

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

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Introduction

The progress in various fields of life, especially in technology, currently provides convenience for the wider community. One of the conveniences felt is online shopping. The development of online shops or online stores has mushroomed in Indonesia. Excessive shopping is known as consumptive behavior. Consumptive behavior is a behavior that tends to buy excessive goods to obtain pleasure. Individuals are greatly impacted by consumptive behavior, which includes wasteful lifestyles, a reduction in opportunities for savings, and a tendency to prioritize present demands over future requirements. By providing product information in accordance with the specifications listed on the business's website, consumers can develop trust in a product.

Because customers trust what they desire and believe in the products supplied, trust is a crucial component that needs to be taken into account when shopping. Additionally, the primary factor that customers take into account when engaging in online purchasing is their level of trust in the website that offers online shop services. When they receive the intended product, this is the foundation for their satisfaction.

Pertanyaan Penelitian (Rumusan Masalah)

Is there a relationship between consumer behavior and consumer trust in psychology students at Muhammadiyah University of Sidoarjo?

Method

This research is a quantitative correlational research. Research using a quantitative approach is a method of data collection that emphasizes data analysis in the form of numbers. In this study there are two variables, the dependent variable used in this study is consumer trust.

Result

A coefficient value of 0.426 indicates a reasonably significant correlation between the two variables in the data analysis test. There is a 0.000 pvalue between student consumer trust 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.



Discussion

With a significance level of $p = 0.000 < 0.05$ and an r value of 0.426, the analysis's findings revealed a significant relationship between the two variables, supporting the researcher's hypothesis that there is a positive correlation between consumptive behavior and consumer trust among students. Accordingly, the more students trust their buying habits, the more they will buy, and viceversa.

Temuan Penting Penelitian

According to the findings, the majority of students had moderate levels of consumer trust (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. According to the findings, the likelihood of engaging in consumptive behavior when shopping online increases with consumer trust. For further research, hopefully it can expand the object of research in examining the relationship between age scale or economic level or occupation affecting consumptive behavior



Manfaat Penelitian

theoretical benefits: it is hoped that this research can increase knowledge related to consumer behavior and consumer trust in online shopping.

Practical benefits: it is hoped that it can be used as input for further research related to consumer behavior and consumer trust in online shopping.

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