

Factors of Consumptive Behavior of Female Students Shopping on Shopee E-Commerce (Study of Shopee E-Commerce on the Consumptive Behavior of Female Students from the Faculty of Economics and Business at USU)

Amalia Fadhilah^{1*}, Badaruddin², Pujiati³

Master's Program in Sociology, University of North Sumatra, Indonesia

Email: amaliafadhilah9@gmail.com^{1*}, pujiati@usu.ac.id², badaruddin@usu.ac.id³

Abstract

Purchasing online through e-commerce makes it easier for consumers to choose and buy the goods they want. Consumptive behavior is individual behavior that is influenced by sociological factors in their lives which is shown to consume excessively or wastefully and unplannedly on services and goods that are not needed. There are many variations of products offered on Shopee e-commerce, including beauty products, men's clothing, women's clothing, cellphones, computers and accessories, home equipment, electronics, food & drinks. Shopee e-commerce also comes with several facilities that make things easier for buyers. The purpose of this research is to determine the factors that USU Faculty of Economics and Business students shop at Shopee e-commerce. This research uses the theory of consumption society which was put forward by Jean Baudrillard. The method used is a descriptive qualitative approach. This technique determines informants in this research using purposive and snowball. This research uses the Interactive Analysis Model from Miles and Huberman. The results of this research cause consumer behavior among students at the Faculty of Economics and Business due to internal and external factors, facilities provided by Shopee e-commerce, the influence of campus friends and factors that support work.

Keywords | Shopee e-commerce, consumer behavior, Jean Baudrillard, female student

INTRODUCTION

E-commerce is a new system or paradigm in the business world, which shifts the traditional trading paradigm to electronic commerce, namely utilizing ICT technology or internet technology (Haryanti, 2011: 8). It can be concluded that e-commerce is a buying and selling process that markets goods or services through electronic systems, be it radio television, computer networks and applications on smartphones.

E-commerce provides lots of attractive offers and doesn't easily make people bored, it actually makes them even more addicted to new things. Through e-commerce we can access everything we want to buy or even just have a look because there are so many items offered in various kinds of e-commerce.

Shopping online is currently enjoyed by all levels of society, because in this way people do not find it difficult to obtain the goods they want. Choose whatever item you want, simply select the image available on e-commerce then order it directly, then pay by transfer. By purchasing online through e-commerce, it will be easier for consumers to choose and buy goods that suit their wishes. Humans basically have unlimited desires and want to be like what is currently a trending topic. When they see a product that is viral and in great demand, they will immediately buy the product so that it is equal and not out of date.

If this is done continuously it will result in changes in consumer behavior to consumptive behavior. Consumptive behavior is individual behavior that is influenced by



sociological factors in their lives which is shown to consume excessively or wastefully and unplannedly on services and goods that are lacking or even unnecessary. With daily activities influencing people's thinking which can result from the ease of using the internet and e-commerce, and also the income factor that each person has, this will result in several negative impacts, one of which is consumer behavior (Aprilia, 2014: 73).

Shopee is one of the first marketplaces run by Garena, which has now changed its name to SEA Group. Garena created its own C2C (customer to customer) business mobile marketplace. In December 2015 Shopee was officially introduced in Indonesia under the auspices of PT Shopee International Indonesia. There are many variations of the products offered on e-commerce Shopee. In 2015 Shopee first appeared in Indonesia and became the online sales site most popular with the public (Bachdar, 2018). Shopee also comes with several conveniences in payment methods which may be an important point to facilitate the buying and selling process. This e-commerce also makes it easier for consumers to choose the right product and the right store because it has features. Features are product characteristics that complement the basic function of the product (Kotler & Keller, 2012: 8)

The reason researchers conducted this research using Shopee e-commerce was because Shopee e-commerce received the most visits compared to other e-commerce. Through the website databoks.katadata.co.id, the highest number of visits in Indonesia in the first quarter of 2023 was on Shopee e-commerce, reaching an average of 158 million visits per month. The reason the researcher studied USU Faculty of Economics and Business students was because the researcher saw the impact of Shopee advertisements appearing on TV, because the Shopee feature showed features that were easy to use for shopping, the presence of Shopee advertisement stars attracted the attention of students because on average the advertisement stars on Shopee were idols. female students. The reason researchers use Jean Baudrillard's consumption society theory is because according to Baudrillard (2011:50) people carry out consumption activities based on their beauty, not their usefulness. The existence of a simulacra process becomes hyperreality which is the reason why students shop at Shopee e-commerce.

METHOD

The method used in this research is a descriptive qualitative approach. According to Nazir (2005:54) the descriptive method is a method for researching the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The qualitative approach is a research approach that reveals certain social situations by describing reality correctly, formed by words based on data techniques and analysis of relevant data obtained from natural situations (Djam'an: 25). Therefore, this research uses a descriptive method with a qualitative approach.

This technique determines the informants in this research, namely purposive and snowball. According to Sugiyono (2017:218) purposive is a technique for collecting data sources with certain considerations. This particular consideration, for example, is that the person is considered to understand the most about the Shopee application, such as a user who has an active account on the application and understands what is happening with the

application regarding features regarding the development of the Shopee application and knows how long the informant has been using Shopee so that it will make it easier for researchers to explore object or social situation to be studied. This research also uses the snowball technique, namely the technique of taking data sources that are initially small in number and then become larger, this is because the small data sources have not been able to provide satisfactory data, because they look for other informants who are used as data sources (Sugiyono, 2017: 218-219). In the snowball technique, researchers look for informant sources through key informants.

Research on primary data used by researchers is the result of interviews with USU Stambuk 2022 Faculty of Economics and Business students who actively shop at Shopee e-commerce. According to Moleong (2013:158) secondary data is a second source that cannot be ignored. This data is additional material obtained through written data sources which are divided into books, scientific magazines, personal document archives, official documents, articles in newspapers, or scientific journals that can evaluate or criticize research related to research.

The research location chosen by the researcher was based on the research title, namely the Faculty of Business Economics, University of North Sumatra. The reason the researcher chose this location was because the researcher wanted to see how consumer behavior occurred among students at the USU Stambuk Faculty of Economics and Business in 2022, because they wanted to see whether those studying economics were the same as students from other faculties when shopping at Shopee e-commerce. Researchers used main and additional informants. According to Bagong (2005:171-172) key informants are those who know and have various basic information needed in research. In this research, researchers used key informants, USU 2022 Faculty of Economics and Business students who know the use of features and are active in shopping on Shopee e-commerce.

Researchers use a type of semi-structured interview, namely a type of interview, where a series of structured questions have been created, then one by one they are deepened to elicit further questions (Koentjaraningrat, 1993: 129). In this research, researchers used in-depth interviews with the aim of finding problems more openly and intensively, where the parties invited to the interview were asked for their opinions and ideas (Arikunto, 2006:4). Interviews are useful when researchers want to know the informant's experiences or opinions about something in depth.

Observation according to (Soehartono, 2008:69) is an activity to carry out measurements on the research field, but observation or observation here is defined more narrowly, namely observation using the sense of sight so that this observation does not need to ask questions. Non-participant observation was used in this research because researchers did not participate in all the activities, they carried out every day. Researchers only observed students from the 2022 USU Faculty of Economics and Business when they were on campus at the USU Faculty of Economics and Business.

Documentation is a data collection technique by collecting and analyzing documents, both written, image and electronic documents. data collection techniques from data sources originating from non-humans, this source is an accurate and stable source as a reflection of



actual conditions and is easier to analyze repeatedly, namely data in the form of notes, transcripts, books, newspapers, magazines, photos, etc. etc. (Sukmadinata, 2010: 221). The documentation used in this research is to collect data on students from the Faculty of Economics and Business at USU Stambuk 2022 who are actively shopping on Shopee e-commerce. In social research, the function of data derived from documentation is mostly used as support and complement to primary data obtained through in-depth observation and interviews.

The data analysis activity is to collect all existing data from in-depth interviews, observations and literature related to the research topic. Data analysis using a qualitative approach was carried out using a flowing data analysis model. In this research, the data analysis steps used in this research are the Analysis Interactive Model from Miles and Huberman (2007: 16-18), namely: data reduction, data presentation, drawing conclusions.

RESULTS AND DISCUSSION

Based on the findings obtained and documented in the form of in-depth interview transcripts in the form of recordings, which are based on data and facts researchers found in the field and adapt to what was stated by key informants and ordinary informants. Researchers also took documentation in the form of shopping results from USU Faculty of Economics and Business students who used Shopee e-commerce. This research process seeks to fulfill and explain the objectives of the research according to what the researcher finds in the field. Researchers dig up information to fulfill these objectives through informants who have been determined to be 10 people, consisting of 4 key informants and 6 regular informants in addition to those related to the key informants.

1. Internal factors

In terms of internal factors, researchers see that the informant's shopping at Shopee e-commerce is based on the urge to fulfill the need to do online shopping, which is not only for pleasure, but is also an encouragement to fulfill one's life. Students think that online shopping is a habit that is difficult to control, they tend to buy things according to their wishes, hunting for unnecessary items just because there is a discount, not in terms of benefits and functions.

a. Encouragement of USU Faculty of Economics and Business Students to Fulfill Shopping Desire on Shopee e-commerce

The encouragement or desire of USU Faculty of Economics and Business students to fulfill their shopping needs on Shopee e-commerce is not only for necessity, but there is also an urge to shop. USU Faculty of Economics and Business students seem to think that shopping is an appreciation activity, even though this is a wrong start and results in wasted spending every month. The USU Faculty of Economics and Business student finds it difficult to control herself when shopping for what she wants because it has become a habit. Therefore, the encouragement of USU Faculty of Economics and Business students to fulfill their shopping desires on Shopee e-commerce is characterized by the fact that it makes it easier to buy products safely.

The profit obtained by the informant is from a discount that he can use again for subsequent shopping and free shipping. There are a variety of shops that have unique characteristics. Using Shopee e-commerce to support her work as a Shopee Affiliate by sharing product links on Instagram, informant Indira got good results when entering product links on Instagram. Using Shopee e-commerce because of the emergence of Shoppee live clothes that appear on the Shopee e-commerce homepage. There was encouragement from Shopee e-commerce facilities given to informant Intan in the form of Shopee paylater offers, delivery facilities and lots of discounts. This is what causes them to buy products on Shopee e-commerce just to fulfill their desires and there is a simulacra in the form of a clothing store homepage display on Shopee E-Commerce which creates consumptive behavior among USU Faculty of Economics and Business students.

b. Buying Products Because of Gifts

Buying a product as a gift is buying an item because of the gift offered if you buy the product. Shopee ecommerce offers free gifts if you buy a lot of items. Shopping on e-commerce Shopee gets a free gift in the form of a newly launched product from the skinker brand you bought. The simulacra occurred because of a newly launched product from a skincare brand which created consumer behavior among USU Faculty of Economics and Business students. Buy products because they want to get a gift, not because they need it.

2. External Factors

From the results of the interview, external factors encourage informants to create interactions between friends when they want to buy goods on Shopee e-commerce. Shopee e-commerce provides promotions for a product. If you buy it with friends, you will get a cheap price when you buy a lot of products. When interacting on campus, female students also want to have the same items in order to build closeness.

a. Buying Products Because of Advertising Stars

USU Faculty of Economics and Business students tend to imitate the behavior of the figures they idolize in the form of using everything their idol figures can wear. Shopee e-commerce often invites artists to act as advertisements, this is what attracts USU Faculty of Economics and Business students to shop at Shopee e-commerce. From the results of this research, the researcher can conclude that the factors that cause informants to behave consumptively are due to the presence of gifts from the products being sold, the simulacra process is described as a society that fulfills its living needs following the development of television technology, cyberspace and social media, and imagination and fantasy about In reality, it is as if the product has the same properties as its idol artist which causes USU Faculty of Economics and Business students to behave consumptive.



b. Influence With Campus Friends

Within the scope of friends, of course they will have an influence starting from thoughts and lifestyle. Campus friends seemed to be the driving force. When we have friends who like shopping, of course we will be encouraged to shop and have the same tendencies. The existence of the simulacra process also has a big influence in the world of friendship in the form of fulfilling their daily needs following developments in television technology, cyberspace and social media, creating consumptive behavior among female students shopping at Shopee e-commerce. From the results of this research, it can be seen that the researcher can conclude that the influence of campus friends can provide consumptive behavior so that togetherness is better maintained, the more products you buy, the more you get cheap prices and better prices. buy a lot of products, this is also caused by the existence of simulacra which creates consumer behavior in USU Faculty of Economics and Business students.

c. There is a Shopeepaylater payment method

Shopee e-commerce provides the Shopeepaylater payment method feature which has the same function as a credit card. The underlying presence of Shopeepaylater is not only felt by sellers on Shopee e-commerce, at this time it can also be felt by Shopee e-commerce users depending on the agreement. The Shopeepaylater payment method makes it easy for goods to be received first but payment can follow next month with the pay later tagline.

From the results of this research, it can be seen that the reason why USU Faculty of Economics and Business students use the Shopeepaylater payment method is because their desire to spend is high and product offers often appear on the Shopee homepage, because their salary is not enough to buy their children's milk and pampers, which according to them are expensive, to support their work making content from products sold on Shopee e-commerce. because there is an option to go into debt for the goods you want to buy. use the Shopeepaylater payment method because there is a live shopee which often appears on Shopee's website and provides Shopeepaylater payment method facilities.

CLOSING

Conclusion

The conclusion of the research is that the facilities provided by Shopee e-commerce cause USU Faculty of Economics and Business students to behave consumptively when shopping at Shopee e-commerce, internal factors are simulacra in the form of displays of clothes shop homepages on Shopee E-Commerce which cause consumptive behavior in student at USU's Faculty of Economics and Business, external factors are the influence of friends which causes a simulacra process in the world of friendship in the form of fulfilling their life needs following developments in television technology and social media.

Suggestion

The researcher's suggestion in this research is that it is hoped that it will provide benefits and be useful as a reference for conducting research that leads to further research targets, female students must be able to adjust their expenses to their finances and living needs whose prices are increasing, female students must be able to manage this to avoid consumptive behavior, For readers, you should be able to pay attention to spending only for the sake of appearance and lifestyle, whose function is only temporary and not very important. Must be able to prioritize which needs are important and which are not important.

REFERENCES

- Aprilia & Hartoyo. "Analisis Sosiologis Perilaku Konsumtif Mahasiswa (Studi Pada Mahasiswa Fisip Universitas Lampung)" dalam Jurnal sosiologi, Vol. 15, No. 1: 2014, h.73.
- Baudrillard, Jean P. (2014), Masyarakat Konsumsi, Terj.Wahyunto. Yogyakarta: Kreasi Wacana.
- Bagong, Suyanto. (2005). Metode Penelitian Sosial. Jakarta: Kencana Prenanda Media Group.
- Djam'an Satori dan Aan Komariah. (2011). Metodologi Penelitian Kualitatif. Bandung: Alfabeta.
- Kotler, P., & Keller, K. L. (2012). Manajemen Pemasaran (13th ed.; A. Maulana & Y. S. Hayati, eds.). Jakarta.
- Koentjaraningrat. (1993). Metode-Metode Penelitian Masyarakat Edisi Ketiga. Jakarta: Gramedia.
- Moleong, Lexy J. 2013. Metode Penelitian Kualitatif. Edisi Revisi. Bandung: PT. Remaja Rosdakarya.
- Miles, Mattew B dan Amichael Huberman. (2007). Analisis Data Kualitatif Buku Sumber tentang Metode-Metode Baru. Terjemahan Tjetjep Rohendi Rohisi. Jakarta: Universitas Indonesia.
- Nazir. (2005). Metode Penelitian. Ghalia Indonesia. Jakarta.
- Nugraha, A. P., Mulyadi, M., & Suriani, S. (2024). Customer Journey Mapping: Understanding Consumer Behavior Digitally. Berajah Journal, 4(2), 327-336.
- Sugiyono, (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV. Alfabeta.
- Sukmadinata. (2010). Metode penelitan pendidikan. Bandung: PT. Remaja Rosdakarya.
- Soehartono, Irawan. (2008). Metode Penelitian Sosial. Bandung: PT. Remaja Rosdakarya.

