

ANALYSIS OF ONLINE SHOPPING BEHAVIOR AMONG STUDENTS IN BANYUWANGI REGENCY

Adelia Nurvita Devi¹⁾, Iwan Kurniawan Subagja²⁾

¹⁾ Management Study Program, Universitas Terbuka, Indonesia

²⁾ Faculty of Economics, Krisnadipayana University, Jakarta

Corresponding author: adelianurvita07@gmail.com

Abstract

Online shopping behavior among students in Banyuwangi Regency is an increasing phenomenon along with technological advances and globalization. In this context, online shopping is an attractive choice for students due to various supporting factors. These supporting factors include personal factors, environmental factors, trust factors, price factors, and goods factors. Where personal factors start from the needs and desires of students to buy products. Then there is an environmental factor where the social environment can influence students' willingness to participate in online buying and selling transactions. Furthermore, there is a trust factor where students in Banyuwangi Regency when they want to buy something, first contact the seller. Another option is to ask friends who have shopped at the store. Furthermore, there is a price factor, namely low prices allow students to adapt to their financial situation. Therefore, they prefer to buy products online at affordable prices that follow the financial strength of students. Finally, there is a goods factor where goods are a factor that influences students' online purchases. Because online shopping makes it easier for students to find the products they need. They no longer need to go to the store directly to look for the item. In addition, the quality of the goods is also one of the things that students consider in purchasing. The main objective of this study is to explore and analyze various aspects of online shopping behavior among college students.

Keywords: E-Commerce, College Students, Online Shopping Behavior

Introduction

The development of information and communication technology has changed many aspects of life, including consumer behavior. One of the most prominent phenomena is the increasing interest in online shopping, especially among students. Students, like the younger generation who are accustomed to digital technology, tend to be more open to innovation when shopping. With increasingly diverse e-commerce platforms, students' online shopping behavior has become an interesting research topic. Every day, more and more new products are offered from online stores, making students interested in buying these items (Anggraini, 2016). With this modern development, science and technology (IPTEK) has also witnessed very high progress and development in terms of internet technology. Technological advances, especially in the Internet sector, have made the limitations of distance, time, and cost easier to achieve, because the Internet connects more people, entrepreneurs, and even organizations that directly or indirectly drive system change. Due to the development of communication technology, the number of internet users is increasing. This is supported by the ease of internet access anytime and anywhere because many gateways support internet users and electronic commerce (e-commerce) to buy products. Currently, e-commerce has become a shopping trend because online shopping makes it easier for consumers to get the products they need. Online shopping is much more convenient than offline with traffic jams, limited parking spaces, queues, time constraints, etc., so consumers do not have to go to the store for hours, and can be a choice.

The rapid increase in the number of e-commerce users in Indonesia is supported by the availability of many choices of online shopping applications ranging from Instagram and online shopping applications that have been widely recognized for their ease in presenting the needs that you want to buy with descriptions, products, sizes, prices to product details and reviews from buyers (Faristina, 2022). E-commerce is more than just a place to buy and sell products online. The convenience offered by e-commerce also covers the entire process from development, marketing, sales, shipping, service, and providing practical payment methods for consumers to use (Ruslang et al., 2020). The transaction method that is often used is COD (Cash On Delivery). COD is a payment method that is done by paying for the order when the order arrives at its destination (Rokfa et al., 2021). E-commerce or electronic commerce refers to the transaction process carried out via the Internet network (Budianto, 2020)

An online shop is a means or place to offer goods and services on the internet, where visitors can see the goods in the form of images and photos uploaded by the online shop owner. Online shopping is

purchasing via the internet using a website as a catalog and marketing media. Examples of websites that provide online shopping include Shopee, Tokopedia, and Lazada. Some offer online shopping through friend networks such as Instagram, Messenger, and Facebook. There are so many online stores today that many business people are finally interested in this business. The number of online stores has the advantage of offering business opportunities in various product fields, making it easier for consumers to obtain the products they are looking for.

Research conducted by Aksari (2015) supports the findings of researchers, namely that online shops are one of the triggers for people to behave consumptively, one of which is students. The presence of online stores or online shops is one of the impacts of globalization. Globalization occurs because the establishment of information networks from global communication overcomes the barriers of space and time. Globalization has an impact on technological advances that make it easier for students to make online buying and selling transactions. Changes in the lifestyle of today's students have become familiar with a modern or fashionable lifestyle, this can be seen from the way they wear goods or clothes that always follow current trends. Online shop users come from various backgrounds, but the majority of online shop users are teenagers, especially students (Yuniar & Fibrianto, 2020). Online shopping has become a trend among people in the current digital era, including students (Sada, 2022). Independence in managing finances and life away from parents, as well as support for easy transactions, makes students' consumptive behavior uncontrolled (Iqbal, 2020).

It is undeniable that technological advances have changed the way we shop, namely with the emergence of online shopping trends. This online shopping culture phenomenon continues to grow rapidly, driven by the availability of unlimited internet. In addition, affordable prices are increasingly attracting customers, especially the younger generation. The younger generation today tends to prefer shopping through online buying and selling platforms rather than making purchases in conventional stores. The most striking example is the online shopping phenomenon that is currently popular among students (Rindi 2020). Students are a group of teenage consumers. Students not only carry out consumption activities aimed at college needs, but also carry out consumption activities to support their appearance through purchasing products such as clothes, make-up, bags, and shoes. From here we can see that human needs are not limited to clothing, food, and shelter (primary). Student consumption behavior can be seen from how much they use their income (pocket money) to fulfill their shopping desires and how much they use for needs that have to be met (Niati, 2016). With the many human needs that must be met, humans cannot be separated from consuming activities (Puspitasari & Indrarini, 2021). This activity is carried out to meet their daily needs (Mujahidah, 2020). The presence of online shopping applications/platforms currently provides side effects for all groups, including students (Pratama, 2020).

Students and internet use cannot be separated. Student participation in Internet use means that brands can take advantage of the various possibilities available on the Internet, especially when shopping. Online shopping offers many conveniences to consumers. For example, cost savings, products delivered directly to homes, payments via bank transfer, and low prices certainly make users feel happy, so students do not need to shop in a crowd to get the items they want. In addition, students also do not need to disrupt their free time or vacations to buy products at offline stores or shopping centers. The use of the Internet has brought many changes to the lifestyle of students, including shopping.

Almost all students have bought something online. With the development of technology and the internet, a network of stores called e-commerce or online stores has grown. With the existence of online stores, students no longer need to visit stores to buy the products they need, because product purchases can now be made online. This service makes it easier for students to shop and provides an alternative way to shop. Many students choose to shop online because it is considered easy and practical. This is different from offline shopping which is more complex, time-consuming, and inefficient. When students search for products offline, students do not always find the products they want, and it takes a lot of time to find each product. However, students and students are the most active consumers in shopping online on e-commerce platforms (Andika et al., 2021). The main objective of this study is to explore and analyze various aspects of online shopping behavior among students.

Methods

The qualitative method was chosen for this study because it allows for a deeper and more complex exploration of information about individual behavior. According to Denzin & Lincoln (2017), qualitative research is research conducted with multiple methods involving an interpretive, naturalistic approach to its subject matter. Data were collected through interviews with students in Banyuwangi Regency. Respondents in this study were 30 active students who had regular experience in online shopping. Respondents were selected based on the criteria that they had made online purchases at least three times

in the last six months. The selection of respondents was carried out to explore the habits and factors that influence online shopping behavior among students in Banyuwangi Regency. The sample in this study was selected using a purposive sampling technique. The sample consisted of students aged 18-25 years, who had online shopping experience, and used e-commerce platforms such as Shopee, Lazada, and Tokopedia.

Results and Discussion

1. Analysis of Online Shopping Behavior Among Students in Banyuwangi Regency

Personal factors, environmental factors, trust factors, price factors, and goods factors determine the online shopping behavior of students in Banyuwangi Regency, according to the interview results. The results show that personal factors influence online shopping behavior among students in Banyuwangi Regency. Every time a purchase is made is influenced by personal characteristics. Personality refers to the qualities that exist within a person. Personal factors include age, occupation, financial situation, and lifestyle. In giving any product, a person's characteristics can influence their purchasing decisions. This study found that students who shop online are influenced by themselves. What motivates students to buy is because of the needs and desires for the product. The needs and desires of each student for the product are determined by their respective lifestyles. Students who shop online also pay attention to their financial situation.

Furthermore, there are environmental factors that influence online shopping among students in Banyuwangi Regency. It can be seen that students live together and do not live alone. In all their activities, students are influenced by environmental factors. One of them is about economic activities. The findings also show that environmental factors influence students' online shopping. This is evidenced by the statement of students that they shop online because they have friends who like to shop online and also get recommendations from friends. Therefore, students are also interested in buying products online.

The trust factor also influences online shopping behavior among students in Banyuwangi Regency. All relationships are based on trust. In carrying out buying and selling activities, a relationship of mutual trust is established between prospective buyers and sellers. This trust arises from the seller's actions in providing the best service to prospective buyers. This study found that the trust factor is an influential factor when students make purchases online. Students don't want something bad to happen every time they make a purchase. Therefore, when students want to buy something, they first contact the seller. Another option is to ask friends who have shopped at the store.

Price factor, it is undeniable that price is one of the motivations for students to buy. All prices quoted are taken into account by students when buying products. In online stores, there are sellers who offer different prices. Some stores offer a fairly affordable price range. In this study, students also found reasons for online purchases. The reason students buy online is because the prices offered are cheaper when they buy online. Low prices allow students to adapt to their financial situation. Therefore, they prefer to buy products online at affordable prices that suit their financial strength.

Furthermore, the item factor also influences online shopping behavior among students in Banyuwangi Regency. When students shop, they first look for the products they need. Some items are easy to find, while others are difficult to find. Some products are difficult to obtain, so students have the option to buy online rather than offline. In this study, items are a factor that influences students' online purchases. Because online shopping makes it easier for students to find the products they need. They no longer need to go to the store directly to look for the item. In addition, the quality of the goods is also one of the things that students consider when purchasing.

Conclusion

With the development of technology and the expansion of internet access, online shopping behavior among students has changed significantly. Based on the analysis conducted, several important things can influence online shopping behavior in Banyuwangi Regency, namely influenced by several factors, including:

- a. Personal Factors. Personal factors include age, occupation, financial situation, and lifestyle.
- b. Environmental Factors. Students like to shop online because they have friends who like to shop online and also get recommendations from friends.
- c. Trust Factor. When students want to buy something, they will first contact the seller. Another option is to ask friends who have shopped at the store.
- d. Price Factor. Students prefer to buy products online at affordable prices that suit the financial strength of students.

- e. Goods Factor. Goods are a factor that influences students' online shopping. Because online shopping makes it easier for students to find the products they need. They no longer need to go to the store directly to look for the goods. In addition, the quality of the goods is also a consideration for students in making purchases.

References

- Aksari, Asyifa Ayu. (2015). Perilaku Konsumtif Dalam Membeli Barang Online Shop Pada Mahasiswa di Kota Surakarta. *Skripsi*. Surakarta: Universitas Muhammadiyah Surakarta.
- Andika, M., Masithoh, S., Kholiq, Y. N., Nisa, D. A., & Rohmah, N. (2021). Efektivitas Marketplace Shopee sebagai Marketplace Belanja Online yang Paling Disukai Mahasiswa. *Journal of Education and Technology*, 1(1), 24–29.
- Ariesta, R. P. (2020). Pengaruh Literasi Keuangan Dan Kontrol Diri Terhadap Perilaku Konsumtif Belanja Online Dengan Gaya Hidup Sebagai Variabel Intervening (Vol. 1, Issue 1). Universitas Negeri Semarang.
- Bhubaneswar, A. (2016). Perilaku Belanja Online Dan Kontrol Diri Mahasiswa Belitung Di Yogyakarta.
- Budianto, A. E. (2020). Analisis Bisnis E-Commerce. Media Nusa Creative.
- Denzin, N. K. dan Yvonna S. Lincoln. 2017. The Sage Handbook of Qualitative Research. *Fifth Edition*. SAGE Publications, Inc.
- Faristiana, A. R. (2022). Perilaku Konsumtif Belanja Online Mahasiswa di Masa Pandemi. *Proceeding of The 2nd Conference on Strengthening Islamic Studies in the Digital Era*, 519– 531.
- Hulukati, W., & Djibrin, M. R. (2018). Analisis Tugas Perkembangan Mahasiswa Fakultas Ilmu Pendidikan Universitas Negeri Gorontalo. *Bikotetik (Bimbingan Dan Konseling Teori Dan Praktik)*, 2(1), 73. <https://doi.org/10.26740/bikotetik.v2n1.p73-80>
- Iqbal, M. I. (2020). Pengaruh Literasi Keuangan Terhadap Perilaku Konsumtif Mahasiswa
- Kenale Sada, Y. M. V. (2022). Pengaruh Literasi Keuangan, Gaya Hidup dan Lingkungan Sosial Terhadap Perilaku Keuangan Mahasiswa. *Jurnal Literasi Akuntansi*, 2(2), 86–99. <https://doi.org/10.55587/jla.v2i2.35>
- Lisma Niati, H. A. (2016). Analisis Perilaku Konsumsi Mahasiswa Ditinjau Dari Motif Bertransaksi (Studi Kasus pada Mahasiswi S1 Pendidikan Ekonomi Fakultas Ekonomi Universitas Negeri Malang Angkatan Tahun 2012). *JPE*.
- Mujahidah, A. N. (2020). Analisis Perilaku Konsumtif Dan Penanganannya (Studi Kasus Pada Satu Peserta Didik Di Smk Negeri 8 Makassar) [*Skripsi*]. Universitas Negeri Makassar.
- Pratama, G. (2020). Analisis Transaksi Jual Beli Online Melalui Website Marketplace Shopee Menurut Konsep Bisnis di Masa Pandemic Covid-19. *Jurnal Ecopreneur: Jurnal Ekonomi Dan Bisnis Islam*, 1(1), 21–34.
- Puspitasari, S. D., & Indrarini, R. (2021). Pengaruh Penggunaan Digital Payment Terhadap Perilaku Konsumsi Islam Masyarakat Surabaya Pada Masa Pandemi 5 Covid-19. *Jurnal Ekonomika Dan Bisnis Islam*, 4(2), 64–74.
- Putra, A., & Sari, P. L. P. (2020). Faktor Pendorong Belanja Online Pada Pegawai Di FKIP Universitas Asahan. September, 385–393.
- R. Latifahul Hasanah, S. Tinggi Manajemen Informatika dan Komputer Nusa Mandiri, and U. Bina Sarana Informatika, (2020) “Perancangan E-Commerce Penjualan Perlengkapan Haji pada Toko Ar’raudhah Purwokerto dengan Model Waterfall,” *Riset dan E-Jurnal Manajemen Informatika Komputer*, vol. 5, no. 1, doi: 10.33395/remik.v4i1.10714.
- Rokfa, A. A., Tanda, A. R. P., Anugraheni, A. D., & Kristanti, W. A. (2021). Penyelesaian Sengketa Sistem Pembayaran Cash On Delivery Pada Media E-Commerce. *Jurnal Bina Mulia Hukum*, 6(2), 161–173
- Ruslang, Kara, M., & Wahab, A. (2020). Etika Bisnis E-Commerce Berdasarkan Maqashid Syariah Dalam Mewujudkan Keberlangsungan Bisnis. *Jurnal Ilmiah Ekonomi Islam*, 6(3), 665–674.
- Sudaryono, M.Pd, Efana Rahwanto S.Kom, dan Ratna Komala. (2020). “E-Commerce Dorong Perekonomian Indonesia, Selama Pandemi Covid- 19 Sebagai Entrepreneur Modern Dan Pengaruhnya Terhadap Bisnis Offline”.
- Yuniar, A. D., & Fibrianto, A. S. (2020). Literasi Privasi dan Perilaku Proteksi Konsumen Belanja Daring Generasi Y. *Jurnal Ilmu Komunikasi*, 17(1), 107-122.