

**INFLUENCE OF SOCIAL ENVIRONMENT AND LIFESTYLE FOR COMMUNITY
CONSUMPTION BEHAVIOR IN THE PANDEMIC COVID 19**

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Abstract

The purpose of this study was to determine: (1) the influence of the social environment on people's consumption behavior on the covid pandemic 19. (2) The influence of lifestyle on people's consumption behavior on the covid pandemic 19. (3) the influence of the social environment and lifestyle on behavior public consumption in this pandemic occurs. The research method used in this study is a descriptive method with a quantitative approach. The population in this study is the Palmerah village community. The sample used was 128 people. The analysis technique used is multiple linear regression analysis. Based on the results of the study concluded that: public consumption during the covid pandemic 19. The coefficient of determination (adjusted R2) of 0.095, meaning that 9.5% of people's consumption behavior is influenced by the social environment and lifestyle, while the remaining 90.5% is influenced by other factors.

Keywords: social environment, lifestyle, student consumption behavior

INTRODUCTION

Needs in common are the drivers of financial action in society. Needs proceed to extend & shift, but the sum of assets utilized to meet those needs is exceptionally constrained. The restricted root of control moreover causes the unfulfillment of all people's dreams. Hence, it is essential to rule fundamental financial concepts for somebody to be able to oversee the beginning of control productively. This will influence one's utilization condition to meet their needs. In this period of globalization, there has been a move towards utilization conditions in society. The affect of globalization is progressively felt after the rise of numerous shopping centers in different sorts of cities that are progressively different and online deals have been

circulating a part. This makes it exceptionally simple for individuals to purchase things they require.

Utilization behavior is the result of understudy learning through habituation, understanding, and modeling, within the domestic, campus and community environment (Wahyuni, 2009: 138), Will too be more grounded hedonic shopping behavior (Rohman, 2010: 1026), planting family values that both will frame a sound utilization condition (Narmaditya & Wulandari, 2015). The social environment, particularly within the family, has attempted to familiarize understudies to control their utilization behavior by setting a settled stipend each month within the trust that understudies will be able to oversee their costs concurring to the

budget, but fundamentally behavior is the result of learning.

So, utilization behavior can be said to be the result of one's learning through habituation, understanding, and modeling in terms of overseeing investing utilized to meet needs, concurring to pre-research perceptions, a few understudies of financial instruction have a inclination to act less normally.

This condition can too happen due to the impact of the way of life of the encompassing environment, such as his companions who go to college whereas working, this makes his companion have an extra pay that's not possessed by him. With college and work understudies will get a compensation or wage. Concluded that compensation in the form of wages or in the form of benefits or facilities that are valued in money and given regularly by the company to its workers. compensation management has an important and functional role because it is at the heart of human resource management (Nanik Alfiyah, Setyo Riyanto). So understudies who go to college and work at that point their way of life will be distinctive from the others, since he as of now has his claim pay.

This condition can moreover happen due to the impact of the way of life of the encompassing environment. The choice of utilization that's carried out now not appears one's capacity to recognize between essential and pressing needs and those that are not fundamental (Sarah, 2012). Handayani and Patricia (2014) uncovered that expanding the hedonic organic fashion too increments one's wasteful condition. In line with utilizing Handayani and Patricia, Astuti (2016) clarified that the more glamorous and

epicurean way of life of a individual, it'll increment one's utilization behavior, since a glitzy way of life will cause trust for extravagance products as well, as a result the need scale is unimaginable. Through this learning, understudies are anticipated to be able to control their way of life and devour concurring to their needs.

A study made by the Ministry of Finance shows that the COVID-19 pandemic has negative implications for the domestic economy such as a decrease in consumption and purchasing power, a decline in corporate performance, threats to the banking and financial sectors. In the aspect of consumption and purchasing power of the people, this pandemic causes a lot of labor to decrease or even loses its income so that it affects the level of consumption and purchasing power of the people especially those in the category of informal workers and day laborers. Most people are very careful about managing their financial expenditures because of the uncertainty when this pandemic will end. This causes a decline in the purchasing power of people for consumer goods and puts pressure on the producers and sellers.

This modern frame of economy is the result of changes within the outline of the mechanical divisions due to changes in buyer behavior. Amid a widespread emergency, customers alter their behavior to a survival mode and be more conservative. Consumers are more cautious and more slanted to remain inside than to go out for consumption. As a result, there's an mechanical division that some time recently the emergency was very triumphant, fell and kicked the bucket. Whereas there's moreover a quickly expanding mechanical segment.

Of course, this alter in customer behavior is curious since it has been able to alter the ancient arrange of trade into a modern arrange. Within the past, web transfer speed demands did not continuously meet the standard, presently the web framework is in truth undermined to fall flat to oblige surging transmission capacity request.

LITERATURE REVIEW

Writing review According to Noor (2007: 247), buyer behavior is the inclination of shoppers to expend for most extreme fulfillment. Engel (1994: 3) contends that shopper condition is an individual's activities in getting and utilizing or devouring and devouring merchandise or administrations, counting the choice prepare that goes before & takes after this activity. An individual considers to begin with some time recently he is decided to get or utilize products and administrations in arrange to get most extreme fulfillment.

Mowen (2002: 6) contends that the consumer's condition is the consider of buying units & still encompasses a propensity to act less normally utilization utilization handle involving how a individual gets, devours & employments merchandise and administrations, encounters, and concepts. So, based on the depiction over, utilization condition is a person activity in accepting and using merchandise and administrations through a certain choice making handle in an exertion to meet the wants so that ideal fulfillment is accomplished.

Variables that will impact a individual to expend based on Gilrso (2007: 112) incorporate person components, financial components, social

variables, and social components. This was in line with what is utilized by Kotler (1987: 242), in the event that sorted by a broader setting to a smaller one, at that point the variables impacting a person's utilization behavior incorporate: (1) Social components which comprise agreeing to culture (culture), sub culture & social course. (2) Social variables comprising concurring to little reference bunches, family, parts and status. (3) Individual components within the shape of age & life cycle arrange, work, financial conditions, way of life, identity & self-concept. (4) Mental variables incorporate inspiration, discernment, learning concepts, and convictions & demeanors.

Social environment is all social connections between individuals, both straightforwardly, for illustration by talking about with a companion, or vicariously, to be specific perceptions approximately what is being done or worn by others (Diminish & Olson, 2000: 6). Somebody learns something through 2 sorts of intelligent.

RESEARCH METHODS

This sort of inquire about incorporates quantitative story investigate pointed at talking about cases utilizing how to gather information, organize, & analyze. Quantitative information within the frame of numbers within the calculation yield, at that point analyzed & depicted to get conclusions. Sources of populace and test information in this ponder are essential information gotten from understudies of the Workforce of Financial matters and Mercu Buana trade, and auxiliary information gotten from references library considers, articles, diaries, web and so on.

The populace in this considering is the Palmerah town community almost the program. The test utilized was 128 individuals with coordinate self-assertive assessment strategies. Data gathering strategies in this consideration are studies that are disseminated to the community of Palmerah town. The examination utilized is different straight relapse investigation

utilizing SPSS 23 program. The investigation prerequisite tests incorporate autocorrelation, multicollinearity, heterocedasticity, typicality, and linearity tests. The Theory Test utilized is the test of Twofold Direct Relapse Condition, t Test, F Test, and Assurance Coefficient (Balanced R²).

Table 1. Test results T

Model	Unstandardized		Standardized		t	Sig.
	B	Std. Error	Beta			
(Constant)	39,080	4,267			9,158	0,000
Environment	0,126	0,085	0,140		1,486	0,140
Social Lifestyle	0,194	0,075	0,244		2,584	0,011

Hypothesis 1: Social Environment Contains Important Impacts on Behavior of Community Utilization

Hypothesis 2: The Social Environment Includes Significant Impacts on Community Utilization Behavior

Hypothesis 3: The social environment and lifestyle basically have an impact on the behavior of community use.

Table 2. Result F

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	897,000	2	448,500	7,695	0,001 ^b
Residual	7285,680	125	58,285		
Total	8182,680	127			

The premise for choice making on the F test in this think about is the centrality esteem. In the event that the importance esteem <0.05, at that point the free factors together have a noteworthy impact on the subordinate variable. In case the noteworthiness esteem > 0.05 at that point the autonomous factors together don't

have a critical impact on the subordinate variable.

The comes about of the F test helped with the SPSS 23 program appear the noteworthiness esteem within the sig column is 0.001, this esteem is much littler than 0.05. Centrality esteem of 0.001 <0.05 is in understanding with the basis of choice making within the F test, it can be

concluded that social environment and way of life factors together impact the

utilization behavior of understudies.

Table 3. Koefisien Determinasi (Adjusted R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,331 ^a	0,110	0,095	7,634

Within the Balanced R square column, it can be seen that the balanced R square assurance coefficient esteem is 0.095. This implies that 9.5% of utilization behavior factors are affected by social and way of life factors. The remaining 90.5% (100% -9.5%) is clarified by other factors not talked about in this consider, such as wage, financial education, financial learning, and financial learning accomplishment, financial status.

RESULT AND DISCUSSION

The Impact of Way of life on Understudy Utilization Behavior

Based on the investigative information that comes, it can be seen that the way of life has an important impact on the behavior of community use. Way of life is one of the components that impact one's utilization behavior, typically in line with what was expressed by Simamora (2004: 9) which cites Kotler's conclusion that there are a few variables that impact one's utilization behavior counting social, social, individual and mental components. Way of life is portion of a individual calculate, which appears a person's life design. This life design is reflected in his exercises, interface and conclusions. Mowen and Minor (2002) state that a person's way of life can be seen from how a individual lives, how they spend their cash, and distribute time.

What emerged from this thought was supported by past questions carried out by Kanserina (2015), in the thought of clarifying that the way of life includes positive and critical impacts on wasteful behavior. The more luxurious the lifestyle and satisfaction of a person, the use of behavior will be increasingly unreasonable (wasteful). On the other hand, a decrease in wasteful lifestyles and understanding satisfaction, it will also reduce the level of buyer behavior, which means that the utilization of behavior will lead to higher levels. In the case of a way of life that leads to pleasure not controlled by the vision of students and guardians, at that time the people have an immoderate behavior in themselves. Based on the comes about of this consider, way of life includes a positive influence on utilization behavior, since in case somebody features a great way of life, distant from gratification, the utilization behavior will be more judicious. In any case, the higher the hedonic way of life, the higher the wasteful behavior (Handayani, Patricia, 2014).

Based on this, investigators conclude that a way of life can be a picture of how a individual lives, spends his cash, and plans his time. The extravagance way of life will enable the community's require for inefficient stock and administrations. This will cause the community not to presently think that they nearly have to be scale their

needs. Vision is required from the community so that their way of life is distant from the luxurious and epicuria. In the event that the community's way of life is sweet, it infers far from fulfillment, the superior its utilization behavior. So, it can be concluded that there's a positive and no impact between the way of life in understanding utilization behavior. Impact of Social Environment and Way of life on Understudy Utilization Behavior

Based on the calculation of the F calculation that makes a difference take advantage of the SPSS 23 program, it shows up that the critical esteem within the sig column is 0.001, this cost is much littler than 0.05. At that point it can be concluded that the social environment and way of life together impact the behavior of community utilization. The confirmation coefficient (adjusted R²) gotten in this study is 0.095. That's , two free factors in this attitude, to be particular within the social environment and way of life have a 9.5% affect on the behavior of substitute employments. It appears that there are still impacts from other outside variables which are thought to be around 90.5%. Other components are compensation, money related capability, financial learning, and budgetary status. In this way, the hypothesis states that there's a basic affect between the social environment and way of life on the utilization behavior of the Palmerah town community. From these comes about it can be seen that the social environment will impact understudy utilization behavior. This demonstrates that understudies will carry on more reasonably on the off chance that the environment embodies utilization behavior in a restrained way.

The comes about of this consideration are reliable since the social environment in terms of utilization will increment the utilization of the behavior of these people more ordinarily. In addition, the way of life of the successors. One's prevalent way of life, distant from fulfilling, superior ways of utilizing people's behavior. This infers that the shared social environment and way of life contribute to understanding utilization behavior

CONCLUSION

Based on what shows up approximately data checking and hypothesis testing, conclusions drawn, among others, were not found to have an critical affect on understanding utilization behavior. The community gets it and pays thought for the social environment which incorporates conducting utilization exercises, but in conclusion they can conduct utilization works out based on their convictions and guidelines, not based on estimations and wants for social acknowledgment

There's a basic affect between ways of life on the utilization behavior of the Palmerah town community. It appears that a great way of life and distant from delight will energize understanding to act normally. There may be a basic affect between the social environment and way of life on the use of behavior within the Palmerah town community in this pademic circumstance.

The esteem of the coefficient of assurance (balanced R²) of 0.095, this implies that the social environment and way of life donate an impact of 9.5% on utilization behavior and there's still the impact of other factors of 90.5% such as

salary, financial education, financial learning, and financial learning accomplishment, financial status.

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