

The Shopping Behavior of Outsourced Employees at PT. Bukit Asam Tanjung Enim

Yuhendra¹, Muji Gunarto², Sulaiman helmi^{3*}
Universitas Bina Darma, Palembang

Corresponding : Sulaiman helmi sulaimanhelmi@binadarma.ac.id

ARTICLE INFO

Keywords: Consumer Behavior, Outsourcing Employees, Digital Promotion, Marketing Strategy

Received : 5, December

Revised : 24, December

Accepted: 29, January

©2025 Yuhendra, Gunarto, helmi:
This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study aims to analyze the shopping behavior of outsourcing employees at PT. Bukit Asam Tanjung Enim, especially in terms of preferences, spending patterns, and the influence of the work environment on their shopping decisions. A qualitative approach is used to explore factors such as basic needs, lifestyle, and social pressures. The results of the study show that shopping behavior is influenced by fixed income, access to credit facilities, and promotions from digital platforms. This research provides important insights for local businesses to formulate relevant marketing strategies.

INTRODUCTION

Shopping behavior is a social phenomenon that reflects the lifestyle, preferences, and needs of individuals, including outsourced employees. In the context of outsourcing employees, their consumption patterns are often influenced by fixed income and the need to fulfill other financial responsibilities. Studies show that this group of workers often has to balance basic needs with consumptive desires, so shopping behavior becomes an important part of their financial management (Iskandar, 2021).

In addition, the social environment and technology also have a significant role in shaping shopping behavior. In the work environment, colleagues are often a source of influence through certain recommendations or consumption patterns. Meanwhile, technological advances, especially in the form of online shopping platforms, have made it easier to access products at competitive prices. This condition encourages an increase in consumptive behavior, especially when employees are exposed to promotions that are often difficult to ignore (Hartono & Putri, 2020; Nugroho, 2022). Online shopping platforms also allow impulse purchases driven by convenience and ease of access. Outsourcing employees, even though they have a fixed income, often take advantage of this convenience to meet their needs or desires. However, this behavior can also carry financial risks if not balanced with good financial management. According to Sari et al. (2023), the inability to control spending can lead to serious economic problems, such as consumptive debt or the inability to save for long-term needs.

Good financial management is very important for outsourced employees because it has a direct impact on their well-being and performance. Previous studies have shown that workers who are able to manage their finances well tend to have lower stress levels, which in turn can increase their productivity at work (Rahmawati & Susanto, 2021). Thus, it is important to understand the consumption patterns of outsourced employees in order to provide practical solutions to improve their financial well-being.

The urgency of this research also lies in the role of companies in improving the financial literacy of outsourcing employees. By providing financial education, companies can help employees make wiser spending decisions, thereby improving their financial well-being. For example, financial management training or programs to purchase basic necessities at affordable prices can be effective strategies to help employees reduce financial pressure (Yusuf, 2023; Anggraini & Pratama, 2023). In addition, this research also has relevance in a broader context, namely understanding how external factors such as technology and the social environment affect consumption behavior. Previous studies have found that consumption patterns not only reflect individual needs but are also influenced by social pressures and ease of access to technology (Suharto et al., 2023). Therefore, understanding the shopping behavior of outsourced employees can also provide insight into how consumption behavior develops in modern society. This study is expected to contribute to the literature on consumer behavior, especially among outsourcing employees. In addition, the results of this research can be used to develop more inclusive company policies and support employee welfare. In the long run, a better understanding of shopping

behavior can help companies create a more productive and well-being-oriented work environment for employees (Wijaya, 2024; Saputra, 2023).

LITERATURE RIEVIEW

Shopping Behavior of Outsourced Employees

Consumer behavior refers to how individuals select, purchase, and use products or services (Kotler & Keller, 2016). In the context of outsourced employees, their shopping behavior is shaped by unique challenges, such as fixed incomes, financial responsibilities, and exposure to promotional content on digital platforms (Hartono & Putri, 2020). These employees often face a trade-off between meeting basic needs and indulging in consumptive desires, highlighting the importance of understanding their specific patterns of behavior (Iskandar, 2021).

Digital platforms have revolutionized consumer behavior by offering convenience, tailored promotions, and competitive pricing. For outsourced employees, the ease of access provided by these platforms facilitates impulsive buying, especially when influenced by promotions or discount notifications (Nugroho, 2022). Research indicates that promotional triggers on e-commerce platforms play a critical role in driving unplanned purchases, reflecting the growing reliance on digital marketplaces (Suharto et al., 2023).

Social factors also play a pivotal role in shaping shopping behavior. Colleagues and peer groups in the workplace often act as influencers, encouraging certain purchases through recommendations or shared consumption patterns. Batra and Ahuja (2019) highlight that social influences within a workplace context amplify the tendency to conform to group behaviors, including shopping decisions. These dynamics are especially prominent in outsourced employees, whose financial decisions are often closely tied to their work environment.

The Role of Financial Management

Financial management is a critical aspect of shopping behavior among outsourced employees. Proper financial planning helps employees allocate their resources effectively, ensuring that their spending aligns with their long-term goals. Studies show that individuals who engage in budgeting and financial planning tend to experience lower levels of financial stress and greater overall productivity at work (Rahmawati & Susanto, 2021).

Outsourced employees often face financial vulnerabilities due to their fixed incomes and limited access to additional financial resources. Consequently, financial literacy programs have emerged as a key solution to help employees make more informed spending decisions. Anggraini and Pratama (2023) suggest that companies can play a significant role by offering financial education programs, which empower employees to manage their finances better and reduce impulsive purchasing habits.

The Impact of Technology on Shopping Behavior

Technological advancements have dramatically altered shopping behavior, providing consumers with access to a wide range of products and services with just a few clicks. The rise of e-commerce platforms has created a

culture of convenience, where employees can shop anytime and anywhere. However, this convenience often comes with challenges, as consumers may be tempted by frequent promotions and discount notifications, leading to impulsive buying (Sari et al., 2023).

For outsourced employees, digital platforms offer both opportunities and risks. While they benefit from the flexibility and competitive pricing offered by online marketplaces, they also face the challenge of maintaining financial discipline in the face of constant promotional content. Yusuf (2023) notes that digital platforms often employ psychological strategies, such as time-limited offers, to encourage immediate purchases, making it harder for employees to stick to their financial plans.

The Influence of Work Environment on Consumer Behavior

The workplace environment significantly influences the shopping behavior of outsourced employees. Peer recommendations, shared consumption habits, and discussions about specific products or promotions often shape purchasing decisions. This phenomenon aligns with the findings of Schiffman and Kanuk (2010), who argue that social interactions within a workplace can serve as a powerful driver of consumer behavior.

Challenges in Managing Consumer Behavior

Despite the opportunities offered by digital platforms, managing consumer behavior among outsourced employees remains a challenge. Impulse buying, driven by promotional offers and social influences, often leads to financial risks such as unplanned expenditures or excessive debt (Sari et al., 2023). Furthermore, outsourced employees are particularly vulnerable to these risks due to their limited financial flexibility compared to permanent employees (Solomon, 2018).

Studies emphasize the importance of balancing technology-driven convenience with responsible financial practices. While platforms such as e-commerce sites offer affordability and ease, they also encourage overconsumption through techniques like personalized advertising and algorithm-driven promotions (Chen et al., 2021). For outsourced employees, who may lack advanced financial planning skills, these dynamics can result in increased financial strain.

Opportunities for Intervention through Financial Literacy

Financial literacy programs provide a practical solution to addressing the challenges faced by outsourced employees. By equipping employees with the tools to manage their budgets effectively, companies can help reduce impulsive buying behavior and improve financial well-being. Yusuf (2023) highlights that interventions such as financial management workshops or access to savings programs have been effective in promoting better spending habits.

Moreover, offering targeted programs, such as access to affordable essential goods or discounted employee purchases, can also alleviate financial pressures. As suggested by Anggraini and Pratama (2023), such initiatives not only improve the financial health of employees but also contribute to their overall productivity and satisfaction at work.

Broader Implications of Consumer Behavior Studies

Understanding consumer behavior among outsourced employees has broader implications for businesses and policymakers. Insights into how financial, technological, and social factors interact to shape behavior can inform the design of inclusive marketing strategies and welfare programs. This is especially relevant in the context of outsourced employees, who represent a growing segment of the workforce with distinct consumption patterns (Kotler & Keller, 2016).

METHODOLOGY

This study adopts a qualitative approach with a case study method to explore a deep understanding of the shopping behavior of outsourced employees at PT Bukit Asam Tanjung Enim. This study involved 15 informants who were selected based on inclusion criteria, namely active outsourced employees with at least one year of work experience in the company.

Data collection was carried out through in-depth interviews with selected informants. The researcher used an interview guide consisting of themes: consumption behavior patterns, financial management, and online shopping preferences. These themes contain indicators that are manifested in the form of the following questions:

Table 1. Interview Indicators of Outsourcing Employees' Shopping Behavior

<i>Theme</i>	<i>Indicator</i>	<i>Question</i>
<i>Shopping Behavior</i>	Consumption behavior patterns	1. How often do you make impulse purchases, especially when there are discounts or promotions?
		2. Do you usually make a list of necessities before shopping? Why?
	The influence of the social environment on shopping	3. Do coworkers or friends in the work environment influence your shopping decisions?
		4. Do product recommendations from friends or colleagues often influence your purchase?
<i>Financial Management</i>	Financial planning	5. Do you have a monthly budget for shopping? If so, how do you set it up?
		6. How do you manage bonus money or overtime earnings?
<i>Online Shopping Preferences</i>	Ease and challenges of online shopping	7. Why do you prefer online shopping over offline (or vice versa)?

8. Do notifications or promotions from shopping apps affect your purchase decision?

RESEARCH RESULTS

Of the 15 respondents involved in this study, 60% showed a pattern of impulsive shopping behavior, especially on secondary and tertiary needs. Meanwhile, another 40% are more oriented towards strict financial planning and only buy things that are really needed. These findings show that the shopping behavior of outsourced employees at PT Bukit Asam Tanjung Enim is influenced by psychological, social, and economic factors.

"I often buy things spontaneously, especially if there is a big discount. Sometimes, I don't really need the item, but I still buy it because I'm afraid of missing out on the opportunity." (Informant Ti, 28 years old)

"I try to make a monthly budget to manage expenses. Usually, I only buy basic necessities and save the rest for sudden needs." (Informant Da, 32 years old)

"The work environment also affects my shopping habits. If my friends in the office are discussing a certain product, I am interested in buying it even though I don't really need it." (Informant Ri, 25 years old)

"When I get a bonus or overtime, I usually use it for shopping, especially electronics or clothes. It feels like a gift to yourself." (Informant Nu, 29 years old)

"I prefer online shopping because it is practical and there are many promos. However, sometimes it is difficult to control yourself, especially if there is a discount notification from a shopping app." (Informant An, 27 years old)

The results of the interviews from the study showed several important findings:

1. Impulsive Shopping Behavior

Of the 15 respondents, as many as 60% admitted to making impulse purchases frequently. Informant Ti (28 years old) stated that big discounts are often a trigger to buy items that are not really needed.

2. Financial Planning

In contrast, around 40% of respondents are more oriented towards strict financial planning. Informant Da (32 years old) emphasized the importance of creating a monthly budget to ensure expenses remain under control.

3. Influence of the Social Environment

The work environment is one of the factors that affect shopping behavior. Informant Ri (25 years old) revealed that recommendations from colleagues often make her interested in buying certain products.

4. Utilization of Bonus or Overtime

Some respondents, such as Informant Nu (29 years old), used bonuses or overtime money to shop for items that were "rewards" for themselves.

5. Online Shopping and Its Challenges

Online shopping is the main choice for most respondents because of the convenience and promotions offered. However, Informant An (27 years old) revealed that discount notifications from shopping apps are often difficult to ignore, leading to unplanned purchases.

From the results of this interview, it can be concluded that understanding and managing shopping behavior plays an important role in helping individuals face challenges in managing finances, including in reducing consumptive behavior and choosing more planned and beneficial purchases.

DISCUSSION

This research focuses on the shopping behavior of outsourced employees at PT. Bukit Asam Tanjung Enim, with the aim of understanding the factors that influence their purchasing decisions. The results of this study are in line with findings in the existing literature, which show that consumer behavior, especially in the context of outsourced workers, is influenced by various external and internal factors such as price, product quality, and social influences (Kotler & Keller, 2016). This study adopts a qualitative approach with an in-depth interview method, which allows researchers to explore the subjective factors that affect the shopping behavior of outsourced employees in the environment of PT. Bukit Asam Tanjung Enim. This approach supports the findings of Chen et al. (2021), who state that in-depth interviews are effective for uncovering the psychological and social factors underlying individual purchasing decisions.

The study also reinforces the view that price and product quality factors are two important factors that influence the purchasing decisions of outsourced employees. This finding is consistent with the results of previous studies which show that price is a dominant factor in the shopping behavior of workers with limited income (Solomon, 2018). Outsourced employees tend to be more price-sensitive because they often have lower incomes than permanent employees, and they are more careful about choosing products that fit their budget. In addition, product quality is also a major consideration in purchasing decisions, although price affects the final decision more. On the other hand, social and cultural influences of the organization have also been proven to have a role in the shopping behavior of outsourced employees. This research supports the findings found by Batra and Ahuja (2019), which explain that the social environment in which individuals work can influence their decisions in choosing products or services. At PT. Bukit Asam Tanjung Enim, outsourcing employees tend to be influenced by their peers in choosing products, especially if there is a tendency to follow trends or shopping patterns that are developing in their work community.

The study also found that the understanding of outsourced employees about the products they buy is greatly influenced by the information they obtain through advertising and promotion. This is in line with the results of research by Schiffman & Kanuk (2010), which states that information obtained from advertising plays an important role in influencing consumer behavior in making

purchase decisions. Outsourced employees who are more exposed to advertising or product promotion are more likely to buy products they see or hear about in the media, although not always based on their immediate needs.

Overall, the results of this study make an important contribution to understanding the shopping behavior of outsourcing employees, especially in PT. Bukit Asam Tanjung Enim. These findings show that price, product quality, social influence, and information obtained through advertising play an important role in influencing purchasing decisions. The study also suggests that companies need to consider these factors in designing more effective marketing strategies for outsourced employees, who have different characteristics of spending behavior compared to permanent employees. Therefore, it is important for companies to understand these dynamics of consumer behavior in order to increase the satisfaction and loyalty of outsourced employees in the long term.

CONCLUSION

From the results of this interview, it can be concluded that understanding and managing shopping behavior plays an important role in helping individuals face challenges in managing finances, including in reducing consumptive behavior and choosing more planned and beneficial purchases. However, this study is limited to outsourced employees at PT Bukit Asam Tanjung Enim who are research respondents, so it cannot be generalized to all groups of outsourced employees or other populations. In addition, these results are influenced by contextual factors such as work culture, social environment, and access to shopping platforms, which may differ elsewhere.

ADVANCED RESEARCH

Further research can focus on the influence of social and cultural factors, such as reference groups and social norms, on the shopping behavior of outsourced employees at PT. Bukit Asam Tanjung Enim.

REFERENCES

- Anggraini, T., & Pratama, I. (2023). Increasing Financial Literacy Among Outsourcing Employees. *Journal of Economic Education*, 12(2), 88–99.
- Batra, R., & Ahuja, V. (2019). The role of social influence on consumer behavior. *Journal of Consumer Research*, 46(3), 510-525.
<https://doi.org/10.1093/jcr/ucy043>
- Chen, Y., Zhang, R., & Lee, C. (2021). Consumer behavior in emerging markets: A qualitative study on the decision-making process in the workplace. *International Journal of Consumer Studies*, 45(6), 791-800.
<https://doi.org/10.1111/ijcs.12656>
- Hartono, S., & Putri, R. (2020). E-commerce and Workers' Consumptive Behavior. *Journal of Digital Economics*, 5(2), 101–115.
- Iskandar, A. (2021). *Employee Financial Management in the Context of Outsourcing*. Jakarta: Pustaka Utama.
- Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.
- Nugroho, T. (2022). The Impact of Technology on Consumptive Behavior among Workers. *Social Journal*, 9(3), 200–213.
- Rahmawati, D., & Susanto, B. (2021). Outsourcing Employee Financial Management: A Case Study. *Journal of Economics and Business*, 8(4), 150–170.
- Saputra, R. (2023). *Consumer Behavior and Social Change: A New Perspective*. Yogyakarta: Andi.
- Sari, P., et al. (2023). Shopping Behavior and Worker Welfare in the Digital Era. *Journal of Humanities*, 11(1), 45–60.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior (10th ed.)*. Pearson Prentice Hall.
- Solomon, M. R. (2018). *Consumer behavior: Buying, having, and being (12th ed.)*. Pearson Education.
- Suharto, T., et al. (2023). Technology and Modern Consumption: A Study of Shopping Behavior in the Digital Age. *Journal of Social Technology*, 10(1), 55–70.

Wijaya, B. (2024). *Company Policy in Supporting Employee Welfare*. Jakarta: Graha Ilmu.

Yusuf, H. (2023). *Qualitative Studies on Finance and Consumptive Behavior*. Bandung: Alfabeta.

Vrieling-Teunter, E., & Ligtenberg, P. (2023). Understanding consumer behavior in organizational settings: A case study approach. *Journal of Organizational Behavior*, 44(4), 625-642. <https://doi.org/10.1002/job.2563>