

ABSTRACT

This research is based on the COVID-19 pandemic which has weakened people's purchasing power from March 30 to June 6, 2020, reaching IDR 362,000,000,000 based on Bappenas calculations. The retail business is one of the fastest growing industries, but the decline has greatly affected the performance of the retail industry, especially at the Yogya Kopo Mas Department Store, this is due to many factors, one of which is the health protocol. According to Jiang & Wen (2020) the ongoing COVID-19 pandemic has generated consumer demand for more hygiene and sanitation as a preventive action or prohibition of absorption of the COVID-19 virus.

Yogya Kopo Mas Department Store is the fifth Yogya Department Store business sector of the YOGYA Group. Yogya Kopo Mas Department Store has a supermarket, department store and food court format. Yogya Kopo Mas Department Store has implemented a health protocol based on the policy of the Ministry of Health of the Republic of Indonesia as a strategy in marketing and as a selling power that can attract consumer purchase intention when the COVID-19 Pandemic is taking place and when the COVID-19 Pandemic has ended.

Research using simple linear regression analysis and quantitative descriptive quantitative.. The sampling technique used in this study was non-probability sampling and purposive sampling. This study uses a questionnaire as an instrument for data. The results showed that the health protocol had a significant effect on purchase intention of 0.435, which means that the Health Protocol variable (X) influenced the Purchase Intention variable (Y) by 19% and the remaining 0.81 other variables were not examined in this study.

Keywords: *Health Protocol, Purchase intention, COVID-19 Pandemic, Department Store.*