

Effect of E-Commerce Use in Consumptive Behavior of Students Madiun State Polytechnic

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Abstract. The development of technology and information is currently very influential in all aspects of life, for example the use of social media is not only used as a means of obtaining information but social media is widely used as a means of doing business call an online shop. The development of technology, there are many online buying and selling sites where in it gathers many online shops into one site that makes it easier for buyers to get the items they want with various promos that attract students to shop on the site. In this study, researchers want to know how the development of E-Commerce affects the consumptive behavior of Madiun State Polytechnic students. The method used in this study is descriptive qualitative method with a sample of 105 Madiun State Polytechnic students by distributing questionnaires. The results show that of the 105 samples taken, it can be seen that the biggest influence on students' consumptive behavior towards E-commerce is due to the promo or discount factor provided by E-commerce sites at the beginning of the month.

Keywords: e-commerce, behavior, consumptive

INTRODUCTION

In the current era of globalization, it turns out that not only the development of technology has become sophisticated but also the lifestyle of people today has become modern and easy. They can use the latest communication and information technology to communicate with each other. The development of the internet in Indonesia has accelerated so fast since 2006. Based on data from the Association of Indonesian Internet Service Providers (AJII), at the end of 2006 the number of internet users in Indonesia reached 20 million people. (AJII in Arung Ramadhan *et al.*, 2018). The use of internet media is growing rapidly and has become the most important part of the economy and in meeting human needs. Users are also increasing not only from teenagers such as school students and students even children, adults to the elderly have begun to become active users of the internet. The results of research conducted by the Indonesian Internet Service Providers Association (APJII) in collaboration with the Center for Communication Studies (PusKaKom) of the University of Indonesia on 2000 internet users in 42 cities both urban and rural in Indonesia, based on the age of users, the majority of internet users in Indonesia are aged 18-25 years, which is almost half of the total number of users in Indonesia (49%) (In Sofia Miranda 2017: 1) as a result, all

information that is ¹ positive and negative can be easily accessed by the entire community. And whether we admit ¹¹ it or not, it has slowly begun to change the lifestyle and thought patterns of the community. One of them is the number of young people, especially students who try entrepreneurship by doing business online to increase their pocket money, currently online shop is being loved by the public. Online shop is a process of purchasing goods or services from those who sell in the internet. Online shop is not only considered as an election in shopping, but has become part of the socio-cultural changes in society.

LITERATURE REVIEW

According to Bagozzi and Zaltman, Consumer behavior is process and social relationships displayed by ³ individuals, groups, and organizations in obtaining or using a product or other as a result of ³ in obtaining or using a product or other as a result of their experience with products, services, and with other sources. his experience with products, services, and with other resources (Nurzaman, 2013: 226).

⁹ E-commerce is a set of dynamic information technologies that connecting companies, consumers, and certain communities through electronic trade transactions (Kasmi & Candra, 2017). According to David Baum the definition of E-Commerce that has been standardized and mutually agreed is “E-Commerce is a dynamic set of technology, applications, and business processes that link enterprises, consumers, and communities through electronic transactions and the electronic exchange of goods, services, and information”. ⁴ E-Commerce is a dynamic set of technologies, applications and business processes that link enterprises, consumers and communities through electronic transactions and the electronic exchange of goods, services and information. trade of goods, services, and information conducted electronically.

At the beginning of tdevelopment, online shops were used by trading companies who decided to try a new strategy of marketing in cyberspace. But in reality the number of online shops managed by individuals is far greater than the trading companies. In 1994, online shops were introduced to the public, the beginning of the online sales system known as e-commerce stands for electronic commerce (Sofia Miranda, 2017: 1). Only need to be connected to the internet to make buying and selling transactions online. Especially with the advancement of technology as it is today,

gadgets or smartphones can be used to access the internet anywhere and anytime. With the convenience benefits obtained from online shopping, consumptive behavior arises where buying something excessively without prior consideration. Consumptive nature is no longer buying goods for needs but to increase prestige and prestige to the environment around them and because they are tempted by low prices. So from the phenomena that occur above, the author has a desire to examine how influential E-commerce is on the consumptive behavior of Madiun State Polytechnic Students.

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METHODS

The method used in this research is a qualitative method. Qualitative research is research on research that is descriptive and tends to use analysis. Process and meaning (subject perspective) are more highlighted in qualitative research. The theoretical foundation is used as a guide so that the focus of research is in accordance with the facts in the field. In addition, this theoretical basis is also useful for providing an overview of the research setting and as a discussion of research results. There is a fundamental difference between the role of theoretical foundations in quantitative research and qualitative research. With quantitative research, research departs from theory towards data, and ends in acceptance or rejection of the theory used while in qualitative research researchers depart from data, utilize existing theory as explanatory material, and end up with a “theory” (Krisyantono, 2006). By taking a sample of 50 students majoring in management randomly through a questionnaire and the author observes and describes the results of his observations in the results and discussion.

RESULTS

In globalized era and development of increasingly advanced technology, the flow of information every day is unstoppable. The openness and speed of information allows us to know various things in a short time and it can be said that there are no boundaries with the outside world.

The internet began to enter and develop in Indonesia very quickly since 2006. The use of internet media is growing rapidly and has become the most important part of

the economy and in fulfilling human needs. The users are also increasing not only from teenagers such as school students and university students, but even children, adults and the elderly are starting to become active users of the internet. As a result, all information that is both positive and negative can be easily accessed by the entire community. And whether it is recognized or not, it has slowly begun to change the lifestyle and thought patterns of the community. One of the positive impacts of the development of the internet is online business, it is familiar to our ears that recently the business was favored by several groups including students. Businesses that use the development of science and technology as a place to open business opportunities, the media used are social media such as Instagram and Facebook, which are both social media that are very popular with the public.

This online shop has mushroomed in line with the development of business and the increasing needs in society. The online business actors themselves are more dominated by young people or students on the grounds of increasing pocket money and wanting to learn entrepreneurship, besides that it can also be seen from the target of online businesses today, many are aimed at young people who always want to appear updated in any way so that is what makes the proliferation of online businesses that are currently happening. The impact is that some students say that they buy products in online shops only because they are tempted by the discounts given by the seller, and only a few say they shop online because the item is really what they need so it can be concluded that the existence of many online businesses affects the lifestyle of these students into a high consumptive lifestyle. High consumptive levels can be seen from several aspects of factors such as internal factors and external factors. Consumptive behavior in terms of internal factors comes from the psychological and personal side of each individual and from external factors derived from culture, social class and family. With the results obtained from 50 samples. Produce the following results:

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Department Students:

Question 1: In which week did you buy goods in an online shop?

Week	Week	Week	Week	Random
1	2	3	4	
65	25	10	3	2

Question 2: Largest amount of online shopping in a month?

< Rp 250.000	= Rp 250.000	>Rp 250.000
70	15	20

Question 3: What factors make you want to shop online?

Needs	Influence of Friends	Discount	Reseller	Lifestyle	others
20	35	25	5	15	5

DISCUSSION

From the data, it can be seen that the data taken shows that almost all samples have shopped online in a fairly high level of consumptiveness at the beginning to the middle of the month by showing that 65 respondents shop online at the beginning to the middle of the month in each month with nominal prices varying from less than 250 thousand to more than 250 thousand but more dominated by nominal below 250 thousand and there are 70 respondents who buy goods because of discounts because at the beginning of the month online buying and selling sites offer a lot of discounts which is the main factor in the desire to buy goods without consideration because of the temptation of low prices. Very far from the comparison of respondents who buy goods because they feel they need the item, it appears that only 20 respondents really shop online because of necessity and 35 respondents because of the influence of friends, because of discounts there are 25 respondents, there are 5 respondents because of

resellers and 15 respondents because of lifestyle, and 5 respondents because of several factors.

CONCLUSION

The number of online businesses affects the consumptive lifestyle of students who still have excessive desires or desires, they buy goods online not prioritized for needs but they buy goods in the online shop only because of the discounts listed on the goods available on E-Commerce sites provided by the seller.

LIMITATION

The limitation used in this study are only for students of the state polytechnic of madison who use social media or online business media that influence the consumptive lifestyle of these students. this makes it easier for researchers to obtain data. the data obtained is processed in such a way as to obtain valid data about online business media that influence their consumptive lifestyle, ranging from needs, influence of friends, discounts, resellers, lifestyle to income.

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