

Income, Lifestyle And Consumption Patterns Of Employees At Pt. Panarub Industry

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Abstract

Many employees behave consumptively and no longer pay attention to the needs that should come first. And the higher the income a person receives, the greater the expenditure used for consumption, but someone who has a low income has a lifestyle that tends to be consumptive and consumption patterns change from meeting secondary needs to primary needs. Therefore, this study aims to determine the Income, Lifestyle and Consumption Patterns of Employees at PT. Panaruub Industry. The methodology of this study uses a qualitative approach. The data analysis used in this study is source triangulation, data presentation, drawing verification conclusions. Based on the results of this study, it shows that (1) The income obtained is the result of basic salary and also other additional income, such as asset investment or from micro businesses carried out by employees (2) Different employee lifestyles are caused by activities or activities carried out by each employee. Based on the results of the study, 1 informant was an employee who was not married and was still studying at university, while the other 2 informants were married and among them had micro-businesses that made their lifestyle less consumptive than younger informants. (3) Employee consumption patterns are not too influenced by the income they receive, but are strongly influenced by the lifestyle of employees.

Keywords:income, lifestyle, consumption patterns, employees.

Introduction

A manufacturing business called PT. Panarub Industry produces sports shoes with several well-known names. This Tangerang-based manufacturer creates the highest quality athletic shoes. It is not surprising that this company is trusted to produce goods for well-known companies. This company produces sports shoe products for two international class trademarks, namely Adidas and Specs. Because most of the workforce is sewing, so it requires neatness and precision, PT. Panarub Industri has been producing sports shoes under the ADIDAS brand since 1988. Of its approximately 11,000 employees, 75% are women.

Each company often has a trade union organization or labor union which is formed by workers or laborers who work for the company in the context of a worker group. The SPSI Workers Union is one of the worker unions at PT. Panarub Industry. A trade union group

called the All Indonesian Workers Union (SPSI) at PT. Panarub Industri was founded in 2010 and is led by Mr. Hendi Purnomo, ST, S.

Consumption is an action that attempts to eliminate or spend money on products and services to directly satisfy wants and needs. Everyone who uses the goods and services offered is a consumer. Anyone can behave as a consumer, including households, governments, businesses and industry. Every person who consumes goods and services offered by society, whether for the benefit of themselves, their family, other people or other living creatures, and not for trading, is referred to as a consumer in Law Number 8 Article 1 Paragraph 2. Home consumption A high household is a natural condition that can be balanced with high income, however, if high household consumption is accompanied by low income then this can cause economic problems which can reduce aggregate demand for public consumption and reduce national income in the form of public savings.

Revenue is the increase in company capital due to sales of company products. Asset inflows or other increases in assets or settlement of an entity's liabilities from sending goods, providing services, or other activities that constitute the main or central operations of the company. Income is monetary income received and given to economic subjects based on the achievements submitted, namely in the form of income from one's own profession or individual business and income from wealth. The amount of a person's income depends on the type of work. Soekartawi explained that income will influence the amount of goods consumed, that it is often found that with increasing income, the goods consumed not only increase, but also the quality of these goods becomes a concern. For example, before there was an increase in income, the rice consumed was of poor quality, but after the increase in income, rice consumption became of better quality.

Lifestyle is defined as a person's attitude in describing a real problem that is in that person's mind and tends to be combined with many things that are associated with psychological and emotional difficulties, or can also be observed from what his interests and opinions about something are, according to him. (Laksono & Iskandar, 2018:157). object. According to (Alsabiyah, 2019: 108), a person's lifestyle includes the goods they buy, how they use them, and what they think and feel after using them. Lifestyle is also related to customers' actual reactions to their purchases.

The current lifestyle has followed the lifestyle of developed countries, a hedonic lifestyle causes employees to behave consumptive. As time goes by, people's lifestyles change. Employee lifestyles tend to be modern, some people buy goods more often in

modern shopping centers than in traditional markets. It is known that in Tangerang there are many shopping centers such as malls, supermarkets, minimarkets, shops, boutiques, and so on so that consumers will be encouraged to shop. Employees also follow trendy things, including PT employees. Panarub Industry. Based on observations, it is known that most employees follow developments that are currently in high demand, such as clothing, shoes, bags, accessories and technological equipment without considering more important primary needs. This very rapid trend development has made people interested in consuming continuously.

Based on observations, it is known that the majority of employees experience consumption problems that originate from the gap between income and consumption. Humans have an infinite number of aspirations, but the amount of money is very limited. Due to the fact that human demands are unlimited and can never be met, problems often result from this scenario. Consumption patterns are an arrangement of a person's needs for goods and services that will be consumed based on income within a certain period of time. It is important to know that one person's consumption pattern is different from other people. This depends on the size of a person's income.

Based on the results of observations, it is known that (1) The income obtained is the result of the basic salary and also other additional income, such as investment in assets or from micro businesses carried out by employees (2) The lifestyle of employees is different due to the activities or activities carried out by each -each employee. Based on research findings, 1 respondent is an unmarried employee and is still at school, but the other 4 respondents are married and some of them have micro businesses, so their lifestyle is less prosperous than younger informants. (3) Employee consumption patterns are not greatly influenced by the income they receive, but are greatly influenced by the employee's lifestyle. Each employee has a different consumption pattern. There are those who are consumptive and hedonistic, there are also those who only prioritize primary needs and do not prioritize their lifestyle or secondary needs.

Researcher Tulus Pane in (2012) on "Analysis of Consumption Patterns of the People of Medan City". Primary data collected directly from the field is used. For Medan City residents, factors taken into account include income, education, age, number of dependents and savings. The Multiple Linear Regression Model is the model used in this research. Research findings show that factors including income, education, age, number of dependents, and savings have a large, positive impact on consumption. The aim of this

research is to identify variables that may have an impact on the consumption level of the people of Medan.

Employee consumption level at PT. The Panarub industry is influenced by several variables, one of which is employee income. The greater an employee's salary, the better his consumption level, because the better he is able to meet his consumption needs. Due to the capacity of the amount of money earned, if the amount of food eaten within a predetermined period of time continues to increase, then the overall enjoyment obtained will also increase. The level of consumption is also influenced by the number of dependents, and the size of the family determines the number of needs. The number of family needs such as consumption increases as the number of family members increases. Reducing family members means fewer needs that need to be met, and vice versa.

To find out what factors influence employee purchasing behavior, researchers studied SPSI union members who work at PT. Panarub Industry. As with the research carried out, the researcher aims to compare this research with previous research, such as research conducted by Bandrang (2020) regarding Analysis of Consumption Levels and Income Elasticity of Food and Non-Food Expenditures of PT Employees. Salonok Ladang Mas, Meliala (2017) about Coffee Consumption Levels Based on Income, Age, and Price in Depok City, Fauzy (2020) about the Influence of Income on Consumption Levels Through Digital Culture in Development Economics Students, Soraya (2020) about Youth Consumption Patterns Urbanism in Digital Wallet Transactions and Feeling Islamic at UIN Jakarta, and Sunandar (2017) about the Influence of Social Interaction on Cassava (Cassava) Food Consumption Behavior.

Methods

The research approach used by researchers is a qualitative descriptive approach. Sugiyono (2022 : 7-9). Pointing out that qualitative research is called a new method, because of its recent popularity, it is called postpositivistic because it is based on the philosophy of postpositivism. This method is also called an artistic method, because the research process is more artistic (less patterned), and is called an interpretive method because research data is more concerned with the interpretation of data found in the field. So it can be concluded that the qualitative research method is a method based on the philosophy of postpositivism, which is used to research the conditions of natural objects, where the researcher is the key instrument, the data collection technique is carried out by triangulation (combination), data

analysis is inductive or qualitative, and Qualitative research results emphasize the meaning of generalizations.

This research uses a case study type of research. A "Case" is a phenomenon within a certain context (generally limited to a certain object, place and time). Case Study is research about a phenomenon directly in its context without us as researchers doing any intervention. So the Case Study method is the opposite of the Experimental method because in the Experimental method we examine a phenomenon by creating an "imitation context" in a Lab or environment that is similar to the actual environment (Not in the actual environment) and we test or incorporate interventions in it. So in case study research, the researcher does not want to be part of the context of the research object, the researcher ensures that the research object remains in the context of its environment.

According to Unika Prihasanti (2018:2) defining case studies, there is no single definition, including in social sciences there are broad definitions and are divided into empathy categories (Hentz, 2017). Case teaching does not need to describe specific individuals, events or processes accurately. As a type of qualitative research, data collection is carried out by the researcher himself. Meanwhile, the researcher's presence in this research is as an observer, meaning that in the data collection process the researcher observes and listens as carefully as possible. In accordance with the approach used, namely qualitative research, the researcher's presence in the field is very important and optimally needed. Researchers are one of the key instruments who directly observe, interview and observe the object to be researched. Maleong (2018:9). The reason researchers use a qualitative approach in this research is because a qualitative approach can find interactive relationship patterns, is able to find theories and can describe complex realities. Secondary data sources are data obtained indirectly from sources but from third parties, or data sources that do not directly provide data to data collectors. For example, in this case the data was obtained from other people, books and journals related to this research. This secondary data source will make it easier for researchers to collect data and analyze the results of this research which can then strengthen the findings and produce research that has a high level of validity.

In this research, the determination of informants is divided into two, namely key informants and secondary informants. Key informants are the main informants who know more about the research focus situation, while secondary informants are supporting informants in providing additional information.

Results And Discussion

After the researchers conducted research and discussion about the Income, Lifestyle and Consumption Patterns of PT Employees. Panarub Industry. It can be concluded as follows:

1. Income

Income that can be used by the recipients, namely households, to buy the goods and services they want. The income received is as compensation for someone's work. Income is income in the form of wages or salaries, profit is a flow of money that is measured over a longer period of time. Meanwhile, the average income of Key Informants and Informants is as follows:

Table 4.8

Average Income of Key Informants in a Month

No	Key Informant	Income	Net profit
1	Alpha	5.3 million	5 million
2	Ratih	5.3 million	5 million

Table 4.9

Average Income of Informants in a Month

No	Key Informant	Income	Net profit
1	Ahmad	4.6 million	4.3 million
2	Lilis	4.6 million	4.3 million
3	Azizah	4.6 million	4.3 million

From the results of the interview above, it can be concluded that there are similarities in economic theory according to the Keynesian consumption theory (Putong, 2013: 352) which is known as the absolute income hypothesis which essentially explains that a person's or society's consumption is absolutely determined by the level of income, even if there are other factors that are also determining, so according to Keynes all of them do not mean anything and are not very determining.

It can be concluded that there are respondents who do not have additional income apart from the salary they receive as PT employees. Panarub Industry and there are respondents who also have additional income from the business they run. Thus, from the results of observations reinforced by the interviews above, it can be concluded that the income of each

employee can be categorized as quite high for the minimum wage in the Tangerang district area.

2. Lifestyle

The current lifestyle has followed the lifestyle of developed countries, a hedonic lifestyle causes employees to behave consumptive. As time goes by, people's lifestyles change. This can be proven by the employees' lifestyle which tends to be modern, some people buy things more often in modern shopping centers than in traditional markets, even in this modern era many of them use online shops to buy things ranging from basic needs or to fulfill their needs. his lifestyle. From the results of observations and interviews with respondents, it can be concluded that the three respondents have quite hedonistic lifestyles due to the habit of each respondent who often buys quite expensive items.

3. Consumption Pattern

Based on observations, it is known that the majority of employees experience consumption problems which originate from the gap between consumption and income. Humans have many desires, their number is infinite while their income is very limited. Consumption patterns are an arrangement of a person's needs for goods and services that will be consumed based on income within a certain period of time. It is important to know that one person's consumption pattern is different from other people. This depends on the size of a person's income.

From the results of observations and interviews with employees at PT. Panarub Industry can be concluded that the range of consumption patterns for goods and services and employee education are almost the same, because the needs of respondents are quite consumptive.

Conclusions

Based on the research results, 1 informant is an unmarried employee and is still studying at university, while the other 2 informants are married and one of them has a micro business which makes their lifestyle less consumptive than younger informants. (3) Employee consumption patterns are not greatly influenced by the income they receive, but are greatly influenced by the employee's lifestyle.

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