

ABSTRACT

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Title : Consumptive Behavior of Online Shopping at Housewives Stairs During the Covid-19 Pandemic in Talang Kemang Village*

This study aims to determine the consumptive behavior of online shopping among housewives during the covid-19 pandemic in Talang Kemang village, and the factors that influence consumptive behavior in online shopping. The method used in this study is a qualitative method with a phenomenological design. The subject selection technique used purposive sampling with the criteria of married women, living in the Talang Kemang village area, conducting online shopping transactions for approximately one year, willing to be research subjects. Methods of data collection using interviews, observation and documentation. The results of this study generally show that the three subjects experienced an increase in online shopping transactions during the COVID-19 pandemic. With the various ease of access and the advantages of online shopping, the consumer behavior of online shopping has emerged on the subject. Subjects make online shopping transactions not only to fulfill needs, but online shopping subjects based on liking, shopping because of product packaging, shopping because of

advertisements and advertising models, and shopping because of the influence of promos and prizes. Furthermore, the factors that influence the consumptive behavior of the subject's online shopping come from environmental factors and factors from within the subject itself.

Keywords: *Consumptive Behavior, Online Shopping, Covid-19 Pandemic*

INTISARI

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Judul : Perilaku Konsumtif Belanja Online
Pada Ibu Rumah Tangga Selama
Pandemi Covid-19 Di Desa Talang
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Penelitian ini bertujuan untuk mengetahui perilaku konsumtif belanja *online* pada ibu rumah tangga selama pandemi covid-19 di Desa Talang Kemang, dan faktor-faktor yang mempengaruhi perilaku konsumtif dalam belanja *online*. Metode yang digunakan pada penelitian ini adalah metode kualitatif dengan desain fenomenologi. Teknik pemilihan subjek menggunakan purposive sampling dengan kriteria wanita yang telah menikah, tinggal di wilayah Desa Talang Kemang, melakukan transaksi belanja *online* kurang lebih selama satu tahun, bersedia untuk menjadi subjek penelitian. Metode pengumpulan data menggunakan metode wawancara, observasi dan dokumentasi. Hasil penelitian ini secara umum menunjukkan ketiga subjek mengalami peningkatan transaksi belanja *online* selama masa pandemi covid-19. Dengan berbagai kemudahan akses dan keuntugun belanja *online* menimbulkan perilaku konsumtif belanja *online* pada subjek. Subjek melakukan transaksi belanja *online* tidak hanya untuk pemenuh kebutuhan saja namun subjek belanja *online* berdasarkan rasa suka, belanja karena

kemasan produk, belanja karena iklan dan model yang mengiklani, dan belanja karena pengaruh promo dan hadiah. Selanjutnya faktor-faktor yang mempengaruhi perilaku konsumtif belanja *online* subjek berasal dari faktor lingkungan dan faktor dari dalam diri subjek itu sendiri.

Kata Kunci : Perilaku Konsumtif, Belanja *Online*, Pandemi Covid-19