

THE INFLUENCE OF SHOPEE E-COMMERCE AND PURCHASING DECISIONS ON CONSUMPTIVE BEHAVIOR AMONG EMPLOYEES AT DEHASEN UNIVERSITY BENGKULU

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Abstract

This study aims to identify the effect of Shopee e-commerce and purchasing decisions on consumptive behavior. The method used in this research is quantitative with multiple linear regression analysis. The sample size used was 99, obtained from Slovin's formula calculation, using purposive sampling technique. The results of this research indicate that the Shopee e-commerce system (X1) has a significant effect on consumer behavior (Y) as seen from the significance value of $0.012 < 0.05$, and purchase decisions (X2) have a significant effect on consumer behavior (Y) as seen from the significance value of $0.001 < 0.05$. Simultaneously, Shopee e-commerce (X1) and purchase decisions (X2) have a significant effect on consumer behavior (Y) as indicated by the significance value of $0.001 < 0.05$ with an R2 value of 21.2%.

Keywords : E-Commerce Shopee, Purchase Decision, Consumptive Behavior.

INTRODUCTION

Based on observations from the Ministry of Communications and Informatics of the Republic of Indonesia, the growth in the value of electronic commerce (e-commerce) in Indonesia reached 78 percent of the highest in the world. This condition shows that e-commerce in Indonesia has good economic value. The increase in e-commerce is improving because the population in Indonesia is classified as a society that is crazy about the internet. Data from the Ministry of Communication and Informatics states that internet users in Indonesia have now reached 106 million people and with this achievement Indonesia is ranked 8th in the world. Of these internet users, 80 percent are teenagers aged 15-19 years. Some e-commerce companies in Indonesia are Shopee, Tokopedia, Tiktok Shop, Lazada, Facebook/Instagram Shop, Buka Lapak, and so on. Shopee obtained a score of 89%, making it win far compared to other competitors. Tokopedia sits in second place with 51%. TikTok Shop followed in third with 41%, and Lazada in fourth with 34%.

Furthermore, Shopee is in fact more popular among women than men. 92% of women choose Shopee, while for men it is only around 85%. The same is true for TikTok Shop, (49% of women and 33% of men). In contrast, Tokopedia tends to be more favored by male respondents, the proportion reaching 59% compared to women who are only 42%. Shopee's popularity applies equally to all age groups, ranging from gen Z (1997-2009), millennials (1981-1996), to gen X (1965-1980). The three age groups each favor Shopee over other e-commerce. For gen Z, the second favorite e-commerce is TikTok

Shop, followed by Tokopedia, and Lazada. Slightly different from gen Z, millennials prefer to shop online at Tokopedia after Shopee, then TikTok Shop, and finally Lazada. The various conveniences obtained through Shopee e-commerce include ease of use, stay at home, and affordable prices make online shopping increasingly popular among the public.

This urge to buy shows a tendency to consumptive behavior. Consumptive behavior is the human tendency to buy something excessively and unplanned. Consumptive behavior is no longer based on age, gender or social status, whether young or old, male or female, teen or adult. The nickname consumptive is often attached when someone buys more than they need, because purchases are no longer based on the need factor, but there is already an excessive level of desire. The emergence of consumptive behavior cannot be separated from the factors that influence a person's purchasing decision to buy. Purchasing decisions are a problem-solving approach to human activities to buy a product to fulfill consumer wants and needs. To choose products that will be purchased by consumers through online shopping sites. To meet their needs, a consumer will try to find information on how to make the right purchasing decision.

Dehasen University employees are more likely to use Shopee e-commerce than other platforms for online shopping. This is because people feel that Shopee e-commerce is the easiest online shopping platform to use. In addition, whatever they are looking for is always there, many choices, and relatively cheap prices. Therefore, they prefer to shop online through Shopee e-commerce, not only to fulfill their own needs, but also to buy items that are not really needed. This can be proven by the results of the Pre-Survey of employees of Dehasen University Bengkulu.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Shopee E-Commerce

E-commerce is all forms of trade transactions for goods and services using electronic media. E-commerce conducts trading activities only through one public network, namely using internet media. The growth of e-commerce in Indonesia is due to the rapid development of information technology, especially the internet. In e-commerce, companies or groups can reach all over the world to market and communicate their products or services without having to be limited by regional boundaries. The existence of e-commerce can directly form a virtual world market without any meetings. One of the things that needs to be known in implementing e-commerce to market a very important product is information. The arrival of e-commerce is the answer to the modern lifestyle of humans who demand convenience and speed in all fields. So it can be concluded that e-commerce is a transaction process without a meeting between sellers and buyers within regional boundaries but carried out online.

Purchase Decision

According to Schiffman and Kanuk, a purchasing decision is a choice of two or more alternative purchasing decision options, meaning that someone in making a decision must have several alternative choices available. Philip Kotler and Gary Armstrong define a purchasing decision as an individual activity that is directly involved in obtaining and using the goods offered. Sofjan Assauri defines a purchase decision as a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities. Based on the definitions of these experts, it can be concluded that a purchasing decision is a process where a person is faced with several alternative choices to determine what to buy or not to make a purchase of an item offered.

Consumptive Behavior

Behavior in the Big Indonesian Dictionary is defined as individual responses or reactions to stimuli or the environment. Meanwhile, consumptive in the big Indonesian dictionary is consumption, meaning that a person's actions depend on the production of others. According to Suyasa and Fransisca, consumptive behavior is the act of buying goods not to meet needs but to fulfill desires, which is done in excess, causing waste and cost inefficiency. According to Grinder, consumptive behavior is a pattern of human life controlled and driven by a desire to fulfill the desire for pleasure alone. According to Lubis, consumptive behavior is a buying behavior that is no longer based on rational considerations but because of desires that are no longer rational. From some of the above definitions, it can be concluded that consumptive behavior is a behavior where a person purchases goods in excess without thinking about the usefulness of these goods.

RESEARCH METHODOLOGY

This research uses quantitative methods, where quantitative methods are methods used to examine certain populations or samples, data collection using research instruments, data analysis is statistical analysis with the aim of testing predetermined hypotheses. Therefore, this quantitative research is a research method whose data is in the form of numbers so that it is used as a tool to find information and test the truth. The sampling technique in this study used purposive sampling technique. Purposive sampling is a sampling technique with certain considerations. This consideration is employees who make purchases online at shopee. The sample in this study were 99 employee respondents who made purchases online at shopee. In this study, the technique used for data collection was a questionnaire. Questionnaire is a data collection technique that is done by giving several questions or written statements to respondents to answer. The questionnaire in this study used a Likert scale. Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding the influence of shopee e-commerce variables (X1), purchasing decisions (X2), partially or simultaneously on consumptive behavior (Y).

RESULTS AND DISCUSSIONS

Coefficient					
	Unstandarzed Coeficients		Unstandarzed Coeficients		
	B	Std. Error	Beta	t	
Model (Constant)	7,204	4,196		1,717	0,089
X1	-0,464	0,180	-0,282	-2,575	0,012
X2	0,571	0,112	0,555	5,075	0,001
e. Dependent Variabel : Y					

1. The Effect of Shopee E-Commerce on the Consumptive Behavior of Dehasen University Employees

Based on the results of multiple linear regression tests, it shows that the amount of the shopee e-commerce variable regression coefficient is negative, namely 0.464. The negative value here means that the lower the use of shopee e-commerce, the lower the consumptive behavior of dehasen university employees. Meanwhile, the t test results show that the significance value is $0.012 < 0.05$, meaning that shopee e-commerce has an effect on the consumptive behavior of dehasen university employees. Thus it can be concluded that testing the X1 hypothesis H_a is accepted and H_o is rejected. This shows that shopee e-commerce has an effect on the consumptive behavior of employees of Bengkulu dehasen university.

2. The Effect of Purchasing Decisions on Consumptive Behavior in employees at dehasen university

Based on the results of multiple linear regression tests, it shows that the regression coefficient of the Purchasing Decision variable is positive, which is 0.571. The positive value here means that the higher the purchasing decision, the more consumptive behavior of dehasen university employees will increase. While the results of the t test show that the significance value is $0.001 < 0.05$, meaning that purchasing decisions affect the consumptive behavior of the Rejo Agung Village community. Thus it can be concluded that testing the X2 hypothesis H_a is accepted and H_o is rejected. This shows that purchasing decisions affect the consumptive behavior of dehasen university employees Bengkulu.

CONCLUSION

This study aims to determine the effect of shopee e-commerce and purchasing decisions on the consumptive behavior of employees at Dehasen University Bengkulu. Based on the data that has been collected and tested using SPSS 28, the following conclusions can be drawn: E-commerce shopee has a significant effect on the consumptive behavior of employees at Dehasen University Bengkulu. Purchasing decisions have a significant effect on the consumptive behavior of employees at Dehasen University Bengkulu..

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