

The Effect of Online Shop on Shopping Behavior in X Grade Students of SMA Muhammadiyah 2 Bandar Lampung

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Abstract -- This study aims to determine the effect of online shop on shopping behavior in X grade students of SMA Muhammadiyah 2 Bandar Lampung. This research uses survey research methods. Data collection techniques can be done in several ways, such as observation, questionnaires and documentation. The population in this study are all students of X grade of Science 1 and Science 2 in which totaling 66 people. The sampling technique used in this study is probability sampling technique using simple random sampling. The results showed that online shop in a simple linear regression affected the student shopping behavior in X grade of science students of SMA Muhammadiyah 2 Bandar Lampung. This was shown from the results of the $t_{\text{statistic}}$ about $2,763 > t_{\text{table}}$ 2.364 and the probability (sig.) about $0.013 < 0.05$. This stated that the online shop had a contribution to shopping behavior in X grade of Science students of SMA Muhammadiyah 2 Bandar Lampung.

Keywords: Online Shop and Shopping Behavior

I. INTRODUCTION

Technology was created to facilitate human work with all the technical equipment to process and convey information. Technology is divided into two aspects, such as information technology and communication technology. Technology and communication are starting to penetrate human life in various parts of the world including villages. Information technology includes all matters related to the process, tool using, manipulation and management of information. Communication technology includes everything related to the use of tools to process or transfer data from one device to another.

E-commerce began in the 1990s, although at that time it was not too widespread as the 1.0 revolution era, it was only a form of goods catalog. The revolution of 2.0 era was a period where the process of ordering and shipping goods, generally using a website that can be accessed only by a computer. The revolution of 3.0 era was still in common, which buying and selling activities were carried out by mobile equipment. At this time the business began massive in some social media such as Instagram, Twitter, WhatsApp, Facebook, and others.

The emergence of e-commerce brings a new phenomenon or new lifestyle among the people. They would rather take the time to look for product information by online

than visit the store directly before making a purchase. The presence of various online stores was very facilitating for consumers who have a hedonic shopping style; which was doing shopping activities to get its own pleasure.

Haubl and Trifts (2000: 93) defined shopping through internet media as an exchange/buying and selling activity carried out by a consumer through a computer interface as the basis, where consumer computers were connected to the internet and can interact with retailers or virtual shops that sell products or services through network.

In this highly sophisticated era, people prefer to use online shops for several reasons such as consumers can shop at any time so they don't need to go and shop around because the goods are provided by online, consumers can browse products for 24 hours without closing time limit, consumers can also compare products and prices with other online shops, the ordered goods are delivered to home, and the shopping transaction process can be done with only a few minutes through mobile banking, transfers through ATMs, etc.

Schiffman and Kanuk (2010: 23) explain consumer behavior is a behavior exhibited by consumers in searching, buying, using, evaluating, and spending the product or service that they hope will satisfy their needs. The products produced and marketed in online shops are mostly women's products, such as clothes, cosmetics, bags, shoes accessories, headscarves, and others.

Shopping behavior is often found among the younger generation, whose lifestyle is directed towards pleasure and satisfaction in consuming excessive goods. Kanserina (2015: 2) explains that adolescents have irrational consumption abilities and tend to behave in a consumptive manner.

The current lifestyle is still based on styles created from other people or through the media, for example using clothes that fit the latest models. Usually the reference for most women in clothing is celebrity style. The presence of online shop may not necessarily have a positive impact on consumers. There are several negative impacts, one of which is that consumers have shopping behavior that is only concerned with desire rather than needs. If this behavior

continues to exist in consumers, it will cause lifestyle changes that result in self-harm.

Based on the background of the problem above, the problem formulation in this study is "Is there any simultaneous significant effect between online shops on shopping behavior in X grade students of SMA Muhammadiyah 2 Bandar Lampung?"

This research belongs to the fourth social education tradition, such as a critique of social life (Social studies as social criticism).

Social education is more about controversial education of issues and education that prioritizes the development of knowledge capabilities and fosters the courage to express opinions or arguments. Social education must be able to develop critical thinking skills with a variety of problem solving methods. This research is included because it provides public criticism related to online shopping behavior. The existence of social education is expected to gain an understanding of the way how knowledge is obtained through scientific methods, develop scientific attitudes and have a structure of scientific knowledge about human attitudes and habits in society.

II. RESEARCH METHOD

Sugiyono (2014: 2) explained that the research method is a scientific way to obtain data with specific purposes and pertinence. The research method was a technique or way to search, obtain, conclude or record data, both in the form of primary data and secondary data used to compile a scientific work, then analyze the factors related to the subject so that it will produce a truth of data obtained.

This research uses survey research methods. Survey approach is an approach used to get data from a particular place that is natural (not artificial), but researchers conduct treatment in data collection for example by distributing questionnaires, tests, structured interviews and so on. Sugiyono (2013: 11) explained that the survey method is a study conducted by using a questionnaire as a research tool conducted on large and small populations, but the data studied are data from samples taken from these populations, so that relative events, distribution and relationships between variables are found, both sociological and psychological.

Scientific research requires data in solving the problems observed. Data is something that does not have meaning for the recipient, then it requires a processing. Data must be obtained from fixed data sources through a data collection method that will be processed and analyzed by a particular method, so that the data collected is relevant to the data examined. Source of data used need to be accurate, researchers use secondary data and continued by field research to obtain primary data.

The sampling technique used in this study is using probability sampling technique using simple random

sampling. Sugiyono (2017: 120) explained probability sampling is a sampling technique that provides equal opportunities for elements (members) of the population chosen to be sampled, whereas simple random sampling is taking sample members from the population carried out randomly without regard to strata in the population. This method is done if a member of the population is considered homogeneous.

III. RESULTS AND DISCUSSION

This study was entitled "The Effect of Online Shop and Peer Group on Shopping Behavior in X grade students of SMA Muhammadiyah 2 Bandar Lampung". The respondents were some of X grade science students of SMA Muhammadiyah 2 Bandar Lampung. The total number of respondents was 40 people and the number of questionnaires distributed was 40 copies according to the number of respondents. Then the results of the questionnaire would be analyzed.

Parametric Statistical Requirements Test (Data Analysis)

1. Data Normality Test

Test criteria were accepting H_0 if the significance value was > 0.05 , means that the sample distribution data was normal and rejecting H_0 if the significance value was < 0.05 , means that the sample distribution data was not normal. Based on the calculation, the results obtained for the online shop variable (X_1) was 0.200; and for variable (Y) was 0.139; all of which were greater than 0.05, then H_0 was accepted, in other words the variable data distribution was normal.

2. Data Homogeneity Test

The results of calculations with Leneve Statistics, online shop variables (X_1) were homogeneous. The probability value (Sig) was $0.696 > 0.05$, in other words H_0 was accepted.

Hypothesis test

The results of the SPSS data processing analysis of the first hypothesis test, as follows:

- The magnitude of the correlation value between the independent variable (online shop) with the dependent variable (shopping behavior) was 0.546 (column R)
- The magnitude of the determination coefficient (ability to support / carrying capacity) of the independent variable (online shop) in determining the magnitude of the dependent variable (shopping behavior) was 0.298 or 29.8% and the remaining 70.2% was affected by other factors that not included in this study (R Square column)
- The magnitude of Adjusted R Square, that was R^2 which had been freed from the degree of freedom so that it really shows how the effect of the independent variable on the dependent variable was about 0.259

Based on the results of a simple linear regression test with SPSS about online shop (X_1) on shopping behavior (Y), the following were obtained:

1. There was a significant correlation between online shop shopping behavior about 0.546 at a significant level of 5%
2. Obtained $t_{\text{statistic}}$ for online shop about $2.763 > t_{\text{table}}$ about 2.364 and the probability (Sig.) about $0.013 < 0.05$. It means that H_0 was rejected and H_1 was accepted.

If we see the probability (sig.), it was about $0.013 < 0.05$, this means that H_0 was rejected and H_1 was accepted. Thus this hypothesis stated that there was an effect of online shop on shopping behavior in X grade students of SMA Muhammadiyah 2 Bandar Lampung.

IV. CONCLUSION AND SUGGESTION

Based on the results of data analysis and hypothesis testing, the following conclusions can be drawn:

There was a significant effect between online shop on shopping behavior in X grade science students of SMA Muhammadiyah 2 Bandar Lampung. This showed that the higher the use of online shop, the higher the shopping behavior of students. Conversely, the lower the online shop use, the lower the shopping behavior of students.

Based on the conclusions that have been submitted above about "The Effect of Online Shop to Shopping

Behavior in X grade students of SMA Muhammadiyah 2 Bandar Lampung" some suggestions can be concluded, as follows:

To Students

- Students must be more able to control the using of online shop with guidance from people around especially parents and teachers to be wiser and not easily follow the trends of others.
- Students must be more able to control shopping behavior, so that students can be wise in spending money. They can consider it based on needs, not only about desires and prestige. This can be minimized by the using of information technology.

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