

RINGKASAN

Shopee menjadi salah satu *platform marketplace* yang ramai digunakan karena memiliki daya tarik tersendiri bagi konsumen dalam memberi akses berbelanja seperti promo, metode pembayaran yang mudah, *voucher* serta harga yang bersaing. Akses yang ditawarkan Shopee dapat memicu meningkatnya daya beli, terutama bagi mahasiswa. Oleh karena itu, penawaran Shopee diduga memiliki hubungan dengan perilaku konsumtif mahasiswa. Tujuan penelitian ini adalah untuk mengetahui tingkat akses berbelanja di Shopee dan tingkat perilaku konsumtif mahasiswa serta hubungan antara akses berbelanja Shopee dengan perilaku konsumtif mahasiswa. Penelitian ini menggunakan metode penelitian kuantitatif jenis survei eksplanatif asosiatif. Lokasi penelitian dilakukan di Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Jenderal Soedirman. Sasaran penelitian adalah mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik 2024, Universitas Jenderal Soedirman. Teknik samplingnya *proportionate random sampling*. Metode pengumpulan data berupa angket yang disebarakan kepada mahasiswa. Alat uji statistik berupa korelasi rank *spearman*.

Hasil penelitian ini menunjukkan bahwa tingkat pengaksesan di *marketplace* berada dalam tingkatan sedang (58,5%). Kemudian, tingkat perilaku konsumtif berada dalam tingkat sedang yaitu (50,2%). Penelitian ini juga menunjukkan adanya hubungan positif dan signifikan antara akses berbelanja di *marketplace* Shopee dengan perilaku konsumtif mahasiswa. Hal dibuktikan dengan nilai signifikansi 99%. Artinya, semakin tinggi akses berbelanja di *marketplace* Shopee, maka akan semakin tinggi pula perilaku konsumtif mahasiswa. Sebaliknya, semakin rendah akses berbelanja di *marketplace* Shopee, maka perilaku konsumtif juga semakin rendah.

Kata kunci: fitur, shopee, perilaku konsumtif, mahasiswa

SUMMARY

Shopee is a popular marketplace platform due to its unique appeal to consumers, offering shopping access, such as promotions, easy payment methods, vouchers, and competitive prices. The access offered by Shopee can stimulate increased purchasing power, especially among students. Therefore, Shopee's offerings are suspected to be related to student consumer behavior. The purpose of this study was to determine the level of access to shopping on Shopee and the level of student consumer behavior, as well as the relationship between Shopee shopping access and student consumer behavior. This study used a quantitative research method, an associative explanatory survey. The research location was the Faculty of Social and Political Sciences, Jenderal Soedirman University. The target population was students of the Faculty of Social and Political Sciences, graduating class of 2024, Jenderal Soedirman University. The sampling technique used was proportionate random sampling. Data collection consisted of a questionnaire distributed to students. The statistical test tool used was the Spearman test.

The results of this study indicate that the level of marketplace access is moderate (58.5%). Furthermore, the level of consumer behavior is moderate (50.2%). This study also shows a positive and significant relationship between access to shopping on the Shopee marketplace and student consumer behavior. This result is supported by a significance value of 99%. This means that the higher the access to shopping on the Shopee marketplace, the higher the student's consumer behavior. Conversely, the lower the access to shopping on the Shopee marketplace, the lower the consumer behavior.

Keywords: features, shopee, consumer behavior, students