

ABSTRACT

EFFECT OF E-COMMERCE ON CONSUMER BEHAVIOR OF STUDENTS FKIP UNPAS

*(A Case Study Of Students Program Study Economic Education and Pancasila
and Citizenship Education FKIP Unpas Grade 2016)*

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The purpose of this study is to find out e-commerce transactions on students, to find out the consumer behavior of students, to determine the magnitude of the influence of e-commerce on consumer behavior, to determine student consumer behavior education in Economic Education and Pancasila and Citizenship (PPKn) 2016 FKIP Unpas. To discuss the formulation of the above problems in this study the authors used causal associative research methods with quantitative approaches, and data collection techniques in the form of questionnaires. The sample in this study were students of Economic Education Study Program and Pancasila and Citizenship Education (PPKn) of the 2016 Faculty of Unpas FKIP which numbered 99 people. The data analysis used is the verification of data analysis through calculating the average score using IBM SPSS Statistics Version 24.0. The results of the recapitulation of the average score of respondents' responses to e-commerce amounted to 4.33 with the percentage of 86.84% while the behavior of the consumers was 4,01 with a percentage of 79.91%. Thus, it can be concluded that the responses of respondents to e-commerce and consumer behavior are "strongly agree". Based on the data analysis that has been done, the results of the study of the influence of e-commerce on consumer behavior are seen from the calculation of the coefficient of determination with the value of R Square of 0.302 This is stated that the variable X has an effect of 30.2% on Y and 79.91% influenced by other factors. In closing, the authors made suggestions to the Economic Education Study Program and Pancasila and Citizenship Education (PPKn) to hold training and coaching on consumer behavior or bring up new courses on consumer behavior. Because this method can make students have rational consumer behavior.

Keywords: *E-Commerce, Consumer Behavior*