

# Analisis Pengaruh Etnosentrisme dan Well-Being Terhadap Tingkat Sikap Online Buying Mahasiswa Universitas Indonesia = Analysis the Effect of Ethnocentrism and Well-Being on the Level of Online Buying Behaviour of University of Indonesia Students

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## Abstrak

Salah satu kegiatan yang menjadi tren selama pandemi COVID-19 adalah online buying. Penelitian ini bertujuan untuk mengetahui variabel-variabel yang memengaruhi sikap online buying, menganalisis profil sikap online buying mahasiswa aktif Universitas Indonesia dan peran variabel demografi sebagai variabel moderator. Variabel-variabel yang akan dianalisis adalah sikap online buying, emotional well-being, social health, physical health well-being, subjective well-being, keadaan finansial, etnosentrisme konsumen, umur, jenis kelamin, tempat tinggal selama pandemi COVID-19, pendidikan terakhir ibu, pendidikan terakhir ayah, pekerjaan ibu, pekerjaan ayah, asal SMA dan asal fakultas. Penelitian ini menggunakan teknik analisis Partial Least Square, Classification and Regression Tree dan Multi-Group Analysis. Data yang digunakan adalah data primer yaitu 1500 mahasiswa Universitas Indonesia angkatan 2018, 2019, 2020 dan 2021 yang aktif pada tahun akademik 2021/2022 semester genap. Hasil dari penelitian ini adalah variabel laten emotional, physical health, subjective well-being, social health dan etnosentrisme konsumen memengaruhi sikap online buying. Profil mahasiswa sikap online buying tidak terencana adalah subjective well-being tinggi, etnosentrisme dan social health rendah. Profil mahasiswa sikap online buying terencana adalah etnosentrisme dan physical health well-being tinggi. Variabel demografi umur, tempat tinggal selama pandemi COVID-19, pendidikan terakhir ibu, pendidikan terakhir ayah, pekerjaan ibu, pekerjaan ayah, asal SMA dan asal fakultas menjadi variabel moderator.

.....One of the activities that has become a trend during COVID-19 pandemic is online buying. The purpose of this study is to determine the variables that influence the online buying behavior, analyze the profile of online buying behaviour of active students at the Universitas Indonesia and the role of demographic variables as moderator variables. The analyzed variables are online buying behavior, emotional well-being, social health, physical health well-being, subjective well-being, financial condition, consumer ethnocentrism, age, gender, place of residence during the COVID-19 pandemic, mother's last education, father's last education, mother's occupation, father's occupation, high school origin and faculty origin. This study uses Partial Least Square, Classification and Regression Tree and Multi-Group Analysis. The data used is a primary data with 1500 students of Universitas Indonesia batch 2018, 2019, 2020 and 2021 who are active in even semester 2021/2022 academic year. The results of this study are emotional well-being, physical health, subjective well-being, social health and consumer ethnocentrism affect online buying behavior. The profiles of students with unplanned online buying behavior are high subjective well-being, low ethnocentrism and social health. The profiles of students with planned online buying behavior are students with high ethnocentrism and physical health well-being. Demographic variables of age, place of residence during the COVID-19 pandemic, mother's last education, father's last education, mother's occupation, father's occupation, high school origin and faculty origin became moderating variables.