

CONSUMPTIVE BEHAVIOR OF CONTRACT EMPLOYEES IN THE QC (QUALITY CONTROL) DEPARTMENT OF PT. NIDEC INSTRUMENTS BEKASI IN ONLINE SHOPPING ON SHOPEE

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ABSTRACT

This research aims to determine the description, causes and impact of Shopee Online Shopping Consumptive Behavior on PT QC Department Contract Employees. Nidec Instruments Bekasi. This type of research uses a descriptive qualitative approach. The subjects of this research consisted of 6 people consisting of 3 key informants, namely contract employees who worked in the Quality Control Department of PT. Nidec Instruments Bekasi, and 3 informants. The techniques used to collect information use observation, interview and documentation techniques. Meanwhile, the data analysis used is data collection, data reduction, data presentation, and drawing conclusions. The positive impact is felt feeling confident and seen as equal to other people who have the goods they want. And this positive impact also makes you feel more attractive because you like being the center of attention. Meanwhile, the negative impact felt is that they tend to become very dependent on continuing to shop online based on desire, and behave wastefully which makes the perpetrators of consumptive behavior shop continuously and not think about their finances. And someone who has consumer behavior tends to be easily seduced by advertisements and immediately buy goods that are being promoted by online stores.

Keywords: *Consumptive Behavior, Online Shopping, Shopee.*

INTRODUCTION

Humans, as living beings in this world, have many daily needs in life. These needs are divided into primary, secondary, and tertiary needs. Primary, secondary, and tertiary needs fall into categories of human needs based on their intensity. This aligns with what was stated by Muh. Syarifuddin (2016), who mentioned that human needs based on intensity consist of three types: primary needs, secondary needs, and tertiary needs.

Given that humans have these needs in their daily lives, they cannot avoid or are always engaged in consumption activities, whether it is to fulfill primary, secondary, or

tertiary needs. These consumption activities are carried out by humans to meet their daily needs. However, many people consume goods or services that are no longer aligned with their needs but are driven by personal desires.

According to Article 1 of Law Number 8 of 1999 on Consumer Protection, it is explained that a consumer is anyone who uses goods and/or services available in the community, either for their own interest, family, others, or living creatures, and not for resale. This is in line with what was stated by Lestari (2018), who mentioned that individuals often seek satisfaction by consuming goods that are not needed but are intended to fulfill desires. This phenomenon is commonly referred to as consumptive behavior.

Consumptive behavior refers to actions where the desire to purchase goods or use services arises solely to fulfill personal satisfaction, without considering the usefulness or urgency of the goods or services. This behavior is purely for the sake of lifestyle, to gain recognition, and avoid being looked down upon by peers.

Consumptive behavior can persist in someone's lifestyle and lead to problems in their life. Economically, the impact can be that when someone continues this consumptive behavior, they are unable to manage their finances properly, which can lead to undesirable situations such as borrowing money from others or, in the worst case, resorting to theft or corruption.

Psychologically, someone who continues to engage in consumptive behavior may feel inferior if they cannot buy the goods they desire, leading to stress when their wishes are not fulfilled. Socially, consumptive behavior may result in a person continually following popular trends or attributes without wanting to be themselves, potentially causing them to lose their identity (Effendi, 2016).

This phenomenon is also related to the rapid advancement of technology, where technological developments go hand in hand with sectors that fulfill people's daily needs. Moreover, to keep up with the times and not be left behind, individuals often encounter promotional ads displayed on their phones or televisions.

Whether consciously or not, this phenomenon has changed people's lifestyles, particularly their shopping habits. If previously people shopped conventionally by visiting stores, malls, or traditional markets, nowadays shopping can also be done through gadgets via various e-commerce platforms (such as Shopee, Tokopedia, Lazada, JD.id, Bukalapak, and others) or online shops on social media (such as Facebook, Instagram, and others) that allow people to shop online.

Online shopping has now become a trend among the public. This online shopping activity will become a habit because of the convenience and the various prices offered, leading to the formation of consumptive behavior. A person exhibiting consumptive behavior will willingly spend money to buy items they like, even though they do not need them, and experience satisfaction once they have obtained these goods. Those who are active on social media will constantly be updated on new products or items, which encourages them to own them.

Online shopping is now believed to have displaced traditional shopping culture, such as physically visiting traditional markets or high-end shopping malls. The presence of technology, especially the internet, has driven the creation of online business opportunities, where consumers no longer need to go to physical stores or meet sellers face-to-face to purchase, for example, a new set of branded clothes. The rise of online businesses has intensified competition between them. Online businesses are now competing to offer the best services and facilities to satisfy customers. Customer satisfaction is regarded as the energy source that determines the survival of both offline and online companies.

METHODS

In this study, the researcher used a qualitative research methodology by examining what happens in the field to prove its validity and assess it scientifically based on the theoretical framework related to the raised issues. Qualitative research is a methodology that reveals certain social situations by describing reality accurately, formed by words, based on relevant data collection techniques and analysis obtained from natural situations.

This research approach uses a descriptive qualitative approach. The reason for using a descriptive qualitative approach is that the researcher focuses on the consumptive behavior of online shopping on Shopee among contract employees in the QC department at PT. Nidec Instrument Bekasi. The research explores how the consumptive behavior of online shopping on Shopee appears among contract employees in the QC department, the impact of this consumptive behavior, and the factors that cause this consumptive behavior among contract employees in the QC department.

From the above definition, the author can conclude that qualitative research is an analysis conducted through interviews and presented in narrative form rather than numerical data. This research is also analytical, which means that the study explains the consumptive

behavior of online shopping on Shopee among contract employees in the QC department at PT. Nidec Instrument Bekasi.

RESULTS AND DISCUSSION

Consumptive behavior is an act of buying and using goods and services excessively without careful consideration, with the aim of fulfilling personal desires rather than meeting basic needs, which then becomes a way of fulfilling lifestyle. In other words, shopping is no longer based on necessity but rather on fulfilling desires. This aligns with Rahmayanti's (2017) statement, which explains that consumptive behavior is performed solely to achieve maximum satisfaction and to enhance social prestige to show off one's social status.

Overview of Consumptive Behavior

Individuals who frequently exhibit consumptive behavior typically shop continuously, are easily swayed by persuasion, pay little attention to the benefits of goods or services, shop excessively, and struggle to manage their finances effectively. The research findings on the subjects revealed that the three key informants shop or utilize services approximately 10 to 20 times a month online. Additionally, they are easily tempted by discounted or promotional items and enjoy purchasing unique and cute items. When buying goods, they find it difficult to control their shopping activities, often overindulging by purchasing multiple items online. They continue to buy goods even though they already have them at home. Furthermore, they purchase items based on liking or enjoyment of the product, leading to excessive spending and difficulty managing finances and self-control, as their money is spent solely on fulfilling their desires.

These findings align with the explanation of consumptive behavior proposed by Lubis (Fitri, 2013: 29), which states that consumptive behavior involves purchasing solely for satisfaction without rational consideration. Buyers can no longer think rationally when purchasing goods or services, buying not to fulfill their needs but to satisfy their desires. Similarly, Anggasari (Fitri, 2013: 30) argues that consumptive behavior involves excessive purchasing, including items that are unnecessary or unimportant.

According to Waluyo (Fitri, 2013: 30), consumptive behavior is a lifestyle characterized by spending money without thorough consideration. Based on the conducted research, the researcher concluded that the subjects exhibit indications of consumptive behavior. This is evident as the subjects continuously shop, have a high interest in certain

products, are unable to prioritize essential items, engage in excessive shopping, and tend to struggle with managing their finances effectively.

Factors that Cause Consumer Behavior

There are several factors that contribute to the emergence of consumptive behavior, which consist of internal and external factors. Internal factors include motivation, while external factors include lifestyle, advertising, reference groups, self-identification models, and family influences.

Based on the research conducted, the researcher concluded that the causes of consumptive behavior in the subjects Juni, Sutarno, and Titik consist of both internal and external factors. Internal factors include motivation. According to Solomon (Karmila, 2019: 12), motivation is the process that drives individuals to act in accordance with their desires. The research found that the three subjects are motivated to shop online due to the desire to own items that can enhance their social status or prevent them from being seen as outdated. This finding is supported by Kottler's explanation (Karmila, 2019: 14), which describes social class as a relatively homogeneous and enduring group within society, whose members share similar values, interests, and behaviors, and are organized hierarchically.

External factors include lifestyle. According to Ancok (Karmila, 2019: 13), lifestyle is a consumption pattern that reflects an individual's choices regarding how they spend their time and money. One example is a shopping-oriented lifestyle, which can lead to consumptive behavior. The research found that the three subjects' shop to fulfill their lifestyle needs, following trends or fashions that are widely used to avoid being left behind. External factors also include reference groups. According to Hyman and Singer (Effendi, 2016: 86), reference groups, in a narrow sense, include groups or individuals that someone interacts with directly. The research found that the three subjects are easily influenced by friends or relatives when shopping.

Another external factor is the self-identification model. The research revealed that the three subjects identify with or emulate the items used by their favorite celebrities, making them easily influenced by their idols when making purchases. This finding is supported by Sumartono's explanation (Karmila, 2019), which states that individuals engage in consumptive behavior by aligning with what is dictated by their reference groups. The final external factor is family. According to Schiffman and Kanuk (Effendi, 2016: 95), family is defined as a group of two or more people living together who are connected by blood,

marriage, or adoption. The research found that the three subjects are influenced by their family members, such as siblings, who also enjoy shopping.

Based on the research conducted on the subjects, it was concluded that the factors causing the emergence of consumptive behavior in the three subjects involve both internal and external factors. Internal factors include motivation, while external factors include lifestyle, reference groups, self-identification models, and family influences.

Impact of Consumer Behavior

There are several impacts of consumptive behavior, consisting of both positive and negative effects. The positive effects include increasing self-confidence and appearing more attractive. On the other hand, the negative effects include: a) dependency; b) being wasteful; c) being easily influenced by advertisements; and d) never feeling satisfied with what has been achieved. Meanwhile, the negative impacts of consumptive behavior are: a) dependency; b) being wasteful; c) being easily swayed by advertisements; and d) never feeling satisfied with what has been achieved.

CONCLUSION

Based on the research conducted at PT. Nidec Instruments Bekasi on contract employees in the Quality Control Department exhibiting consumptive behavior, the conclusions can be summarized as follows:

1. The overview of consumptive behavior includes continuous shopping with a shopping frequency of approximately 10 to 20 package receptions in one month, high attraction to certain items, inability to select necessary items, excessive shopping, and difficulty managing finances effectively.
2. The factors contributing to the emergence of consumptive behavior consist of internal and external factors. Internal factors include motivation. External factors encompass lifestyle, reference group, self-identification model, and family influence.
3. The impacts observed are both positive and negative. The positive impacts include increased self-confidence and appearing more attractive. Meanwhile, the negative impacts are dependency, wastefulness, being easily influenced by advertisements, and never feeling satisfied with achievements. The positive impacts experienced include feeling confident and being perceived as equal to others who possess desired items. This positive impact also leads to appearing more attractive as they enjoy being the center of attention.

On the other hand, the negative impacts experienced involve a tendency to become highly dependent on continuous online shopping driven by desire, leading to wasteful behavior where individuals shop continuously without considering their finances. Additionally, individuals with consumptive behavior are easily swayed by advertisements and immediately purchase items promoted by online stores.

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