



The Use of E-commerce on the Behaviour and Lifestyle of Buying Products Online among Students of the University of Sumatera Utara

Argindo Pratama Tampubolon¹, Iskandar Zulkarnain^{2*}, Mazdalifah³
Master of Communication Studies Program, Faculty of Social Science and
Political Science, Universitas Sumatera Utara

Corresponding Author: Iskandar Zulkarnain iskandar.zulkarnain@usu.ac.id

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ABSTRACT

This study aims to determine the effect of using E-Commerce on online buying behavior among North Sumatra University students, the effect of using E-Commerce on the lifestyle of North Sumatra University students, and the effect of using E-Commerce on product buying behavior and lifestyle. University of North Sumatra students. This study uses quantitative methods using correlational methods. The results showed that there was an effect of using E-Commerce as a medium for buying products online with the buying behavior of University of North Sumatra students with a correlation value of 0.293 which shows a low but definite level of influence. There is an influence of the use of E-Commerce in the lives of students at the University of North Sumatra with a correlation value of 0.296 indicating a low but definite level of influence. There is an effect of using E-Commerce as a medium for buying products online with the buying behavior and lifestyle of North Sumatra University students of 0.284 which shows a low but definite level of influence. In addition, the results of the positive correlation value show a unidirectional effect.

INTRODUCTION

The background to writing a scientific article entitled "Use of E-Commerce on the Behavior and Lifestyle of Buying Products Online Among Students at the University of North Sumatra" aims to explore and understand the influence and impact of using e-commerce on the behavior and lifestyle of purchasing products online in among North Sumatra University students.

The use of internet technology, especially e-commerce, has experienced rapid development in recent years. This development has affected many aspects of human life, including the way they shop and consume products. E-commerce has provided consumers with easy access, flexible time, and a wide selection of products. Students are one group that is very active in using internet technology and e-commerce. They are used to using gadgets, internet access, and often have a need for certain products such as books, electronic devices, clothes, food, and so on. In this context, student behavior and lifestyle in buying products online can be an interesting concern for research.

Several factors that might influence student behavior and lifestyle in using e-commerce may include:

- 1) Technology and Internet Access: Availability of internet access and advances in technology are key in increasing the use of e-commerce among college students.
- 2) Ease of Access: E-commerce makes it easy for students to access various products from various places and times.
- 3) Diversity of Product Choices: E-commerce provides a wide selection of products from various brands and categories, which can influence students' purchasing preferences.
- 4) Prices and Discounts: Competitive price offers and special discounts on e-commerce platforms can influence student purchasing decisions.
- 5) Social Media Influence: Activities and advertisements on social media can also affect the buying lifestyle of students.
- 6) Digital Lifestyle: Adoption of a digital lifestyle and preference to transact online can also have an effect.

Research on the behavior and lifestyle of buying products online among students at the University of North Sumatra is important for understanding consumption trends and their impact on the e-commerce industry and providing insights for businesspeople and other related parties. In addition, this research can also be the basis for improving online shopping services and experiences for students.

By exploring and analyzing these aspects, it is hoped that this scientific article can contribute to understanding the use of e-commerce among students, as well as providing relevant recommendations to improve or enhance marketing strategies and online shopping experiences for businesspeople and related parties.

THEORETICAL REVIEW

Definition of E-Commerce

E-commerce is a set of dynamic information technologies that connect companies, consumers and certain communities through electronic trade

transactions (Kasmi & Candra, 2017). According to David Baum, the standardized and mutually agreed definition of E-Commerce is "E-Commerce is a dynamic set of technologies, applications, and business processes that link enterprises, consumers, and communities through electronic transactions and the electronic exchange of goods, services, and information". E-Commerce is a dynamic set of technologies, applications and business processes that connect companies, consumers and certain communities through electronic transactions and trading of goods, services and information that is carried out electronically. Thus, it can be concluded that E-Commerce is the process of buying and selling services or products between two parties via the internet (Commerce-net) and a kind of electronic business mechanism with a focus on individual-based business transactions using the internet as a medium for exchanging goods or services either between agencies or individuals with agencies (Net Ready).

According to Anggraeni & Ratnasari (2014) E-Commerce is an extension of electronic commerce which means trading is done electronically. Compared to conventional marketing channels, the phenomenon of e-commerce can have a positive impact because it can drive and reduce operational costs, thus providing consumers with better public services, lower price levels, lower price fluctuations, and effective and efficient transactions, and customers can buy products anytime, anywhere. E-commerce not only has a positive impact, but also a negative one. As a shopping medium, e-commerce encourages consumers to behave consumptively. This media can affect consumer spending. The appearance is attractive, luxurious and sophisticated, the website is convincing, quality products, competitive and low prices, ease of transactions and big discounts make consumers addicted to shopping

METHODOLOGY

In this study the authors used quantitative methods. Sugiyono (2018: 8) explains that the quantitative research method is a research method based on the philosophy of positivism, used to examine certain samples and populations, data collection uses research instruments, data analysis is quantitative/statistical in nature with the aim of testing predetermined hypotheses. The quantitative approach aims to test theory, establish facts, show relationships between variables, provide statistical descriptions, estimate and predict results. Quantitative methods in this study are used to determine "Use of E-Commerce on Behavior and Lifestyle of Buying Products Online Among North Sumatra University Students

RESULTS

After describing the results of the distribution of the questionnaire regarding variable X, namely the use of E-commerce as a medium for providing online products, furthermore, the researcher described the results of the distribution of the questionnaire related to variable Y1, namely the buying behavior of students at North Sumatra University (USU).

Table 1. Have One of 6 E-Commerce Apps

| No. | Description | Number (of people) | Percentage(%) |
|-------|---------------|-----------------------|---------------|
| 1 | Very Disagree | 29 | 7,3 |
| 2 | Disagree | 8 | 2,0 |
| 3 | Less Agree | 31 | 7,8 |
| 4 | Agree | 98 | 24,5 |
| 5 | Very Agree | 234 | 58,5 |
| Total | | 400 | 100 |

Source: P.17/FC.17

The table above explains that most respondents, as many as 234 people or 58.5% chose very evenly that the respondents had one of the six existing applications. The respondents with the least number are in the description or choice of disagree which only amounted to 8 people or equivalent to 2% of the total respondents.

Table 2. Have Accessed One of 6 E-Commerce Applications

| No. | Description | Number (of people) | Percentage(%) |
|-------|---------------|-----------------------|---------------|
| 1 | Very Disagree | 18 | 4,5 |
| 2 | Disagree | 8 | 2,0 |
| 3 | Less Agree | 29 | 7,3 |
| 4 | Agree | 106 | 26,5 |
| 5 | Very Agree | 239 | 59,8 |
| Total | | 400 | 100 |

Source: P.18/FC.18

The table shows that most respondents, as many as 239 people or 59.8% chose to strongly agree with accessing one of the 6 existing e-commerce applications. Respondents with the least number of respondents are in the description or choice of disagree which has the same number as the previous statement, which is 8 people or equivalent to 2% of the total respondents.

Table 3. Shop Using One of 6 E-commerce Apps

| No. | Description | Number (of people) | Percentage (%) |
|-------|---------------|-----------------------|----------------|
| 1 | Very Disagree | 24 | 6,0 |
| 2 | Disagree | 6 | 1,5 |
| 3 | Less Agree | 27 | 6,8 |
| 4 | Agree | 101 | 25,3 |
| 5 | Very Agree | 242 | 60,5 |
| Total | | 400 | 100 |

Source: P.19/FC.19

Based on the previous table, most respondents in this study chose to have shopped using one of six e-commerce applications (Shopee, Lazada, Tokopedia, Bukalapak, Blibli, Zalora) with a percentage of 60.5% or as many as 242 people. This shows that the average respondent in this study has used one of the six existing online shopping applications.

Table 4. The last six months have shopped *online* >5 times

| No. | Description | Number (of people) | Percentage (%) |
|-------|---------------|-----------------------|----------------|
| 1 | Very Disagree | 47 | 11,8 |
| 2 | Disagree | 44 | 11,0 |
| 3 | Less Agree | 59 | 14,8 |
| 4 | Agree | 89 | 22,3 |
| 5 | Very Agree | 161 | 40,3 |
| Total | | 400 | 100 |

Source: P.20/FC.20

The last Y1 **variable** statement is about the use of online shopping applications whether it has been more than six times or not. From the table above, most respondents, as many as 161 people or 40.3% chose to strongly agree. A total of 47 people or 11.8% of respondents strongly disagreed with having shopped online on shopping applications for more than six times.

Table 5. Shopping in *E-Commerce* Because of Very Complete Information Starting from Pictures and Product Descriptions

| No. | Description | Number (of people) | Percentage (%) |
|-------|---------------|-----------------------|----------------|
| 1 | Very Disagree | 24 | 6,0 |
| 2 | Disagree | 16 | 4,0 |
| 3 | Less Agree | 89 | 22,3 |
| 4 | Agree | 182 | 45,5 |
| 5 | Very Agree | 89 | 22,3 |
| Total | | 400 | 100 |

Source: P.21/FC.21

The table explains the description of the information available in online shopping applications ranging from images and product descriptions. From these two data, many respondents as many as 182 people or 45.5% and as many as 89 people or 22.3% voted to agree and strongly agree with the statement. This shows that the average respondent states that the information available on online shopping applications is complete enough which can be seen from product images and content or product descriptions.

Table 6. Shopping in *E-Commerce* Because Language is Easy to Understand

| No. | Description | Number (of people) | Percentage (%) |
|-------|---------------|-----------------------|----------------|
| 1 | Very Disagree | 22 | 5,5 |
| 2 | Disagree | 21 | 5,3 |
| 3 | Less Agree | 86 | 21,5 |
| 4 | Agree | 178 | 44,5 |
| 5 | Very Agree | 93 | 23,3 |
| Total | | 400 | 100 |

Source: P.22/FC.22

The table explains the respondents in this study related to the languages available in the online shop application. From this data, it can be found that most respondents chose to strongly agree and agree to shop at e-commerce because the language provided is easy to understand with a total percentage of 67.8% or as many as 271 people. Then respondents who chose to disagree there were 86 people or equivalent to 21.5%. For other options, namely the choice of disagree and strongly disagree amounted to 43 people or 10.8%. From this information, it is known that e-commerce or online shopping applications used by users, especially respondents in this study, are equipped with language that is easily understood by users or consumers so as not to make consumers or users confused to use it.

Table 7. Shopping in *E-Commerce* Because of Complete Transaction Procedures

| No. | Description | Number (of people) | Percentage (%) |
|-------|---------------|-----------------------|----------------|
| 1 | Very Disagree | 19 | 4,8 |
| 2 | Disagree | 10 | 2,5 |
| 3 | Less Agree | 71 | 17,8 |
| 4 | Agree | 169 | 42,3 |
| 5 | Very Agree | 131 | 32,8 |
| Total | | 400 | 100 |

Source: P.23/FC.23

The last Y1 variable statement is about whether the transaction procedure is complete provided in the e-commerce application. From the table above, the respondents who chose the least were on choices or descriptions not equal to a percentage of 2.5% or equivalent to 10 people. Most respondents chose the description agreed with the number of 169 people or 42.3% and in second place as many as 131 people or 32.8% of respondents chose strongly to agree. From this data, it is known that the transaction procedures available in e-commerce are complete so that it can make it easier for respondents to find out the steps to transact or buy products that are already available in the application.

DISCUSSION

The Effect of E-Commerce Use on Online Product Buying Behavior Among University of North Sumatra Students

The use of online shopping applications has an impact on how users behave. Shopping behavior is ideally linked to the behavior of consumers who want to buy or have already bought the product they want. Purchasing behavior is the actions taken by individuals, groups, or organizations that are related to the decision-making process in obtaining, using economic goods or services that can be influenced by the environment. Another definition of buying behavior is as a process and activity that is involved when people search for, select, buy, use, evaluate and dispose of products and services to satisfy their needs and desires (Morissan, 2010: 84).

Customer behavior is the study of how customers, both as individuals and organizations, obtain and use goods and services, including in making decisions to carry out these activities. In this case, the researcher discusses how the buying behavior of USU students as respondents. To find out about this, the researcher divided it into several statements related to the online shopping application used, free shopping and shopping due to e-commerce services.

Overall, it can be understood that the buying behavior of USU students can be seen from the online shopping applications used, free shopping, and shopping due to e-commerce services. From this discussion, it is known that the online shopping behavior of USU students includes the use of more than one online shopping application, a fairly wide range of free shopping, namely more than five times in the last six months, as well as USU students who shop online because of the services available in e-commerce.

The results of hypothesis testing also found that the effect obtained from the e-commerce variable as a medium for purchasing products online on the lifestyle of USU students is 0.293. This figure is in the range of 0.20 - 0.40 which shows a low but definite influence. In addition, the results of the positive correlation value indicate a unidirectional influence. Based on the output above, the significance value is 0.000 which means <0.05 . The conclusion found that there is a significant or unidirectional influence between the use of e-commerce as a medium for purchasing products online on the lifestyle of USU students with a low but definite level of influence.

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CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been carried out, it can be concluded that there is an effect of using e-commerce as a medium for purchasing products online on the buying behavior and lifestyle of North Sumateira University students. The conclusions obtained in this research are summarized as follows:

1. There is an effect of using e-commerce as a medium for purchasing products online on the buying behavior of North Sumatra University students. This is seen from the indicators of e-commerce as a medium for purchasing products online which include: applications used, frequency of application use, application display, information provided, language used and transaction procedures, while indicators of buying behavior include: having an e-commerce application, shopping online at least five times and shopping because of services in e-commerce. The magnitude of the influence between the two variables is 0.293 which shows a low but definite influence. In addition, the results of the positive correlation value indicate a unidirectional influence. This means that H_{01} is rejected and H_{a1} is accepted.
2. There is an effect of using e-commerce as a medium for purchasing products online on the lifestyle of North Sumatra University students. This can be seen from the lifestyle indicators of USU students which include: ever shopping for secondary and tertiary needs online, shopping for self-esteem needs and shopping for social recognition. The magnitude of the influence value between the two variables is 0.296 which shows a low but definite correlation. In addition, the result of the influence value is positive and shows a unidirectional influence. This means that H_{01} is rejected and H_{a1} is accepted.

There is an influence of using e-commerce as a medium for purchasing products online on the buying behavior and lifestyle of University of North Sumatra students. The magnitude of the influence value between the two variables is 0.284 which shows a low but certain level of influence. In addition, the result of the influence value is positive and shows a unidirectional influence. This means that H_{03} is rejected and H_{a3} is accepted.

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