to buy occasionally. These consumers mentioned that if not for the economic challenges, they would not have chosen to make their own pastries or stop purchasing from Mom’s Shop. They were initially drawn to Mom’s Shop through acquaintances who had recommended the pastries, and they appreciated the taste that matched their preferences. Although these consumers became loyal to Mom’s Shop products, the economic constraints during the pandemic forced them to stop purchasing and attempt to make pastries at home. They expressed that if not for the pandemic, they would have continued to buy pastries from UMKM Mom’s Shop.

**Table 2. Suggestions from Consumers for UMKM Mom's Shop**

Issue	Improvement Plan
Limited variety of pastries	Provide around 10 types of pastries for sale, with variations introduced annually to keep the product lineup fresh.
Less attractive packaging	Begin using stickers on jars and offering gift boxes for hampers. There are also plans to introduce more appealing pastry parcel options.
Limited savory pastry options	Innovate to identify popular savory pastry flavors that will attract consumers.

## **CONCLUSIONS**

Based on the research conducted, several factors were found to influence consumer interest in the products of Mom's Shop:

- a. **Economic Factors:** The primary factor is the economic situation, as the ongoing pandemic has led many people to focus on recovering their financial stability. This has significantly impacted consumer purchasing power and their decisions regarding discretionary spending, such as buying pastries.
- b. **Product Pricing:** Although the prices of Mom's Shop products are relatively standard, this also ties into the broader economic challenges, as consumers prioritize essential needs during the economic recovery period.
- c. **Customer Satisfaction:** Despite the economic challenges, customers who continue to buy from Mom's Shop are satisfied with the quality of service and the products offered. This indicates that customer satisfaction plays a crucial role in maintaining customer loyalty.
- d. **Product Quality:** The quality of Mom's Shop products remains a significant factor that influences consumer buying interest. The business's commitment to high-quality ingredients and product standards has helped retain a loyal customer base.
- e. **Service Quality:** Providing timely and efficient service has made it easier for consumers to purchase products from Mom's Shop, contributing to ongoing consumer interest despite the pandemic.

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