

THE INFLUENCE OF E-COMMERCE AND CONSUMPTIVE BEHAVIOR OF STUDENTS OF THE ECONOMIC EDUCATION

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Abstract

This study analyzes the effect of e-commerce on consumptive behavior of undergraduate students of economics education study program at STKIP Nurul Huda Sukaraja in East OKU. This study uses a quantitative research design and path analysis techniques. Research data was taken through a questionnaire with a population of 32 students and research samples with population research. The initial hypothesis of this study assumes that there is an influence of e-commerce on student consumptive behavior. This indicates that students are able to manage or manage existing finances so that they are able to prioritize needs.

Keywords: e-commerce; consumer behavior; marketplace

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INTRODUCTION

The development of electronic technology is very supportive in human life. Sophistication supported by global information both directly and indirectly can affect the order of people's lives both in a social and economic transaction (Nikou et al., 2020). Technology comes with various benefits and conveniences for humans in many ways, such as the presence of the internet network. Internet (*International Networking*) is a network that connects computers in the world (*World Wide Network*) so that it becomes a cyberspace computer network (*cyberspace*) between computers one with another computer can be connected or connected. With the existence of internet media, humans can communicate from local to international, both social and economic. Through the craftsmanship and convenience offered, it does not mean that there are no challenges for its users. This will certainly bring consequences for its users, both positive and negative so that it affects every decision taken.

E-commerce (*Electronic Commerce*) is part of the advancement of electronic technology supported by internet media which is present as a method of online transactions in doing business (Pappas et al., 2018). CNN Indonesia (2019) reported that internet usage in Indonesia was recorded as the user who bought the most goods online in December 2018. Internet users in Indonesia are recorded at 86% doing online shopping through any device. Wahyuningrum & Januarita, (2014) noted on a British research institute, Merchant Machine which reported the 10 countries with the fastest e-commerce

growth in the world. Indonesia ranked first with 78% growth in 2018. Harahap, (2018) suggests that online shopping or also known as e-commerce is a transaction process used through intermediary media such as online buying and selling sites or social networks used to buy and sell money or services. E-commerce is now a habit by most individuals because of the convenience obtained (Zhang et al., 2019). The online shopping sites that are quite familiar among the public such as: Shopee, Lazada, BukaLapak, Berrybenka, Tokopedia, JD.ID and Sociolla as well as online shop websites on Instagram (Rahmat & Suryanto, 2020).

In the era of globalization like today, information technology has experienced many very rapid and complex developments in recent years that have an impact on various aspects of life, including the business world. These developments gave rise to new terms that are familiar, such as e-business, e-commerce, elearning, e-university, e-book, ebanking, and similar terms in circulation. E-Commerce is the use of communication networks and computers to carry out business processes. The increasing number of human mobility requires the world trade sector to meet the needs of goods and services quickly and in accordance with consumer demand.

Shabur Mifta Maulana in Apriadi & Saputra, (2017) e-Commerce is an electronic buying and selling system from producer to consumer, from consumer to producer that functions as an intermediary. Meanwhile, according to Jony Wong in Aco & Endang, (2017), E-Commerce is a business media with an electronic system. Such as radio, television and computer networks or the internet. The existence of e-commerce is a promising alternative solution to be applied in business. E-Commerce provides many conveniences for its users, both from the seller (merchant) and from the buyer (buyer) in conducting trade transactions, even though both parties are in different places. With the presence of e-commerce, it greatly facilitates the process of every transaction so that it does not require meetings in the negotiation stage. McLeod Pearson Aco & Endang, (2017) The popular view of e-commerce is a digital system as a means of buying and selling products. With this convenience, sellers and buyers simply use the internet and by using a Web browser, transactions become effective and efficient. ECommerce is not only for buying and selling goods, but also for customer services, collaboration with business partners, e-learning and transactions within the company Wahyuningrum & Januarita, (2014). Electronicsystems are very helpful for each user in meeting the needs of both consumers and producers. So that E-commerce is able to become a liaison between providers of goods and services with consumers. So that with e-commerce, every person has the same opportunity and opportunity to succeed and compete in the business world.

E-commerce is an application for online sales in stores and consumers through electronic transactions and can help stores in maximum product marketing Susandi & Sukisno, (2017) E-commerce is a term that is often used or heard today related to the internet, where no one knows clearly the meaning of e-commerce. The following will be explained the definition of e-commerce according to experts: a.) Electronic commerce or also called e-commerce, is the use of communication networks and computers to carry out business processes. A popular view of e-commerce is the use of the internet and computers with Web browsers to buy and sell products. Consumers who take advantage of this e-commerce are not only those who are already married but from high school / vocational age to their students have used it, because this application is fairly easy to reach with the smart phones they have. It doesn't have to have a real store to be able to use this application, but in an easy way, manufacturers can offer their products. I see that many people really use this e-commerce to increase income, but many of them are only

consumers. Consumers often complain because they cannot control their consumptive behavior. So that it affects people's consumptive behavior, the impact of consumptive behavior is also not good because it will weaken the individual's economy.

From the explanation above, based on the researcher's observation, it applies among female students as users of e-commerce services (Electronic Commerce) buying and selling online. Based on information obtained from female students, especially the economics study program of STKIP Nurul Huda, the majority are consumptive in terms of fashion (bags, clothes, hijab, shoes, cosmetics). Where the majority is very contrary to economic conditions and financial management literacy owned. So that it has an impact on financial conditions, which have not been able to keep up with wants and needs. Therefore, researchers feel that this phenomenon really needs to be solved. So that the research title "E-commerce and Consumptive Behavior of Economics Study Program Students of STKIP Nurul Huda" was formed.

RESEARCH METHODS

Research on the influence of e-Commerce on consumptive behavior in the community of Karang Panjang Village uses a quantitative method approach. Quantitative research method is an approach that explains the value of a variable by processing existing data into a number. While the research design provides an overview of the steps that must be carried out systematically following the correct research rules. The research design used in this study includes: 1) Descriptive Design This design aims to describe or describe the characteristics of a particular phenomenon (research variable). This design can provide an overview of the results of respondents' responses from questionnaires that have been processed by researchers; 2) Causal Design This design aims to analyze the causal relationship between the independent variable to the fixed variable or how the free variable affects the fixed variable through statistical testing.

The data analysis technique that the researchers used in this study is simple linear regression. Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). This analysis is used to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is usually on an interval or ratio scale.

The research was conducted at STKIP Nurul Huda Sukaraja Oku Timur, with the unit of analysis being Economic Education Students Semester V located in the Nurul Huda Islamic boarding school located in the East Oku Regency of South Sumatra. In this study the authors set the sample at $25\% \times 472 = 117$. In this study, researchers collected data from various sources that researchers assessed in accordance with the research material. Because this research is quantitative research, the techniques carried out by researchers are as follows: Observation and Questionnaire

RESULT AND DISCUSSION

Research Results

Researchers processed data adjusted to the distribution of questionnaires and questionnaires as follows: The study was conducted on 117 STKIP Nurul Huda students who had used and utilized e-commerce.

Table 1. Description of E-commerce Usage

Score	Frequency	Percentage	Criterion
26 – 40	113	96,6%	Facebook, Instagram, Shopee, Whatsap p
10 – 25		3,4%	Toko Pedia, Lazada, JD.ID
Total	117	100%	

From the table above, it can be seen that the use of e-commerce that has the highest criteria that are often used is Facebook, Instagram, Shopee and Whatsap as many as 113 students or 96.6%, while those who have less usage criteria are tokopedia, lazada dan Jd.Id as many as 4 students or 3.4%. While 117 students who were researchers examined the existence of consumptive influencers as follows:

Table 2. Descriptive Influence of Consumptive Society

Score	Frequency	Percentage	Criterion
31 – 40	109	93,16%	Working Moms
21 – 30		6,84%	IRT
Total	117	100%	

From the table above, it can be seen that students who have a working profession have high consumptive behavior, namely 109 members or 93.16%, while those who work as students or have not worked have relatively low consumptive behavior as many as 8 members or 6.84%.

Table 3. Coefficients and Model Summary Coefficients

Type	Unstandardized Coefficients	Standardized Coefficients	t	Sig
	B	Std. error	Beta	
(Constant)	16.890	1.397		
Tot.x1	.491	.039	-.762	.000

Dependent Variable: tot.y

Table 4 Model Summary

Type	R	R Square	Adjusted R Square	Std. error of the estimate
1	.762	.580	.577	1.650

Predictors (Constant), tot.x1

Obtained the regression line equation $Y = \alpha + \beta X$ namely $Y = 16.890 + 0.491X$ and the regression results obtained r count = 0.762 and the significance level is 5% with $N = 117$, while r table is 0.176 for a significant level of 5%. Or in other words that r_{xy} or r calculate $> r$ table in this case $0.762 > 0.176$ with $N = 117$ and a significant level of 5% (0.05). This means that there is a significant relationship between e-commerce and consumptive behavior. The value of r square is 0.580 where the variable number (x) of e-commerce can affect consumer behavior. This is acceptable. "There is an influence of e-commerce with consumptive behavior".

Discussion

As a continuation in this theory and research is the existence of findings in the field that have conformity with data analysis. In this study, the relevant theory is related to focusing the objectives of the problem as follows: how the influence of e-commerce on people's consumptive behavior; In doing online shopping so that you have consumptive behavior and how to find out whether people's consumptive behavior has an influence on e-commerce.

The following will be explained by researchers about the findings obtained based on data in the field. From the findings of previous research, there is an interest in cultural industry theory in this theory critical property Patricia & Handayani, (2014) on the lifestyle of the Ardono and Horkheimer people criticizing the changes that occur, one of which is the influence of the media. Ardono and Horkheimer are the ones who criticize that the media creates standards for its audience to be able to create reality that affects real life itself. Industrial culture theory or commonly known as industrial culture also states that something that is of a nature can still affect other small things, in this case it could be that great dominance will affect individuals. This research uses online shops as a medium that exerts influence, outside television, radio, and other conventional media. Based on the theory used in the right research and in accordance with the analysis, the following findings have been mapped and their relevance to the theory:

1. As a Source of Information

Online shop media as a social network that can be reached by many audiences is the choice of researchers because it is a media that is often consumed by various people today (Mufiddah, 2019). In this study, online shops became personal and group consumption. Online shop is a source of information that each individual as a place that supports his hobby or favorite who likes to shop. Based on this, the influence of e-commerce on the consumptive behavior of STKIP Nurul Huda students" online shop consumption has a considerable intensity in students Online shop is a media that is often used and visited by various lower or upper classes, online shops are able to change their lifestyles to be consumptive. This lifestyle change is influenced by exposure to media information that is not far related to existing life.

2. Hedonic Lifestyle

Based on theoretical studies, there is relevance of findings to relevant theories based on critical theory studies, especially culture industry theory, media exposure makes some students or the public have false needs (Susan, 2019). This is due to exposure to the media that consumes it. In this case, this causes people to make the need for information, entertainment media, and lifestyles that make behavior consumptive. With the existence of online shop media can make it easier for someone who likes to shop and people who have hedonic behavior to meet their needs who are never satisfied with the goods they have who always want to buy continuously. Online shop media also raises needs - needs that are new and good models that make someone want to continue to consume it for a need and get its own satisfaction (Sudrajat & Ant, 2016). From what is displayed by the online shop media will make someone to have consumptive behavior and have a sense of dissatisfaction in him so that he continues to spend his money for the needs he should already have. In this study is the lifestyle of economic education students as online shop users who continuously shop at online shops to support their appearance in front of others. So researchers see the conditions that occur if examined carefully, no matter how much expenditure is spent to buy a need if the purpose that is in the individual does not arrive, it will be wasted by buying the same item used by someone who is a reference for him to follow buying the item.

So, the needs that make individuals in consuming become hedonic and behave consumptively.

CONCLUSION

The conclusion found is that working students tend to use e-commerce more often and their consumptive behavior is higher at 109 members or 93.16%, compared to students who have not worked. While their students are more likely to use e-commerce less and their consumptive behavior tends to be lower by 8 members or 6.84%.

There is an influence of e-commerce on the consumptive behavior of economic education students, this is shown by the correlation test data that has been carried out obtained regression line equation $Y = \alpha + \beta X$, namely $Y = 16.890 + 0.491X$ and the regression results obtained r count = 0.762 and the significant level is 5% with $N = 117$.

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