The Effect of Shopee E-Commerce on the Consumptive Behavior of Students of the Department of Social Science Education, Faculty of Teacher Training and Education, Mulawarman University

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ABSTRACT

The emergence of E-commerce Shopee can cause changes in student consumption behavior. The massive promos offered by E-commerce Shopee will encourage students to shop and tend to behave consumptively. The purpose of this research is to determine the effect of Shopee E-commerce on student consumptive behavior. This type of research uses quantitative research methods with a population of 258 students majoring in social science education, Faculty of Teacher Training and Education, Mulawarman University, and a sample size of 72 students where the sample is obtained by using the Slovin formula. The data collection technique was carried out by distributing questionnaires to respondents. This study uses classical assumption test data analysis techniques in the form of normality tests, heteroscedasticity tests, simple linear regression tests and coefficient of determination tests, and uses the t test to test hypotheses. The results showed that Shopee E-commerce had a significant effect on the consumptive behavior of students majoring in social science education, Faculty of Teacher Training and Education, Mulawarman University. This can be seen from the results of the t test, where t_hitung is greater than t_table (2.072> 1.994), with a significant level smaller than 0.05 (0.042 <0.05). Based on statistical data testing through the analysis of the coefficient of determination, it can be seen that the coefficient of determination (R^2) is 0.058 or 5.8%, which means that variable X (Shopee E-commerce) affects variable Y (consumptive behavior) 5.8%. Another 94.2% is influenced by other variables not explained in this study. Based on the research results it can be concluded: E-commerce Shopee affects the consumptive behavior of students of the Social Science Education Department, Faculty of Teacher Training and Education, Mulawarman University.

Keywords: E-commerce Shoppe, Consumption Behavior.

INTRODUCTION

The conveniences that the internet provides to its users make people like addicted to the internet. One of the conveniences that can be felt with the internet is that it can make it easier for people to shop online, because in this new way the community no longer needs to feel difficult to get the desired items. There is a phenomenon that occurs today that many service providers have sprung up that can help the community in fulfilling what the community wants, one of which is an online business or what is popularly called E-commerce (Anggraini, 2021). E-commerce shopee is one of the E-commere which is currently widely used by students, this is because E-commerce Shopee is always present offering attractive offers, which makes students tempted by the offers provided, for example, buy 1 free 1 promotions, or discounts and free shipping, students will be tempted to buy a product even though the items offered are not very important or not primary needs, this tends to make students behave consumptively. (Prabowo and Harun, 2019).

According to Anggaraeni and Widayati (2022: 13) Consumptive behavior can be interpreted as an act of using products that are incomplete, meaning that before a product is used up, someone has used the same type of product from another brand or can be mentioned, buying goods because of the prizes offered or buying a product because many people use that item. Consumptive behavior itself often occurs in public and private universities, where it is no longer an open secret that universities are not only a place to gain knowledge but also a place for popularity events and forming a self-image in order to maintain existence in order to gain recognition among students (Yulianti 2021: 6). This has then created changes in lifestyle, starting from the way of dressing, food consumed, branded goods, and others. In the end, this consumptive behavior is transformed into a trend that forces anyone to get into the flow, in reality this trend is not only carried out by students with middle to upper family economic status, but also applies to students with middle to lower family economic status.

Based on the above phenomenon, the researcher is interested in raising this issue in a study entitled "The Effect of Shopee E-commerce on Consumptive Behavior of Students of the Department of Social Science Education, Faculty of Teacher Training and Education, Mulawarman University".

METHOD

The research method used in the research "The Effect of Shopee E-commerce on the Consumptive Behavior of Students of the Department of Social Science Education, Faculty of Teacher Training and Education, Mulawarman University" is quantitative descriptive research. Descriptive research is research to provide a description of the symptoms, phenomena, or facts studied by describing the value of variables (Musfiqon, 2012: 118). The population in this study were students majoring in social science education, Faculty of Teacher Training and Education, Mulawarman University, 258 students. In this study, a number of consumers were taken who would be sampled. To determine the sample, the researcher used the Slovin technique with a minimum error rate of 10%, so the number of samples taken was 72 students.

The sampling technique in this study used nonprobability sampling with purposive sampling technique. namely sampling techniques with certain considerations (Sugiyono, 2014: 144). The data collection technique used in this research is a questionnaire. The questionnaire is a data collection technique that is done by giving questions in writing to be answered by respondents (Sugiyono, 2014). In this questionnaire technique, researchers used a Likert scale measuring scale.

Data analysis was carried out using SPSS calculation tools by first testing the validity and reliability of the data. The validity test is a test step carried out on the contents of an instrument, with the aim of measuring the accuracy of the instrument used in a study Sugiyono (2014: 173). The reliability test is the reliability of the measuring instrument, how far the measuring instrument can produce approximately the same results when applied to the same sample. The validity and reliability tests of the research instruments were carried out on 30 respondents of Economics Education Students in 2019 and 2020 randomly. The data analysis technique in this study uses a classic assumption test, namely normality test, simple linear regression analysis, and coefficient of determination (R) Normality test. Ghozali (2018: 161) argues that the normality test is a test to determine whether the independent variable and the dependent variable have a normal distribution or not.

Simple linear regression analysis to determine the effect of the independent variable on the dependent variable. Then hypothesis testing is used to test and find

out whether the independent variables individually have a significant effect on the dependent variable. If the calculation results show that Sig < alpha 0.05, then Ha is accepted and Ho is rejected. The coefficient of determination (R) to measure the ability of capital to describe changes in the dependent variable. The coefficient of determination is between 0 and 1. A small R^2 value means that the ability of the independent variable to describe the transformation of the dependent variable is very limited.

RESULT AND DISCUSSION

Result

Respondents who were taken as samples in this study were students majoring in social science education, Faculty of Teacher Training and Education, Mulawarman University. The questionnaire was filled in by distributing the questionnaire directly to the respondents. Respondents used as samples in the study were 72 respondents. Based on data from 72 respondents, through questionnaires obtained respondent data, namely, gender, study program, study batch, and shopping intensity. Based on gender, female respondents were 51 respondents or 70.8% of the total respondents and male respondents with 21 respondents or 29.2%. It can be concluded that female consumers are more than female consumers.

Based on study program, a large economic education study program 29 respondents or 40.3% of the total respondents, history education as many as 16 people or 26.4%, and PPKN study program 24 people or 33.3% of the total respondents. Based on the study batch, the 2019 study batch was 23 respondents or 31.9%, the 2020 batch was 25 respondents or 32.77% and the 2021 batch was 24 respondents or 33.33%. And based on the intensity of shopping at Shopee, those who shop more than 1x a month are 25 respondents or 34.77%, those who shop 1x a month are 24 respondents or 33.33%, and those who shop at certain times are 23 respondents or 31.9%.

Table 1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		72
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.33277946
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.067
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[d]

a. Test disbution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the results of the normality test in table 1, it is known that the Kolmogorov-Smirnov significance value shows a value of 0.200> 0.05, it can be concluded that the residual value in this study is normally distributed.

Table 2 Heteroscedasticity Test Results

Uji Glejser

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std.Error	Beta		
1	(Constant)	2.235	6.038		.370	.712
	E-Commerce Shopee	.071	.174	.049	.407	.685
a. Dependent Variable: ABS_RES						

Based on table 2, the results of the heteroscedasticity test using the Glejser test can be seen that heteroscedasticity has a sig value. 0.685> 0.05 means that there are no symptoms of heteroscedasticity.

Table 3 Simple Liner Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	73.471	9.055		8.114	.000
	E-COMMERCE SHOPEE	.541	.261	.240	2.072	.042

a. Dependent Variable: PERILAKU KONSUMTIF

Based on table 3 simple linear regression results above, the constant result can be obtained, which is 73.471 and the coefficient of the independent variable (X) is 0.541, then the simple linear regression equation model is as follows:**Y = 73.471 + 0,541x + e**

Based on the simple linear regression equation function above, it can be explained as follows:

1.) The constant value of 73.471 indicates that, if there is no change in variable X (value X = 0), then the value of variable Y will be 73.471;Koefisien regresi X sebesar 0,541 menunjukan bahwa apabila variabel *E-commerce Shopee* meningkat 1% maka perilaku konsumtif meningkat sebesar 0,541.

2.) The regression coefficient value is positive, meaning that it shows that Shopee E-commerce has a positive effect on consumptive behavior.

To find out whether it has a significant effect, it is necessary to compare the significance value (sig) with a probability of 0.05, with the decision-making rules if the sig value <0.05 means that it has a significant effect, but if the sig value> 0.05, it means that it has no significant effect. Based on table 4.7 above, the sig value is 0.042, which means that the sig value is <0.05, which means that there is a positive effect of Shopee E-commerce on consumptive behavior.

Table 4 Test Results of the Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.240[a]	.058	.044	6.378

a. Predictors: (Constant), E-Commerce Shopee

b. Dependent Variable: Perilaku Konsumtif

Based on the results of the data table above, it can be seen that the coefficient of

determination R Square is 0.058 or around 5.8%. So it can be concluded that this figure means that Shopee E-commerce affects consumptive behavior by 5.8%, while the remaining 94.2% is influenced by other variables.

Table 5 t-Test Results

Model		T	Sig
1	(Constanta)	8.114	.000
	E-Commerce Shopee	2.072	.042
a. Dependent Variable : Perilaku Konsumtif (Y)			

Based on table 5, the tcount value is 2.072 with a ttable value of 2.072> 1.994 with a significant level of 0.042 <0.05. So it can be concluded that the E-commerce variable has a significant positive effect on consumptive behavior.

The results of data analysis show that Shopee E-commerce has a positive effect on consumptive behavior. This can be seen from the Shopee E-commerce variable of 2.072, while the value of the t distribution table is sought at a significance of 5% (0.5): 2 = 0.025 (two-way test) degrees of freedom (df) n-k-1 or 72-1-1 = 70. Then the t_table is obtained at 1.994 So, the value of t_count> t_table = 2.072> 1.994 with the level of significance value is 0.042 because the significance value is smaller than 0.05, it can be concluded that H_0 is rejected and Ha is accepted. This means that E-commerce has a significant positive effect on consumptive behavior.

Discussion

Based on the t test that has been obtained by researchers with a significance value of 0.042 <0.05 and a t value of 2.072> t table 1.994. So it can be concluded that there is a partial and significant influence between E-commerce Shopee on consumptive behavior. In line with the research of Lam Alif Saputro, n.d (2019) with the research results that E-commerce has a significant effect on consumptive behavior. This is supported by the results of Ainy's research (2020) that E-commerce has a positive and significant effect on consumptive behavior.

This study explains the indicators that influence Shopee E-commerce, Theory behaviorism defines bringing behavior as a result of experiences related to changes in visible behavior and behavior will also change according to the consequences it receives, and related to consumptive behavior in today's students is very easily influenced by the environment in consumption activities. Most of the students consume

excessively, just to feel valuable because they are higher than their friends and environment (Wulandari, 2022). E-Commerce Shopee markets goods / services that have the completeness and accuracy of information for consumers, E-commerce Shopee also has its own program to spoil its consumers such as 12.12 monthly promos, Cashback Vouchers, Shopee Serba 10 thousand and many prizes offered that make consumers interested and consumptive behavior. Price considerations are also a trigger for consumptive behavior because when prices are cheaper, consumers will be attracted to these products and that makes consumers behave consumptively.

According to Wardani and Anggadita (2021) consumptive behavior is an attitude of buying excessive goods and services without prioritizing needs, in order to fulfill excessive desires. Buying excessive goods and prioritizing wants over needs, in this study it was found that buying teen skincare, even though consumers already have skincare at home starting from sunscreen, morning cream, night cream, toner and serum but when these consumers enter the skincare shop, consumers will buy different brands to compare the products they already have with the new ones. Where it is also included in consumptive behavior because it compares goods with different brands. Even though there are many needs that must be fulfilled such as teenagers who go to college to write college assignments, buy books etc.

CONCLUSION

Based on the research and discussion that has been conducted by researchers on students of the Department of Social Science Education, Faculty of Teacher Training and Education, Mulawarman University, it can be concluded that the effect of Shopee E-commerce on consumptive behavior is influential as evidenced by the results of the hypothesis on the Shopee E-commerce variable (X), the tcount value is 2.072> ttable 1.994 and significant 0.042 <0.05, it can be concluded that the hypothesis is accepted.

Where it shows that Shopee E-commerce has a positive and significant effect on the consumptive behavior of students of the Department of Social Science Education, Faculty of Teacher Training and Education, Mulawarman University, consumptive behavior. This is because shopping through E-commece Shopee is very easy and there are many promos and offers given to consumers.

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