

ABSTRACT

EFFECT OF E-COMMERCE ON CONSUMER BEHAVIOR OF STUDENTS IN PASUNDAN UNIVERSITY OF FKIP

*(Case Study of Language Education, Indonesian and Regional Literature Study
Program Students of 2016 Unpas FKIP).*

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The purpose of this study is to find out e-commerce transactions on students, to find out consumer behavior of students, to determine the magnitude of the influence of e-commerce on student consumer behavior, to find out consumer behavior education for students of Language and Literature Study Programs in 2016 and Unpas FKIP . 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 the Language and Education Study Program, Indonesian and Regional Literature in 2016, Unpas FKIP which numbered 61 people. The data analysis used is the verification of data analysis through calculating the average score with the help of IBM SPSS Statistics Version 24.0. The results of the recapitulation study of the average score of respondents regarding e-commerce amounted to 4.29 while the consumer behavior was 3,88. Thus it can be concluded that respondents' responses to e-commerce "Very Good" and responses to consumer behavior are "Good". Based on the data analysis that has been done, the results obtained from the study of e-commerce on consumer behavior are seen from the calculation of the coefficient of determination with the value of R Square of 0.306. It is stated that the variable X has an effect of 30.6% on the Y variable and the remaining 69.4% is influenced by other factors. In closing, the authors submit suggestions to the Indonesian and Regional Language Education Study Programs to conduct training or coaching on consumer behavior, bring up new courses on consumer behavior or integrate with other subjects. Because this method can equip students in good consumer decision making.

Keywords: E-Commerce, Consumer Behavior