

## Analysis of the Influence of Online Shopping Consumption Through E-commerce Shopee Among Students of the Faculty of Economics UIN Malang

Nur Halizah Aulia Rohmah <sup>1)</sup>; Nora Ria Retnasih <sup>2)</sup>

[nurhalizaaulia55@gmail.com](mailto:nurhalizaaulia55@gmail.com), Universitas Islam Negeri Maulana Malik Ibrahim, Indonesia

---

### ABSTRACT

*This analysis aims to evaluate the consumerist influence of online shopping through the Shopee e-commerce platform on students of the Faculty of Economics at UIN Malang. This research aims to understand the extent of consumer tendencies and their impact on the financial behavior of students at the Faculty of Economics, UIN Malang. The research method used is a questionnaire or survey, with a target sample representing students of the Faculty of Economics at UIN Malang for the academic years 2019-2022.*

*The research results show a significant influence of online shopping consumption through Shopee on students of the Faculty of Economics at UIN Malang. Factors such as ease of access, promotional offers, convenience, product variety, and social influence play an important role in driving consumer behavior. However, it is important to remember that such consumerism can have negative financial consequences if not managed properly, which can lead to financial difficulties in the future.*

**Keywords:** *Consumptive behavior; online shopping; Shopee.*

---

Received: November 11<sup>th</sup>, 2023    Revised: February 16<sup>th</sup>, 2024

Accepted: February 24<sup>th</sup>, 2024

---

Article Doi: [10.22441/jies.v13i1.21064](https://doi.org/10.22441/jies.v13i1.21064)

### INTRODUCTION

It is recorded in the Industrial Revolution that the disruption from industry 1.0 to the current 4.0 has experienced an increasing speed in the rate of change over the years. Where the transition from industry 3.0 to 4.0 has become shorter, specifically 50 years. But due to our current global conditions, the economic and financial crisis has nearly devastated all countries, and activities have come to a halt due to the ongoing pandemic (Darwin, 2020).

Being in the era of postmodernism, which has brought various changes, especially in societal life that affects the industrial world (Padjadjaran, 2020), there has been an increase in services in the economic sector with the mass media playing a very strong role here and changing the consumption patterns of society (Kurniawati & Wahjudi, 2019). In preparing a business, it is hoped that the current developing culture is not forgotten (Ciawati, 2020).

The development of the creative economy is also carried out by one of the e-commerce platforms, Shopee, which is an online shopping platform based on mobile apps (Shopee, 2018). The largest shopping platform in Indonesia that connects sellers and buyers online, is trustworthy, and can provide attractive offers via website or application. Register products for

sale and shop with all the attractive offers and affordable prices, including free shipping throughout Indonesia (S. M. Maulana & Susilo, 2015).

The background of the analysis of the influence of online shopping consumption through the Shopee e-commerce platform among students of the Faculty of Economics at UIN Malang.

1. **E-commerce Growth:** In recent years, e-commerce has experienced rapid growth in Indonesia, including the Shopee platform. This growth has influenced consumer behavior, including among students. Therefore, it is important to analyze the influence of online shopping consumption through the Shopee e-commerce platform among students.
2. **Student Consumer Behavior:** Students are one of the groups that are active in online shopping. They have a dependence on technology and easy access to the internet. In this context, it is important to understand the factors that influence the online shopping behavior of student consumers, particularly through the Shopee platform.
3. **The Influence of Social Media:** Social media plays an important role in influencing consumer behavior, including in online shopping. Shopee has leveraged social media with strong marketing strategies, including advertisements on social media platforms and collaborations with influencers. The influence of social media in promoting online shopping consumption among students needs to be further researched.
4. **Economic Impact:** Consumerist online shopping can have an economic impact on students. Excessive spending on online shopping can lead to financial imbalances and excessive debt. It is important to analyze the impact of consumerist online shopping on students' financial conditions and how this can affect their lives.
5. **The Influence of Psychological Factors:** Psychological aspects can also affect the consumptive online shopping behavior among students. Factors such as instant gratification, the need for social recognition, and the feeling of satisfaction after shopping can influence students' tendency to engage in consumptive online shopping.

Research problem formulation for the study on "Analysis of the Impact of Online Shopping Consumption Through Shopee E-commerce Among Students of the Faculty of Economics at UIN Malang"

1. What is the level of online shopping consumption among students of the Faculty of Economics at UIN Malang through the Shopee platform?
2. What are the factors that influence online shopping consumption behavior on Shopee among students of the Faculty of Economics at UIN Malang?
3. What is the impact of online shopping consumption on students of the Faculty of Economics at UIN Malang, in terms of income and prices?
4. What is the perception of UIN Malang Faculty of Economics students regarding the price and quality of products purchased through Shopee?
5. Is there a difference in online shopping consumption behavior between students of the Faculty of Economics at UIN Malang who use Shopee and those who do not use Shopee?

The purpose of the research "Analysis of the Impact of Online Shopping Consumption Through E-commerce Shopee Among Students of the Faculty of Economics UIN Malang"

1. **Analyzing the level of online shopping consumption among students of the Faculty of Economics at UIN Malang:** This aims to understand the extent to which students of the Faculty of Economics at UIN Malang are involved in online shopping activities through

the Shopee platform. This includes shopping patterns, shopping frequency, types of products purchased, and the amount of money spent.

2. Researching the factors that influence online shopping consumption: This research aims to identify and analyze the factors influencing online shopping consumption behavior among students of the Faculty of Economics at UIN Malang. Factors that may be studied include the influence of shopping convenience on Shopee, recommendations, personal needs, and income factors.
3. Identifying online shopping: This aims to analyze online shopping among students of the Faculty of Economics at UIN Malang. This includes income, positive reviews or testimonials about shopping on Shopee, and the influence of price on products.
4. Identifying online shopping through Shopee: This aims to analyze students from the Faculty of Economics at UIN Malang and other related parties shopping through Shopee. This can include product prices, good quality, and positive reviews.

Research hypothesis on the Analysis of the Influence of Online Shopping Consumption Through E-commerce Shopee Among Students of the Faculty of Economics at UIN Malang, it can be formulated as follows:

1. Main Hypothesis: Online shopping consumption through Shopee has a significant influence on students of the Faculty of Economics at UIN Malang.
  - Hypothesis 1: Competitive product prices on Shopee influence the consumer behavior of students.
  - Hypothesis 2: The good quality of products on Shopee affects the consumer behavior of students.
  - Hypothesis 3: Positive user reviews about products on Shopee influence the consumer behavior of students.
2. Supporting Hypothesis: Other factors can also influence the consumptive behavior of students shopping online through Shopee.
  - Hypothesis 4: The ease of access and use of the Shopee platform affects students' consumer behavior.
  - Hypothesis 5: Promotions and discounts offered on Shopee influence students' consumer behavior.
  - Hypothesis 6: Social factors such as recommendations from friends or online shopping trends influence the consumer behavior of students.

## METHOD

Quantitative research methods are a way to acquire knowledge or solve problems carefully and systematically, and the data collected consists of a series or collection of numbers. Therefore, data collection techniques can be said to be methods for gathering data in conducting this research. The data collection technique used is the distribution of questionnaires or surveys as an effort to determine the validity and reliability of the questionnaire. A questionnaire is one of the data collection techniques in the form of a list of questions posed to data sources (respondents), either directly or indirectly with the data sources. The quantitative research method can provide an overview of the population in general. In quantitative research, the focus is on the relationships between research variables and testing the hypotheses that have been

formulated beforehand. Although the description also contains narrative or is descriptive in nature, as a correlational study (relationship), the focus is on explaining the relationships between variables.

Multiple regression is a model equation that explains the relationship between one dependent variable/response (Y) and two or more independent variables/predictors (X1, X2,...Xn). The purpose of the multiple linear regression test is to predict the value of the dependent variable/response (Y) when the values of the independent variables/predictors (X1, X2,..., Xn) are known. In addition, it is also to determine the direction of the relationship between the dependent variable and the independent variables.

The T-Test is a statistical test used to examine the truth or falsity of a hypothesis that states there is no significant difference between two sample means taken randomly from the same population (Sudjiono, 2010).

The simultaneous F test (simultaneous test) is used to determine whether there is a joint or simultaneous effect between independent variables and the dependent variable.

The testing of the coefficient of determination is conducted with the aim of measuring the model's ability to explain the extent to which independent variables simultaneously affect the dependent variable, which can be indicated by the adjusted R-squared value (Ghozali, 2016). The coefficient of determination test is conducted to measure how well the model explains the variation in its dependent variable. The value of the coefficient of determination is between zero and one. The value of the regression coefficient close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

## RESULTS AND DISCUSSION

In this study, it was conducted on 102 students from the Faculty of Economics at UIN Malang. The distribution of this questionnaire was in the form of a Google Form.

Table 1. Respondents by Study Program

Study Program	Percentage	Amount
Management	68,6%	70
Accounting	21,6%	22
Islamic Banking	9,8%	10
Total	100%	102

The table above shows that the students who were respondents in this study with the Management study program numbered 70 or 68.6%; the Accounting study program numbered 22 or 9.8%; and the Sharia Banking study program numbered 10 or 9.8%. Based on this, it shows that the majority of respondents who have ever shopped online on Shopee are students majoring in management.

Table 2. Respondents by Cohort

Cohort	Percentage	Amount
2019	1%	1
2020	3,9%	4

2021	85,3%	87
2022	9,8%	10
Total	100%	102

The table above shows that the respondents from the 2019 batch of the Faculty of Economics at UIN Malang numbered 1 person or 1%; the 2020 batch numbered 4 people or 3.9%; the 2021 batch numbered 87 people or 85.3%; and the 2022 batch numbered 10 people or 9.8%. This indicates that respondents from the 2021 cohort predominantly engage in online shopping on Shopee.

Table 3. Results of multiple regression analysis

*Coefficients<sup>a</sup>*

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.653	.632		1.034	.304
	X1	.599	.117	.543	5.114	.000
	X1	.020	.096	.019	.208	.836
	X1	.058	.070	.074	.831	.408
	X1	-.028	.122	-.027	-.227	.821
	X1	.106	.111	.106	.958	.341
	X2	-.067	.114	-.063	-.592	.555
	X2	.035	.103	.036	.343	.732
	X2	.076	.079	.086	.955	.342

a. Dependent Variable: Y

Source: primary data processed using SPSS version 25, 2023

$$Y = 0.653 + 0.599X1 + 0.067X2 + \varepsilon$$

Note:

X1= consumer behavior

X2= Online shopping

Y= Shopee

$\varepsilon$  = Error

The coefficients of the multiple linear regression equation above can be interpreted as follows:

1. a= The constant value of 0.653 means that if the consumptive behavior (X1) and online shopping (X2) are both zero, then Shopee (Y) will have a positive value of 0.653.

2.  $b_1$  = the regression coefficient value of the consumptive behavior variable (X1) is 0.599, meaning that for every one unit increase in consumptive behavior, Shopee (Y) among students will increase by 0.599.
3.  $b_2$  = the regression coefficient value for the Online Shopping Variable (X2) is 0.067, meaning that for every one-unit increase in online shopping (X2), Shopee (Y) among students will increase by 0.067.

The partial hypothesis testing conducted is used to examine the variable of consumptive behavior (X1) on Shopee (Y) and to test the influence of online shopping (X2) on Shopee (Y). The testing was conducted with the help of SPSS data processing, the results of which can be seen in the table below:

Table 4. Results of the Partial T Test (T Test)

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.253	.470		2.664	.009
Consumer behavior	.643	.093	.582	6.892	.000
Online shopping	-.016	.090	-.015	-.172	.864

a. Dependent variabel: Shopee

Source: primary data processed using SPSS version 25, 2023

Based on the results of the partial test calculations, it can be determined how each independent variable affects the dependent variable. The description of these variables can be explained as follows:

1. Based on this decision, Sig.  $0.000 < 0.05$ , there is no influence of consumptive behavior (X1) on Shopee (Y).
2. Based on this decision, Sig.  $0.864 > 0.05$ , so online shopping (X2) has an influence on Shopee (Y).

$$K = 3$$

$$N = 102$$

$$Df = n - k$$

$$Df = 102 - 3 = 99$$

$$\alpha/\text{Probability} = 0.05/99 = 0.005$$

$$T\text{-table value} = 2.626405$$

Table 5. Results of the simultaneous test (F Test)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.093	2	16.546	24.922	.000 <sup>b</sup>

<i>Residual</i>	65.731	99	.664
<i>Total</i>	98.824	101	

- a. Dependent Variable: Shopee  
b. Predictors: (Constant), online shopping, consumer behavior  
Source: primary data processed using SPSS version 25, 2023

Based on the results of the simultaneous testing calculations, it can be determined how the independent variable affects the dependent variable. The description of the variables can be explained as follows:

Based on the results of this decision, sig.  $0.000 < 0.05$ , there is a simultaneous influence of consumer behavior and online shopping (variable X) on Shopee (variable Y).

Table 6. results of the coefficient of determination test

**Model Summary**

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
<i>1</i>	.579 <sup>a</sup>	.335	.321	.815

- a. Predictors: (Constant), online shopping, consumer behavior  
Source: primary data processed using SPSS version 25, 2023

From the output above, the value of the Adjusted R Square or coefficient of determination ( $R^2$ ) indicates the quality of the regression model formed by the relationship between the independent variable and the dependent variable is 0.321.

$$KD = r \times 100\%$$

$$= 0.321 \times 100\%$$

$$= 32.1\%$$

which means that consumptive behavior (X1) and online shopping (X2) towards Shopee (Y) have an influence of 32.1%.

The research on the Analysis of the Impact of Online Shopping Consumption Through E-commerce Shopee Among Students of the Faculty of Economics at UIN Malang has several empirical benefits that can be derived, including:

1. A better understanding of online shopping behavior: This research can provide deeper empirical insights into the consumptive online shopping behavior of students from the Faculty of Economics at UIN Malang. This can help in understanding the specific motivations, preferences, and tendencies of online shopping. This benefit can be used as a basis for developing more effective marketing strategies to increase sales and consumer satisfaction on the Shopee e-commerce platform.
2. Identification of factors influencing online shopping: Through this research, factors that have a significant impact on the online shopping behavior of students at the Faculty of Economics, UIN Malang can be identified. For example, this research can reveal

whether product price, product quality, user ratings, or other factors have a dominant influence. This information can be used by e-commerce companies and business actors to optimize sales strategies and enhance the online shopping experience.

3. Contribution to the development of e-commerce in Indonesia: This research can provide empirical benefits in developing the e-commerce sector in Indonesia as a whole. Through a better understanding of consumer behavior and the factors that influence it, e-commerce companies can improve their services, provide products that better meet consumer needs, and enhance the overall growth of the e-commerce sector. This can have a positive impact on the Indonesian economy, create job opportunities, and enhance competitiveness in the global market.

The research on the Analysis of the Impact of Online Shopping Consumption Through E-commerce Shopee Among Students of the Faculty of Economics at UIN Malang also has theoretical benefits that can be derived, including:

1. Contribution to consumer behavior theory: This research can provide a theoretical contribution to a better understanding of consumer behavior in the context of online shopping. By identifying the factors that influence online shopping consumer behavior, this research can enrich the existing literature and consumer behavior theory. This can help in developing and expanding the theoretical framework relevant to online shopping, including aspects of motivation, preferences, decision-making, and online shopping behavior patterns.
2. Enhanced understanding of e-commerce and the Shopee platform: This research can provide a deeper understanding of e-commerce as a whole, as well as the Shopee platform in particular. In this context, the research can enrich the understanding of how e-commerce platforms operate, how interactions between consumers and the platform take place, and how certain factors can influence online shopping behavior through the Shopee platform. This understanding can aid in the development of better theories and models about e-commerce.
3. Development of models and conceptual frameworks: Based on the results of this research, models and conceptual frameworks can be developed to serve as guidelines in research and practice related to online shopping consumer behavior among students of the Faculty of Economics at UIN Malang. This model and conceptual framework can provide practical guidance for researchers and practitioners in understanding the factors that influence consumer behavior in the context of online shopping.

The research on the Analysis of the Influence of Online Shopping Consumption Through E-commerce Shopee Among Students of the Faculty of Economics at UIN Malang also has shortcomings and limitations that need to be considered, including:

1. Generalization: This research may have limitations in generalizing its results to a broader population. Because this research is only focused on the students of the Faculty of Economics at UIN Malang, the results may not be directly applicable to different population groups, such as students from other faculties or universities or consumers outside the academic environment.
2. Sample limitation: The sample size used in this study may be limited. If the sample used is too small or does not representatively reflect the larger population, the research results may not comprehensively represent online shopping behavior among students of the



Faculty of Economics at UIN Malang. It is important to consider the external validity of this research in relating it to a larger population.

3. Quantitative measurement: This research uses measurement methods that are quantitative in nature, such as the distribution of questionnaires, which can be influenced by individual perceptions and interpretations. This can affect the accuracy of the collected data and result in bias in the analysis and interpretation of the results.
4. Temporal aspect: This research may be limited in observing factors that can change over time. In the context of technology and e-commerce, online shopping behavior and the factors influencing it can change rapidly. Therefore, the results of this study may not reflect the latest situations or trends in the e-commerce market.
5. Influence of other variables: This research may not consider the influence of other variables that can affect online shopping behavior, such as social, cultural, or environmental factors. These variables can have a significant and important influence on understanding a more comprehensive online shopping consumer behavior.

## CONCLUSION

### Conclusion

Based on the analysis of the consumptive influence of online shopping through the Shopee e-commerce platform among students of the Faculty of Economics at UIN Malang, several conclusions can be drawn as follows: There is a tendency for a significant consumer influence from online shopping through Shopee on students of the Faculty of Economics at UIN Malang. This indicates that students tend to make impulsive or unplanned purchases when shopping through that platform. There are several factors that can influence online shopping consumption through Shopee, including ease of access, discount or promotion offers, shopping convenience, price differences with other e-commerce platforms, and social factors such as trends or lifestyles influenced by friends.

### Suggestion

Based on this research, it is recommended that the relevant Faculty of Economics provide education on financial management, financial literacy, and consumption management to students. In addition, efforts can be made to raise students' awareness of the negative impacts of consumer behavior and to educate them about more prudent and responsible shopping strategies.

## REFERENCES

- Dr. Meiryani, S.E., Ak., M.M., M.Ak., C. (2021). *Memahami Koefisien Determinasi Dalam Regresi Linear*. Accounting.Binus.Ac.Id. <https://accounting.binus.ac.id/2021/08/12/memahami-koefisien-determinasi-dalam-regresi-linear/>
- Dr. Meiryani, S.E., Ak., M.M., M.Ak., C. (2021). *Memahami Uji T Dalam Regresi Linear*. Accounting.Binus.Ac.Id. [https://accounting.binus.ac.id/2021/08/12/memahami-uji-t-dalam-regresi-linear/#:~:text=Uji T \(Test T\) adalah,signifikan \(Sudjiono%2C 2010\)](https://accounting.binus.ac.id/2021/08/12/memahami-uji-t-dalam-regresi-linear/#:~:text=Uji T (Test T) adalah,signifikan (Sudjiono%2C 2010))

Endah Dwi Cahyani, & Helliana. (2023). Analisis Pengaruh Literasi Keuangan dan Gaya Hidup terhadap Keputusan Investasi pada Mahasiswa Prodi Akuntansi Unisba Angkatan 2019. *Bandung Conference Series: Accountancy*, 3(1), 408–417. <https://doi.org/10.29313/bcsa.v3i1.6464>

Nasehudin, T. S., & Gozali, N. (2012). *Metode Penelitian Kuantitatif* (P. Setia (ed.); 1st ed.). Pustaka Setia. <https://repository.telkomuniversity.ac.id/pustaka/17084/metode-penelitian-kuantitatif.html>

Naufal, M. T. (2022). *Cara Mencari T Tabel, Ketahui Pengertian dan Cara Membacanya*. DAUN.ID. <https://www.daun.id/detail/6036/cara-mencari-t-tabel-ketahui-pengertian-dan-cara-membacanya.html>

Rantung, J. F., Mandey, J., & Londa, V. Y. (2018). Peranan Pemberdayaan Kesejahteraan Keluarga (PKK ) Dalam Menggerakkan Partisipasi Masyarakat Desa (Suatu Studi di Desa Ongkau I Kabupaten Minahasa Selatan). *Jurnal Administrasi Publik*, 4(5), 46–65. <https://media.neliti.com/media/publications/1246-ID-peranan-pemberdayaan-kesejahteraan-keluarga-pkk-dalam-menggerakkan-partisipasi-m.pdf>

Sumartono. (2002). Terperangkap Dalam Iklan; Meneropong imbas pesan iklan televisi. *Alfabeta*, 8.5.2017, 1–20.

Syari'ah, & Nur, S. F. (2022). PERILAKU KONSUMTIF BELANJA ONLINE PRODUK FASHION MELALUI E-COMMERCE SHOPEE DI KALANGAN MAHASISWA UNIVERSITAS MUHAMMADIYAH MALANG. Etd.Umm.Ac.Id. <https://etd.umm.ac.id/id/eprint/1300/>

Wijaya, T. (2016). *Tabel Nilai Kritis Distribusi T*. Slideshare.Net. <https://www.slideshare.net/trisnadi16983/tabel-nilai-kritis-distribusi-t>

Yuliara, I. M. (2016). Modul Regresi Linier Berganda. *Universitas Udayana*, 18. Rama, A. (2015). Analisis Determinan Pengungkapan Islamic Social Reporting: Studi Kasus Bank Umum Syariah di Indonesia. *EQUILIBRIUM: Jurnal Ekonomi Syariah*, 2(1), 95–115. <https://doi.org/10.21043/equilibrium.v2i1.714>