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Consumer Confidence and Consumptive Behavior in Online Shopping among Psychology Students at Sidoarjo

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Abstract

Background: In an online learning environment, consumer trust is crucial for helping consumers understand perceptions of risk and repercussion. **Objective:** to determine the relationship between consumer confidence and consumptive behavior of psychology students in Sidoarjo. **Method:** This research uses a correlational quantitative approach that aims to determine the relationship between two or more variables. The sampling method in this study used a random sampling approach, with a total sample size of around 241 students consisting of 34 men and 207 women. **Results:** According to the findings, the majority of students had moderate levels of consumer confidence (59.8%) and consumptive behavior (80.9%). A coefficient value of 0.426 indicates a reasonably significant correlation between the two variables in the data analysis test. There is 0.000 p-value between student consumer confidence and consumptive behavior. With an alpha of 5%, we can conclude that the correlation between the two variables is significant since $0.000 > 0.05$, which means that H_0 is rejected. **Conclusion:** According to the findings, the likelihood of engaging in consumptive behavior when shopping online increases with consumer confidence.

Keywords: Consumer confidence; consumptive behavior; online shopping

Abstrak

Latar Belakang. Dalam sistem belanja online, kepercayaan konsumen menjadi bagian penting untuk membantu konsumen mengatasi persepsi ketidakpastian dan resiko. **Tujuan:** untuk mengetahui hubungan antara kepercayaan konsumen dan perilaku konsumtif mahasiswa psikologi di Sidoarjo. **Metode:** penelitian ini menggunakan pendekatan kuantitatif korelasional yang bertujuan untuk mengetahui hubungan dua atau lebih variabel. Metode pengambilan sampel pada penelitian ini menggunakan pendekatan random sampling, dengan jumlah sampel berjumlah sekitar 241 mahasiswa yang terdiri dari 34 laki-laki dan 207 perempuan. **Hasil:** hasil menunjukkan mayoritas mahasiswa menunjukkan skor kepercayaan konsumen pada taraf sedang yakni 59,8%, skor perilaku konsumtif pada taraf sedang yakni 80,9%. Uji analisis data antara dua variabel menunjukkan hubungan korelasi yang cukup kuat dengan nilai koefisien 0,426. Nilai p-value antara perilaku konsumtif dan kepercayaan konsumen mahasiswa adalah 0,000. Bila kita menggunakan nilai alpha 5 persen artinya $0.000 > 0.05$, artinya H_0 ditolak bisa disimpulkan hasil korelasi kedua variabel tersebut signifikan. **Simpulan:** Hasil penelitian menunjukkan semakin tinggi kepercayaan konsumen, maka semakin tinggi pula potensi terjadinya perilaku konsumtif dalam berbelanja online

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Keywords: Kepercayaan konsumen; perilaku konsumtif; belanja online

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