

***E-COMMERCE, PENGGUNAAN E-MONEY, DAN LIFESTYLE TERHADAP
PERILAKU KONSUMTIF BERBELANJA ONLINE PADA SHOPEE DI
KABUPATEN LUMAJANG***

(Studi Empiris Konsumen Sepatu *Converse* Di ITB Widya Gama Lumajang)

ABSTRAK

Produk sepatu merek *Converse* adalah merek sepatu yang didirikan sejak tahun 1908 dan saat ini sangat populer serta sukses di industri mode. Produk sepatu merek *Converse* dirancang untuk memenuhi kebutuhan konsumen dalam berbagai aktivitas, terutama dalam dunia pendidikan, dengan tampilan yang trendi dan stylish. Studi ini bermaksud guna pengetahuan akan sejauh mana *E-Commerce*, penggunaan *E-money*, juga *Lifestyle* mempengaruhi perilaku konsumtif berbelanja *online* di Shopee di Kabupaten Lumajang (studi empiris pada konsumen sepatu *Converse* di ITB Widya Gama Lumajang). Metode penelitian yang diaplikasikan yakni kuantitatif, dengan data dihimpun atas kuesioner yang diisi oleh 60 responden. Populasi studi ini tak terbatas atau tidak diketahui dengan pasti jumlah konsumen yang membeli sepatu *Converse*, dan teknik sampling yang diaplikasikan berupa *accidental sampling*. Pengujian hipotesis disajikan atas teknik analisis regresi berganda. Hasil uji parsial (uji t) mendapati atas: 1) *E-commerce* tak memberi dampak signifikan akan perilaku konsumtif berbelanja *online* pada produk sepatu merek *Converse* di ITB Widya Gama Lumajang. 2) Penggunaan *E-money* berdampak signifikan akan perilaku konsumtif berbelanja *online* pada produk sepatu merek *Converse* di ITB Widya Gama Lumajang. 3) Gaya hidup berdampak signifikan akan perilaku konsumtif berbelanja *online* pada produk sepatu merek *Converse* di ITB Widya Gama Lumajang.

Kata Kunci: *E-Commerce*, Penggunaan *E-money*, *Lifestyle*, dan Perilaku Konsumtif

**THE INFLUENCE OF E-COMMERCE, E-MONEY USE, AND LIFESTYLE ON
ONLINE SHOPPING CONSUMPTIVE BEHAVIOR ON SHOPEE IN
LUMAJANG DISTRICT**

(Empirical Study of Converse Shoe Consumers at ITB Widya Gama Lumajang)

Abstract

Converse shoe brand products, established in 1908, are currently popular and successful in the fashion industry. These products aim to meet consumer needs in their activities, especially in the educational sector, with a trendy and stylish appearance. This research seeks to determine the extent to which E-Commerce, E-money use, and lifestyle influence online shopping consumer behavior on Shopee in Lumajang Regency (an empirical study of Converse shoe consumers at ITB Widya Gama Lumajang). The research employs a quantitative method. Data was collected through the distribution of questionnaires, with 60 respondents participating in the study. The population of this study is considered infinite or not precisely known in terms of the number of consumers who have purchased Converse shoes, and the sampling technique used was accidental sampling. Hypothesis testing was conducted using multiple regression analysis techniques. After performing partial testing or t-tests, the results were as follows: 1) E-commerce does not have a significant influence on online shopping consumer behavior for Converse shoe brand products at ITB Widya Gama Lumajang. 2) The use of E-money has a significant effect on consumer behavior when shopping online for Converse shoe brand products at ITB Widya Gama Lumajang. 3) Lifestyle has a significant effect on consumer behavior when shopping online for Converse shoe brand products at ITB Widya Gama Lumajang.

Keywords: E-Commerce, E-money Usage, Lifestyle, and Consumptive Behavior