

## ABSTRACT

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

*(Case Study of 2016 Elementary School Teacher Education)*

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*The purpose of this study was to study how e-commerce transactions, consumer behavior, consumer behavior education and the influence of e-commerce on consumer behavior, Elementary School Teacher Education. The method used in this study is a survey method with a sample of elementary school teacher education students who experimented with 123 students. Analysis of the data used is simple linear regression analysis by calculating the average score. The results showed that the average response score of respondents regarding e-commerce transactions was 4.15 (83%) or "very often / very strong" and 3.3 (79%) or "consumers agreed". Based on the data analysis that has been done, the results show that e-commerce is positive towards Consumer behavior. This is indicated by the Thitug value of 6.746 and the significance value of 0.000. While based on the calculation, the determination of the value of R<sup>2</sup> indicates 0.273. This can be described that the variable X has an effect of 27.3% on the Y variable and the remaining 72.7% is needed by other factors. As the end of the research, suggestions from related parties are related : (1) students are expected to have e-commerce students can use media better to buy goods online. (2) For study programs, it is expected that all parties involved will be able to increase their knowledge and insight into e-commerce. (3) For Universities It is expected to be able to give an appeal regarding the importance of students' understanding of e-commerce at the Teacher Training and Education Faculty (FKIP). (4) For further researchers For other researchers it is hoped that it can become a reference for similar research material but with other factors, ideas and different points of view so as to motivate students to develop their research.*

**Keywords:** *E-commerce, Consumer Behavior*