

THE EFFECT OF E-COMMERCE TO THE CONSUMER BEHAVIOR OF FKIP UNPAS STUDENTS

*(A Case Study Of Students Program Study Biology Education And Mathematics
Education FKIP Unpas Grade 2016)*

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ABSTRACT

The purpose of this research is to know how the e-commerce, consumer behavior of student and the effect of e-commerce to the consumer behavior of FKIP Unpas Students (a case study of students program study biology education and mathematics education FKIP Unpas grade 2016). The method used in this research is survey with sample students of FKIP Unpas biology education and mathematics education study grade of 2016 as many 111 students. Data analysis used is simple linear regression analysis through calculation of average score with the help of program of IBM SPSS Statistics Version 24.0. for Windows. The result of the research shows the recapitulation of average score of responses of respondents about e-commerce of 3,89 (77,71%) and consumer behavior of 3.76 (74.80%). The results of research on the influence of e-commerce based on the calculation of determination coefficient with R Square value of 0.342. It can be described that the variable X has an influence of 34.2% to variable Y and the remaining 65.8% influenced by other factors. Factors that give effect to the variable of Y as much as 34,2% caused by X variable in the form of e-commerce. The author recommends to the relevant parties, namely: (1) For students, it is expected that students are able to apply or use e-commerce in their daily lives in accordance with good and wise consumer behavior; (2) For study programs, providing guidance or even making new subjects on e-commerce and consumer behavior to students to be able to process as should be a good consumer. (3) For universities, give an appeal regarding the importance of e-commerce education and behavioral education with the aim of making students have rational consumer behavior, as well as making students become wise consumers. (4) For the next researcher, they can conduct research similar to other factors and different topics of discussion in order to obtain various alternatives for increasing the results of e-commerce in higher education towards consumer behavior.

Keywords: *E-Commerce, Consumer Behavior.*