

# **PENGARUH GAYA HIDUP DAN ONLINE SHOP TERHADAP PERILAKU KONSUMTIF MAHASISWA**

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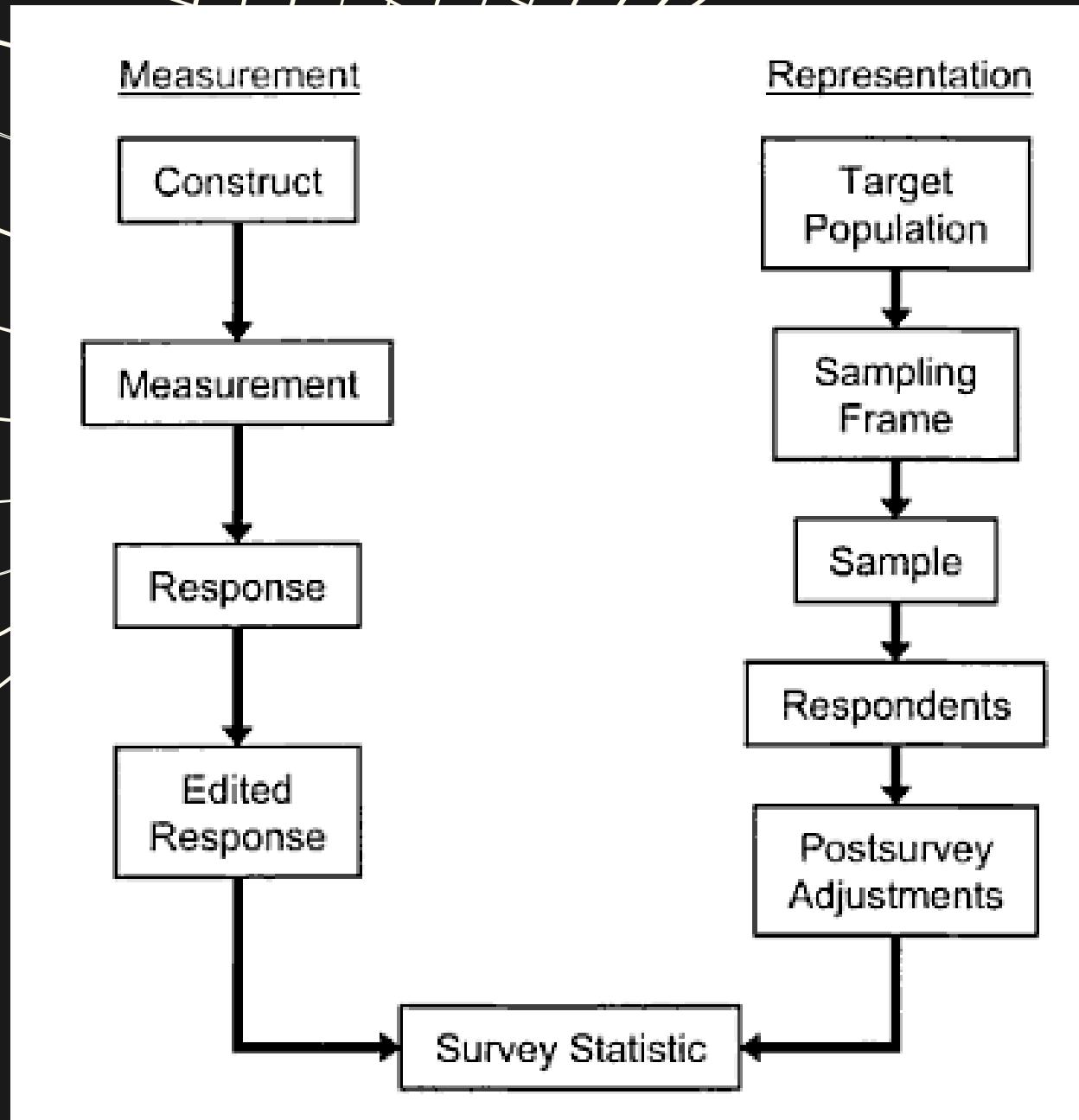
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# LIFE CYCLE - DESIGN PERSPECTIVE



- **Construct**

How does lifestyle and online shopping activities influence university students' consumptive behaviour?

- **Measurement**

Lifestyle and online shopping activities measurement in university students' consumptive behaviour surveys.

- **Response**

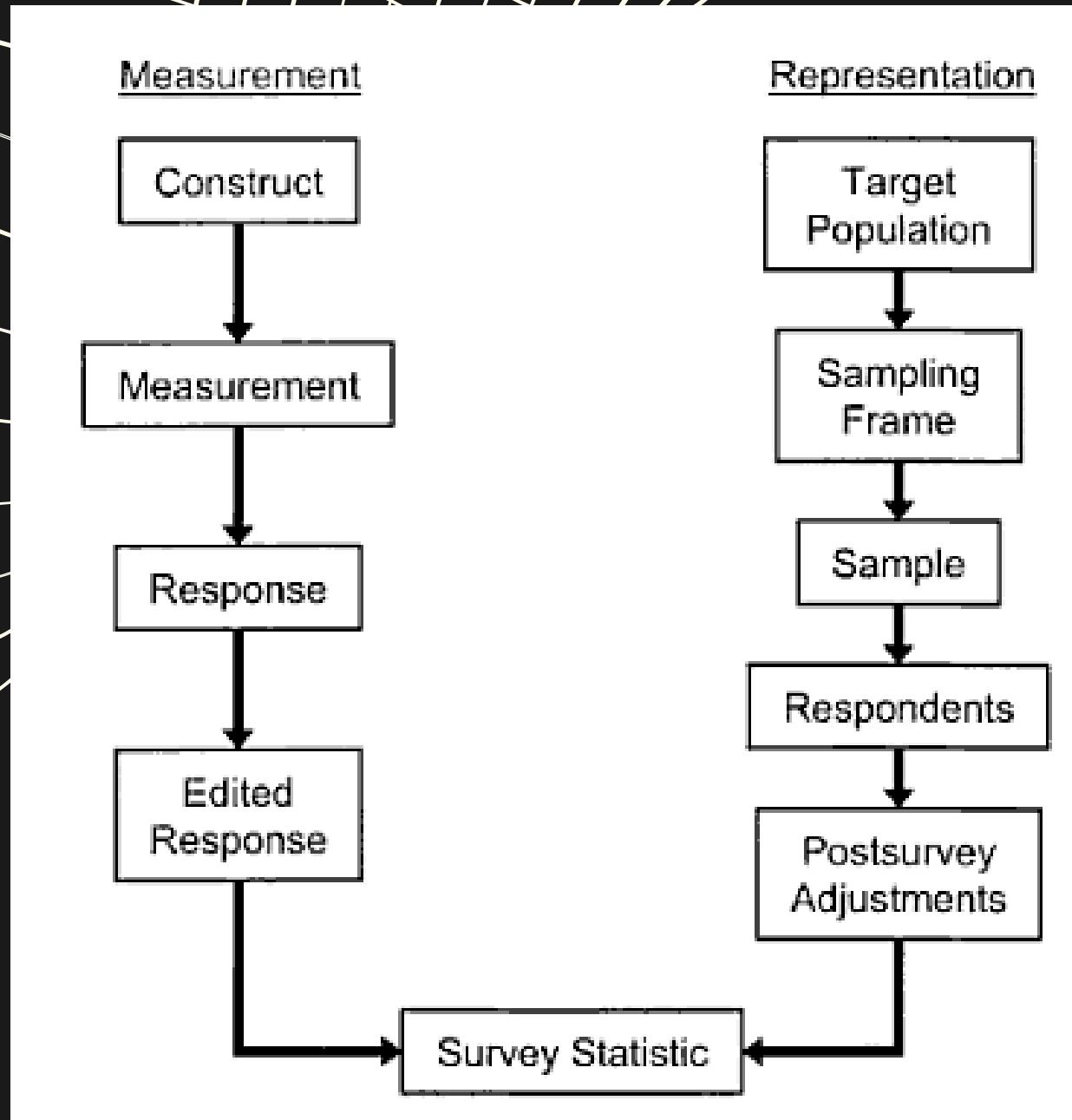
Our response type is that the responses are provided as part of the questions, and respondents should choose from the provided answers.

- **Edited Response**

We wanted to make sure there is no null data or outliers, that is why the answers are provided by us and respondents should answer all the questions in order to submit. However, since we have two different measurements, there will be a consistency check.

# MEASUREMENT

# LIFE CYCLE - DESIGN PERSPECTIVE



- **Target Population**

Our survey targets all BINUS University students batch B26 majoring in Data Science.

- **Sampling Frame**

The list of names registered as students in BINUS University majoring in Data Science.

- **Sample**

The sample will be taken from a small fraction of the sampling frame / target population.

- **Respondents**

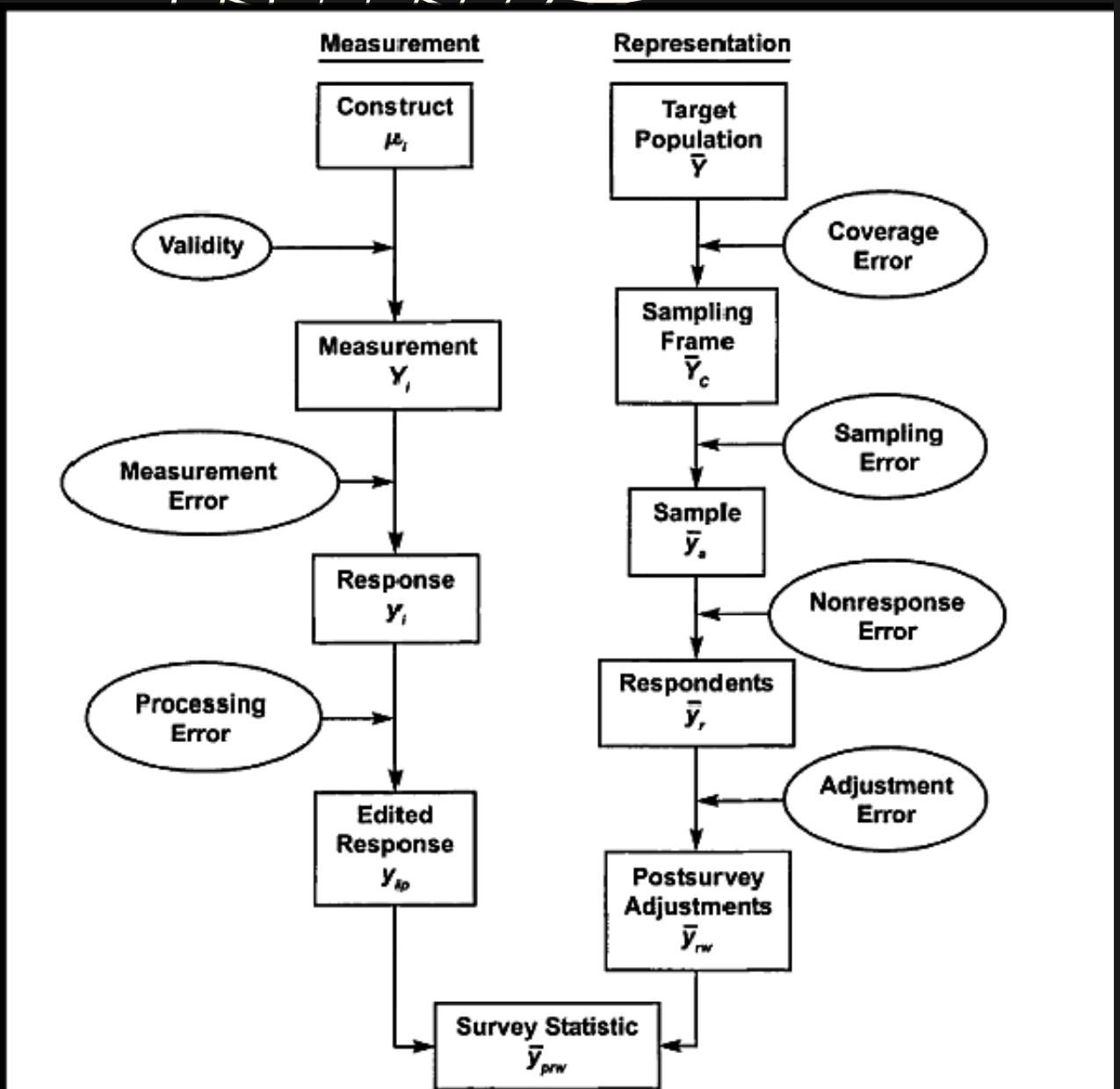
We use simple random sampling method to determine the respondents of our survey from the sampling frame.

- **Postsurvey Adjustments**

We will do weighing up for response bias correction. There might be the case where respondents just randomly check all the same categories (e.g 1-5, and they select all 5). There might also be the case that the response is mostly collected from LA class or LB class, so a weighing up might be needed for the class with less responses.

# REPRESENTATION

# LIFE CYCLE - QUALITY PERSPECTIVE



- **Validity**

We test out our measure with a small sample to check its feasibility, reliability, and validity. This helps us figure out whether we need to tweak or revise our measure to make sure we're accurately testing our construct.

- **Measurement Error**

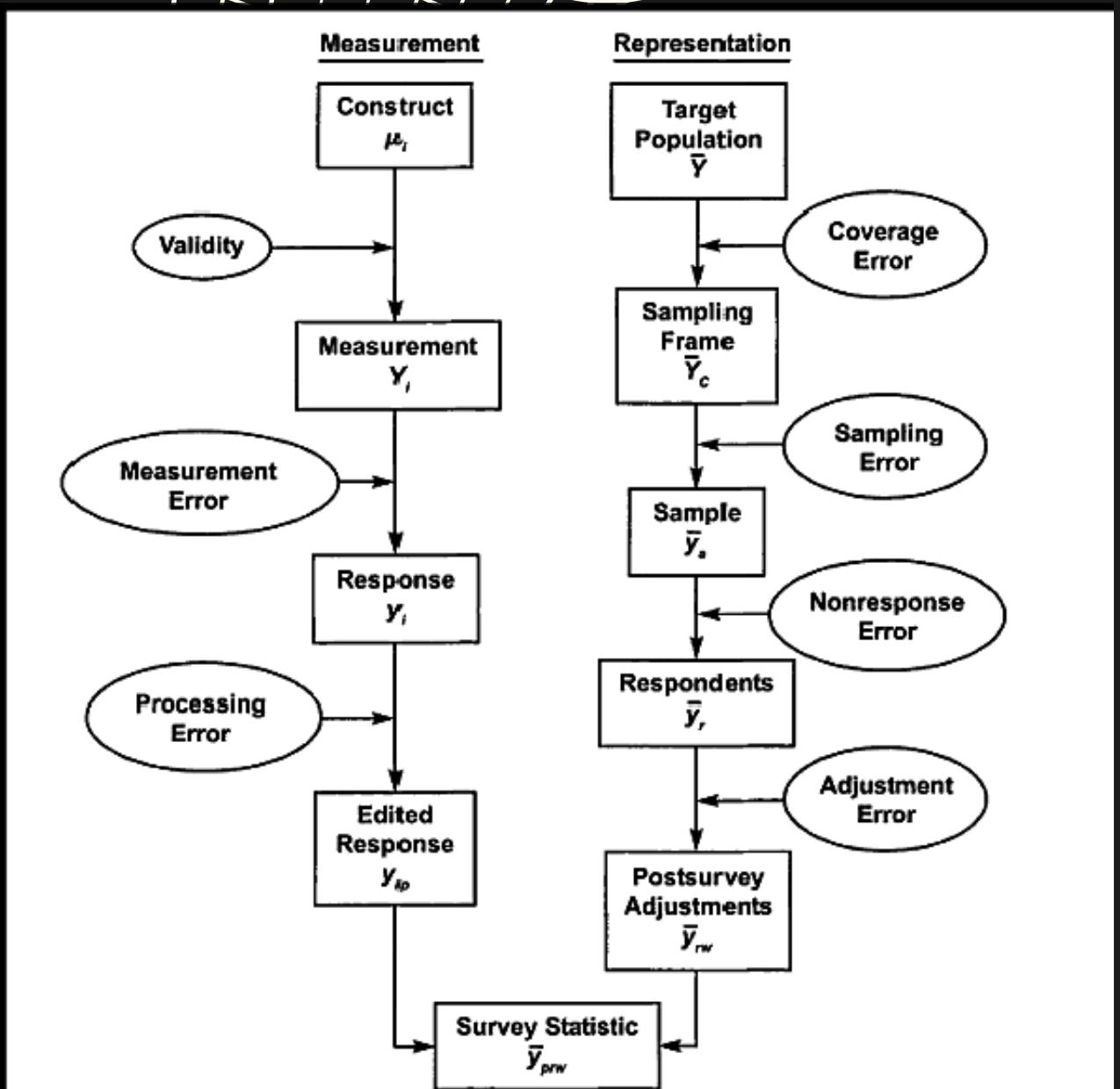
The measurement error checks the response deviation from the true value of the measurement. This means if there is a systematic response deviation, then we need to check if there is a response bias

- **Processing Error**

Processing errors can take various forms, including data entry mistakes, coding errors, calculation errors, or errors in data cleaning and transformation. These errors can result from human error, technological glitches, or inconsistencies in data processing procedures.

# MEASUREMENT

# LIFE CYCLE - QUALITY PERSPECTIVE



- **Coverage Error**

There are 2 types of coverage error, undercoverage and overcoverage.

- **Sampling Error**

We expect respondents to either be in the consumptive lifestyle or consumptive online shopping behaviour or even better if both. However, if from an x number of surveys, the responses fit in either one of the categories is not even half of x, then it means a sampling error is performed here.

- **Nonresponse Error**

Nonresponse error happens when the response collected doesn't fulfil the minimum number of responses needed.

- **Adjustment Error**

The adjustment error refers to the difference between an adjusted statistic and the population parameter.

## REPRESENTATION

# 53

# SAMPLE SIZE

Population: 116 (B26 Data Science)

Confidence Interval: 95%

Alpha: 5%

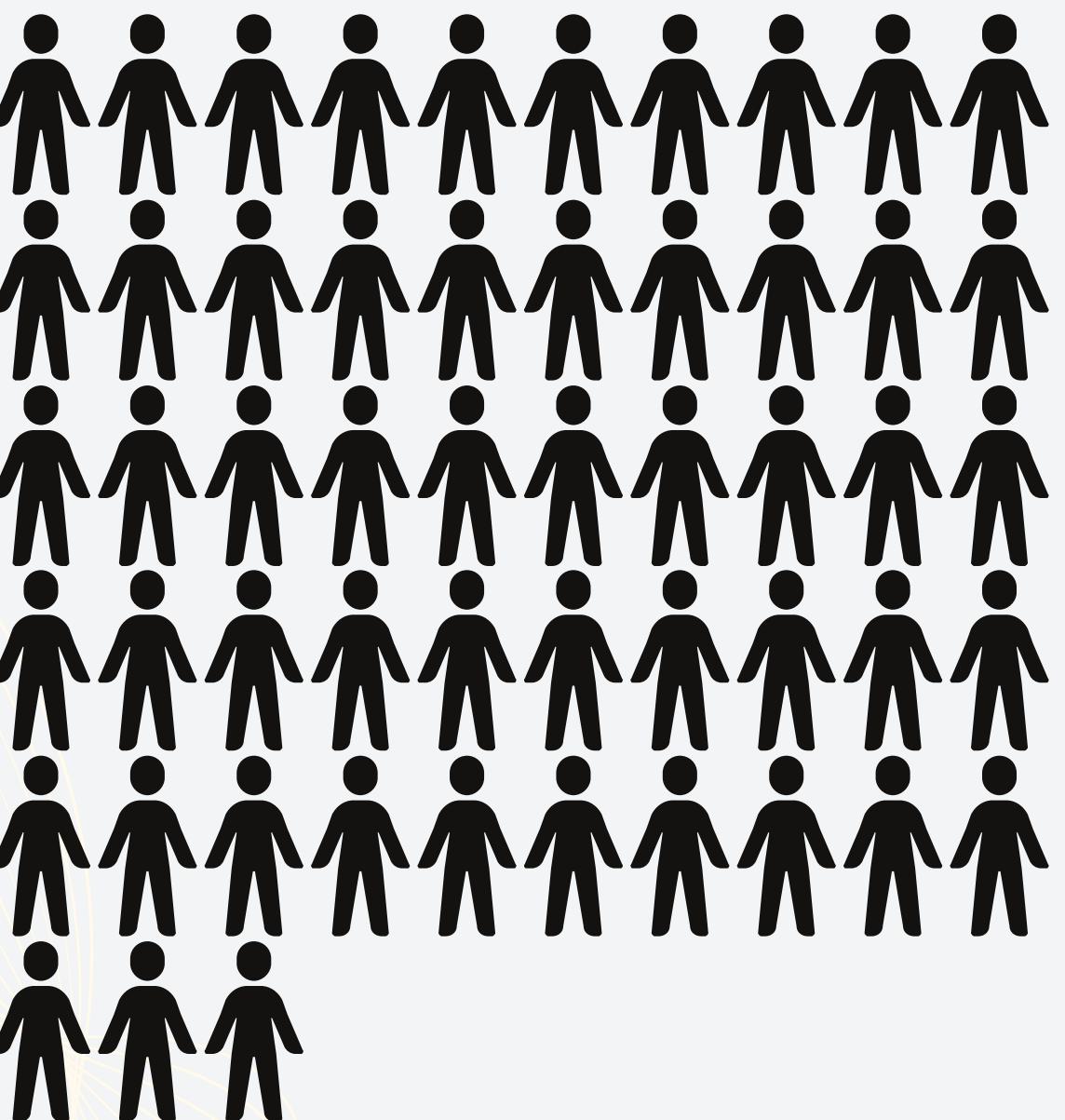
Estimated Proportion: 80%

Margin of Error: 10%

$$\frac{(1.92)^2 * 0.8 * 0.2}{0.1^2} = 81$$

$$\frac{81}{1 + (1.96^2 * 0.8 * 0.2 / 0.1^2 * 116)} = 52.9 \approx 53$$

Our sample size is 53 people. Confidence interval 95%, alpha 5%, estimated proportion 80% and margin of error 10%. We calculate the sample using the formula  $n_0$  which is  $(Z^2 * p(1-p)) / \text{error}^2$ . We obtain a result of 81 and reduce the sample size using the formula  $n = n_0 / (1 + (n_0 - 1)N)$  and the final result shows 53 respondents.



# SURVEY QUESTION



NAMA

1



USIA

2



KELAS

3

# APAKAH ANDA PERNAH BERBELANJA ONLINE?

- Semua pertanyaan diambil selama 6 bulan ke belakang.

YA

TIDAK

# YA

MANAKAH DARI ONLINE SHOP DI BAWAH INI  
YANG ANDA MILIKI/ PERNAH GUNAKAN?

SEBERAPA SERING KAMU  
BERBELANJA SECARA ONLINE?

SEBERAPA SERING KAMU MERASA TERGODA UNTUK  
MEMBELI BARANG SAAT MELIHAT POSTINGAN ATAU  
IKLAN ONLINE?

SEBERAPA SERING KAMU MEMBELI BARANG  
YANG SEBENARNYA TIDAK ANDA BUTUHKAN?

SEBERAPA SERING KAMU MEMBANDINGKAN DIRI  
DENGAN ORANG LAIN BERDASARKAN BARANG YANG  
DIMILIKI MEREKA?

# YA

SEBERAPA SERING KAMU MENGGUNAKAN APLIKASI  
ONLINE SHOP SEBAGAI PENGHIBUR SAAT MERASA  
BOSAN ATAU STRES?

SEBERAPA SERING KAMU MEMPERHATIKAN MEREK  
ATAU LABEL SAAT BERBELANJA ONLINE?

SEBERAPA SERING KAMU MEMBELI BARANG ONLINE  
DENGAN HARGA YANG MELEBIHI ANGGARAN BELANJA  
BULANAN KAMU?

SEBERAPA SERING KAMU MERASA PUAS  
SETELAH MELAKUKAN PEMBELIAN ONLINE?

APAKAH KAMU SERING MERASA CEMAS ATAU STRES  
TERKAIT DENGAN PENGELOUARAN BULANAN KAMU  
UNTUK BELANJA ONLINE?

# SECTION 3



Berapa perkiraan total gaji yang kamu dapatkan dalam sebulan?

1



Berapa perkiraan total uang yang kamu habiskan untuk belanja online dalam sebulan?

2

# TIDAK

MANAKAH DARI ONLINE SHOP DI BAWAH INI YANG  
PERNAH ANDA DENGAR?

SEBERAPA SERING KAMU MENDENGAR TEMAN-  
TEMANMU BERBELANJA ONLINE?

SEBERAPA SERING KAMU MELIHAT ORANG LAIN  
TERGODA UNTUK MEMBELI BARANG SAAT MELIHAT  
POSTINGAN ATAU IKLAN ONLINE?

SEBERAPA SERING KAMU MEMBELI BARANG  
YANG SEBENARNYA TIDAK ANDA BUTUHKAN?

SEBERAPA SERING KAMU MEMBANDINGKAN DIRI  
DENGAN ORANG LAIN BERDASARKAN BARANG YANG  
DIMILIKI MEREKA?

SEBERAPA SERING KAMU MEMBELI BARANG DENGAN  
HARGA YANG MELEBIHI ANGGARAN BELANJA BULANAN  
KAMU?

# SECTION 3



Berapa perkiraan total gaji yang kamu dapatkan dalam sebulan?

1

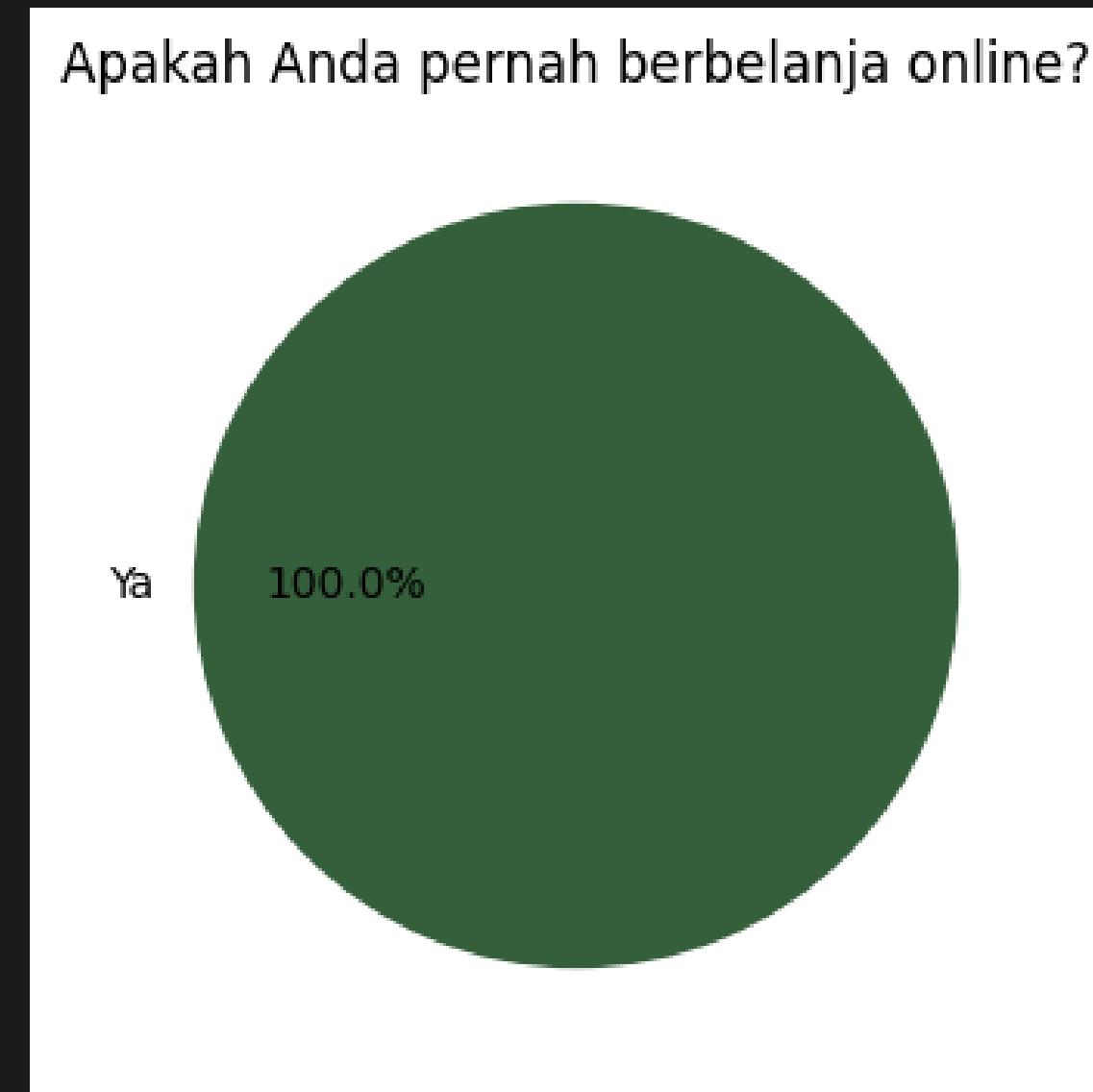


Berapa perkiraan total uang yang kamu habiskan untuk membeli barang dalam sebulan?

2

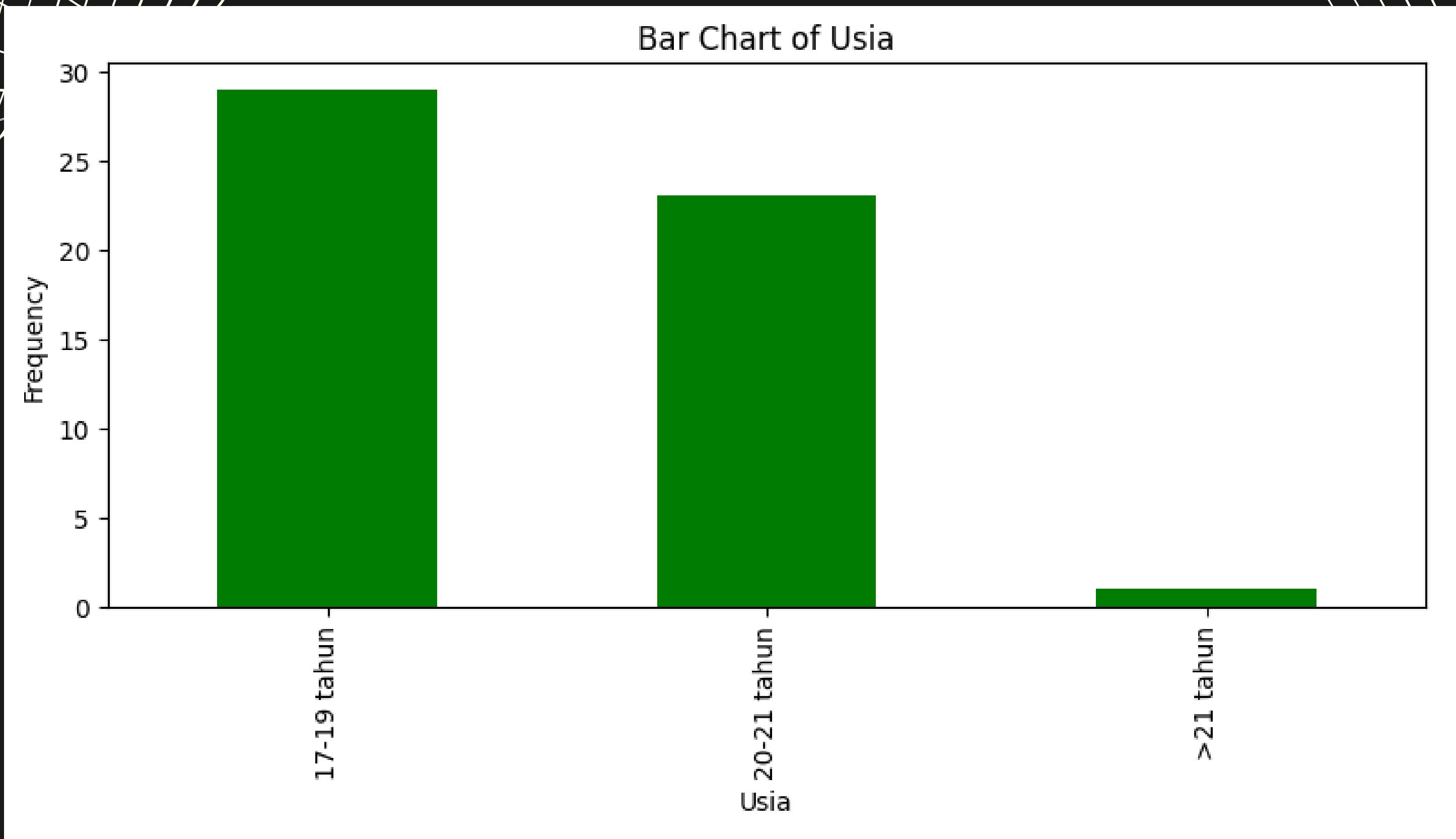
# COLLECTED DATA

Apakah Anda pernah berbelanja online?



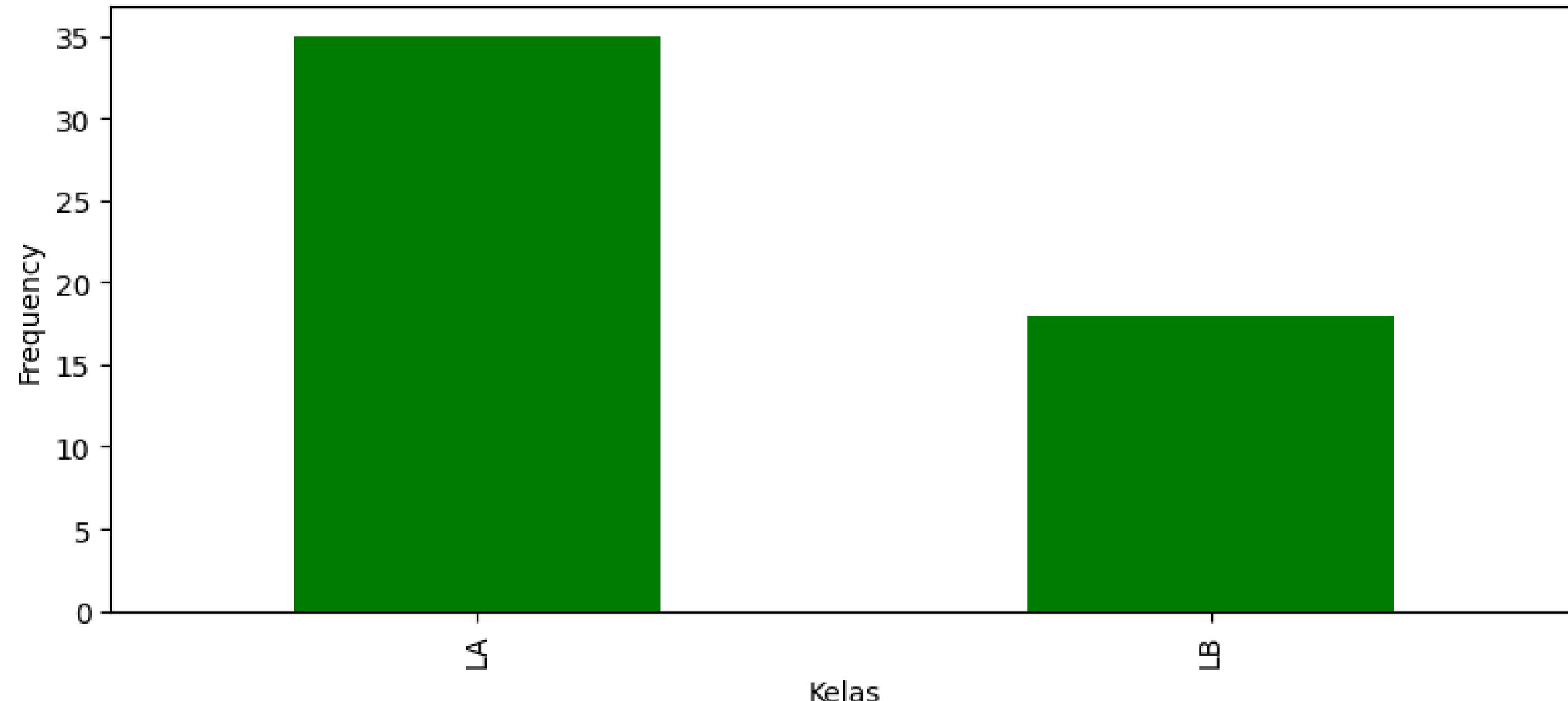
LINK TO GOOGLE COLAB : [HERE](#)

# COLLECTED DATA

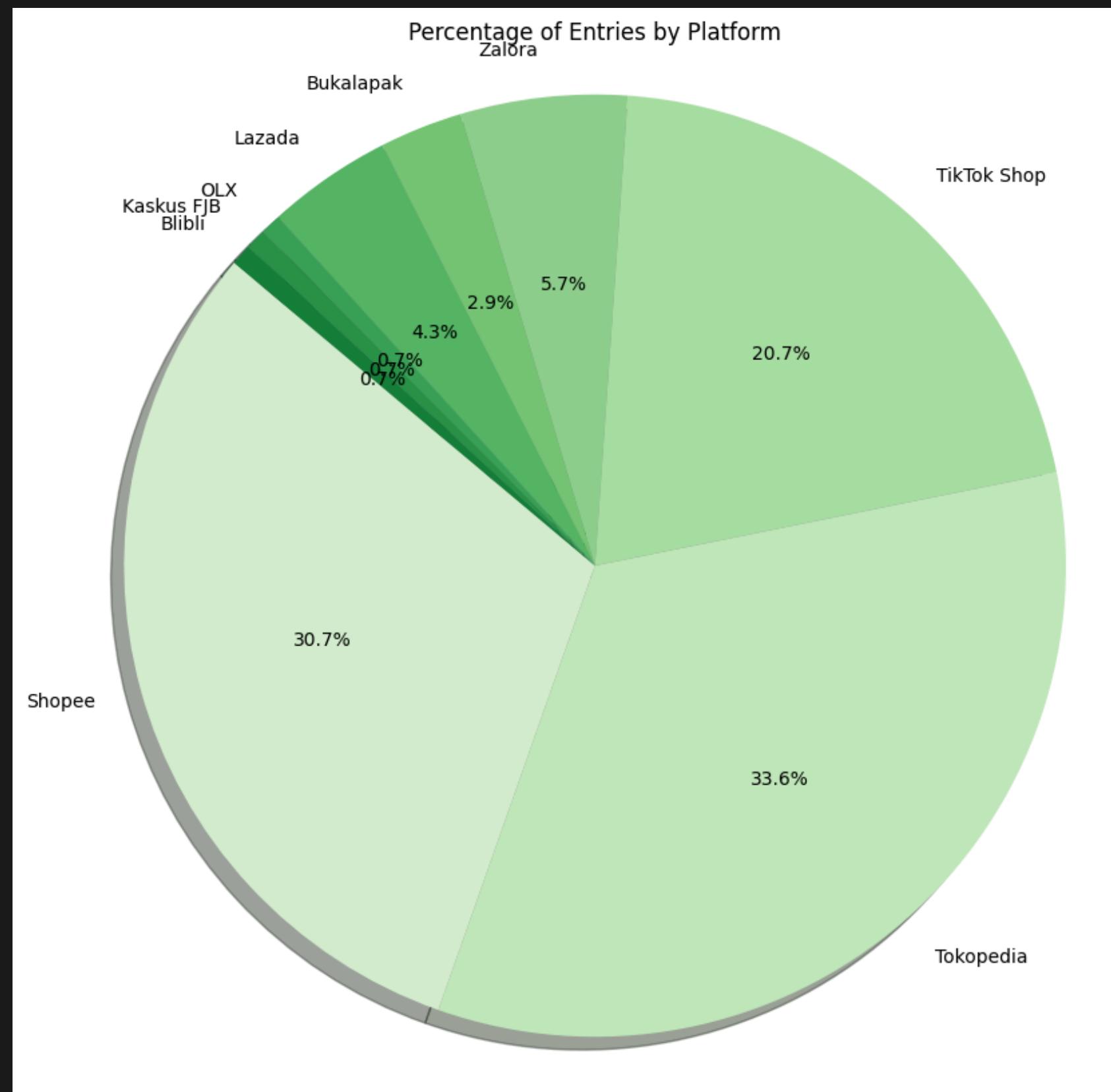


# COLLECTED DATA

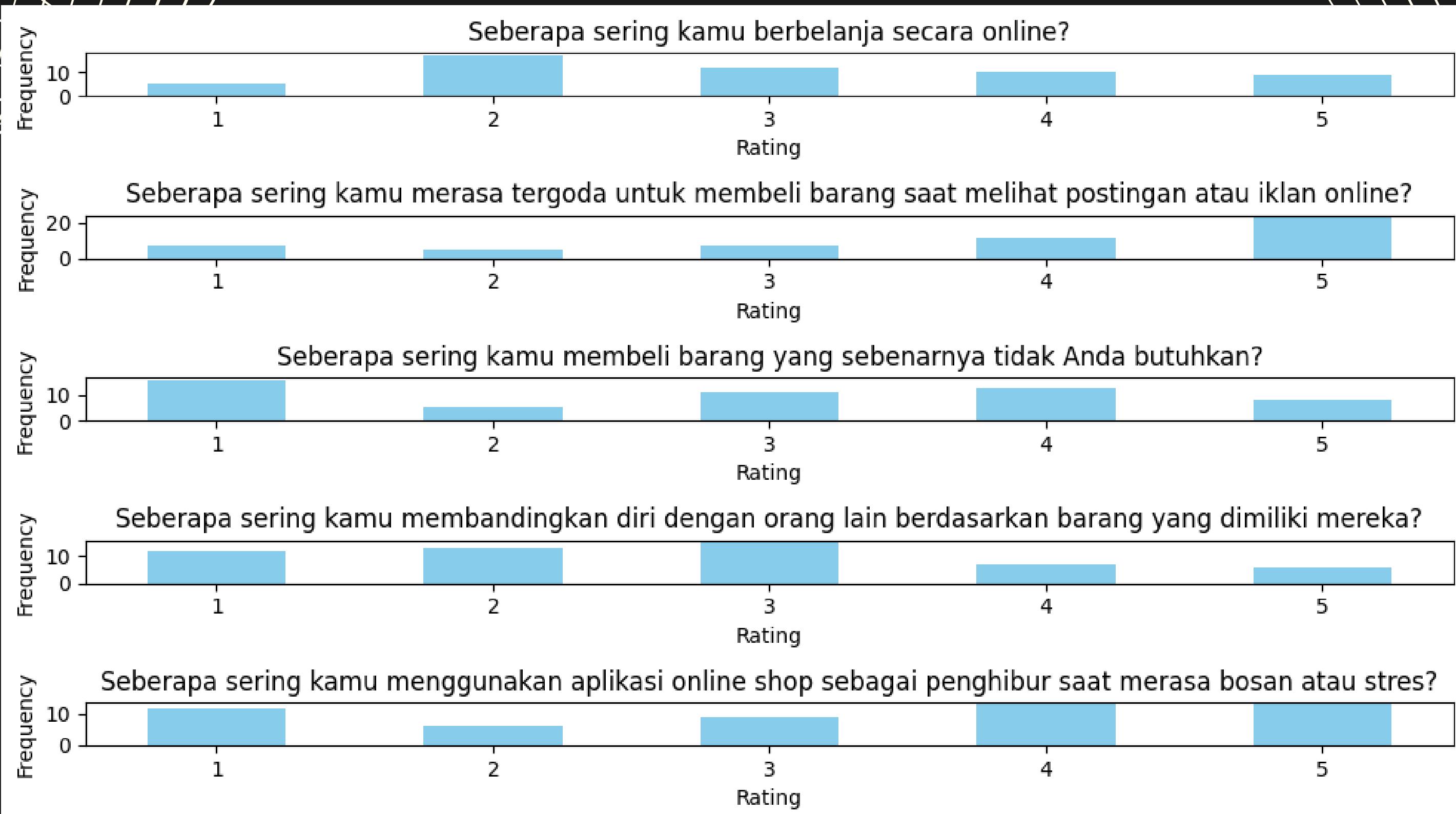
Bar Chart of Kelas



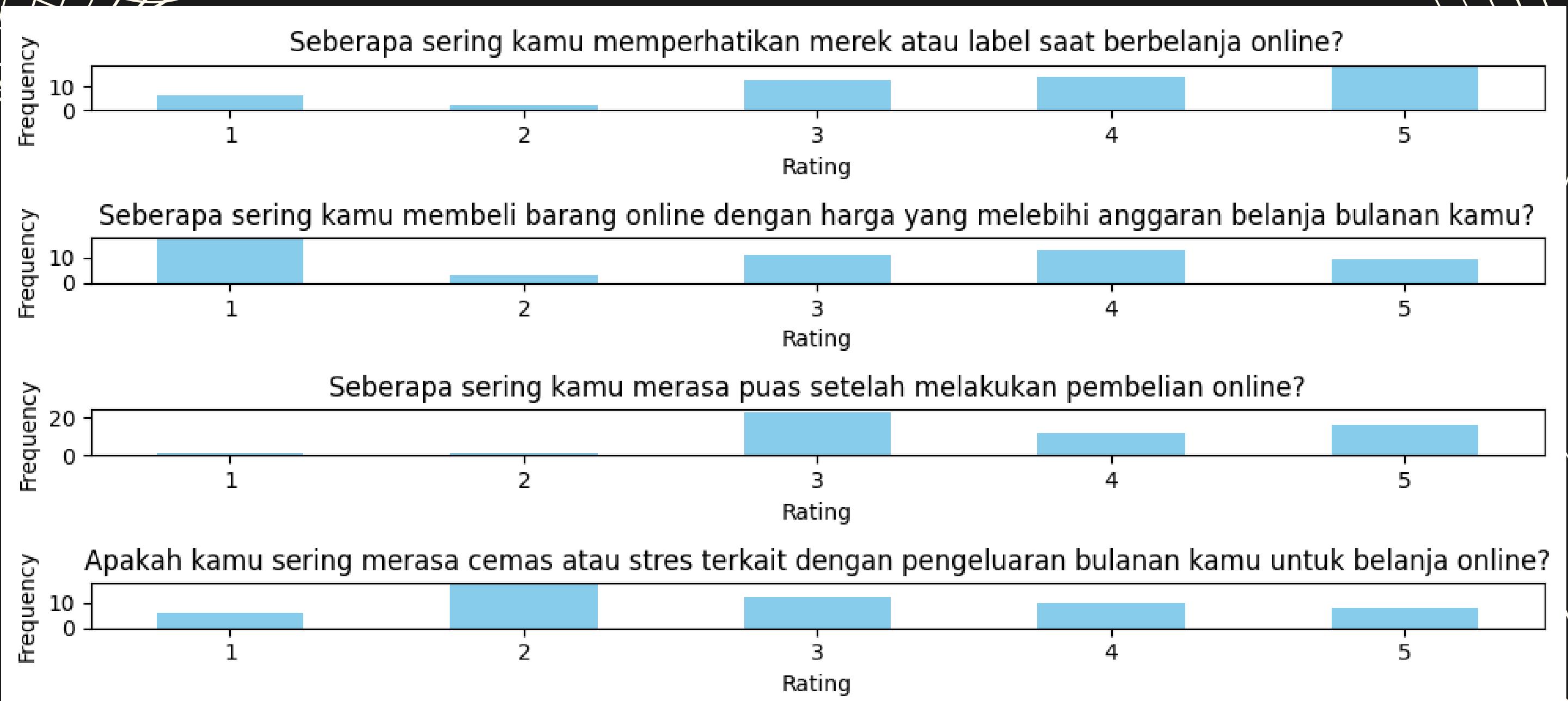
# COLLECTED DATA



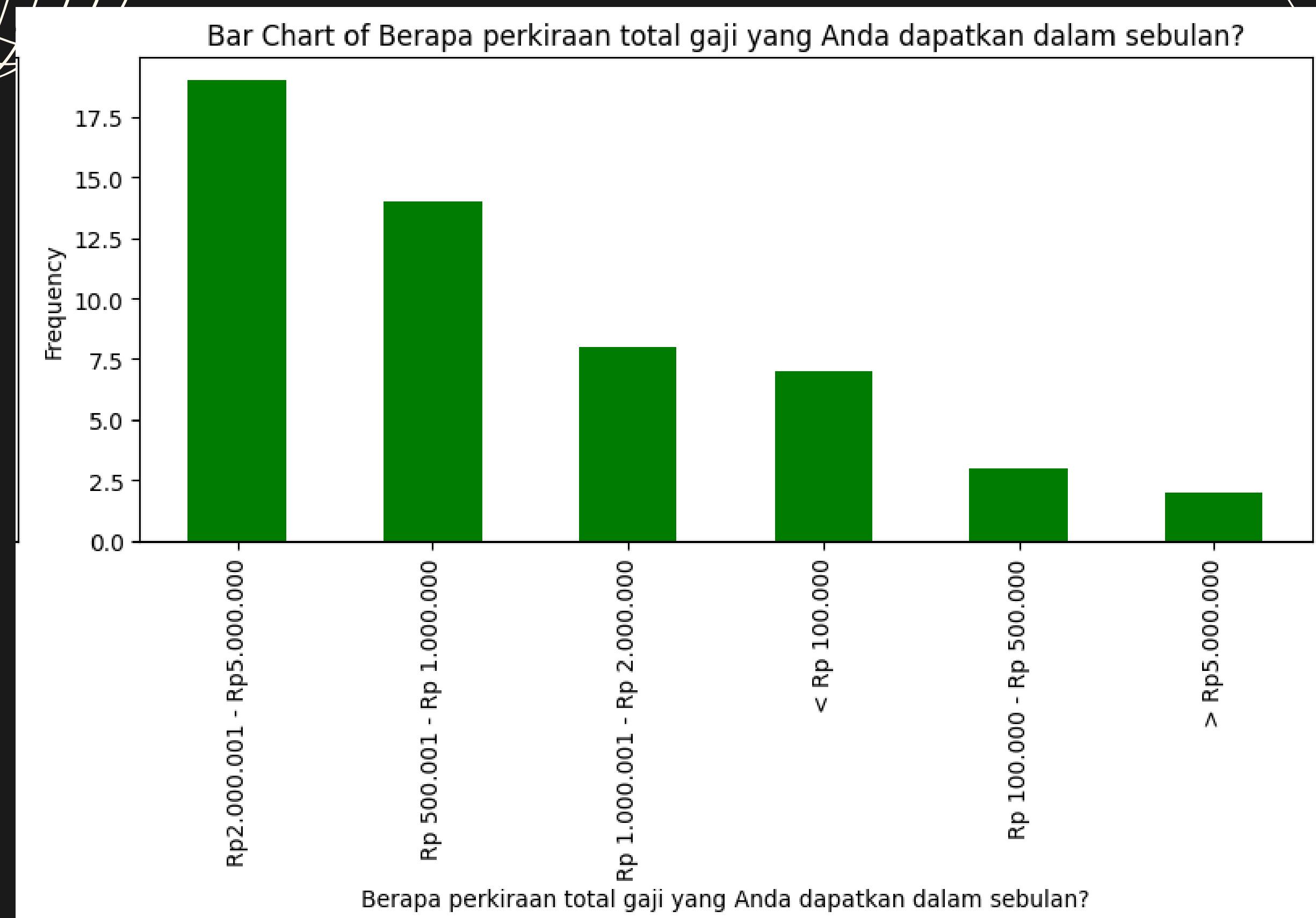
# COLLECTED DATA



# COLLECTED DATA

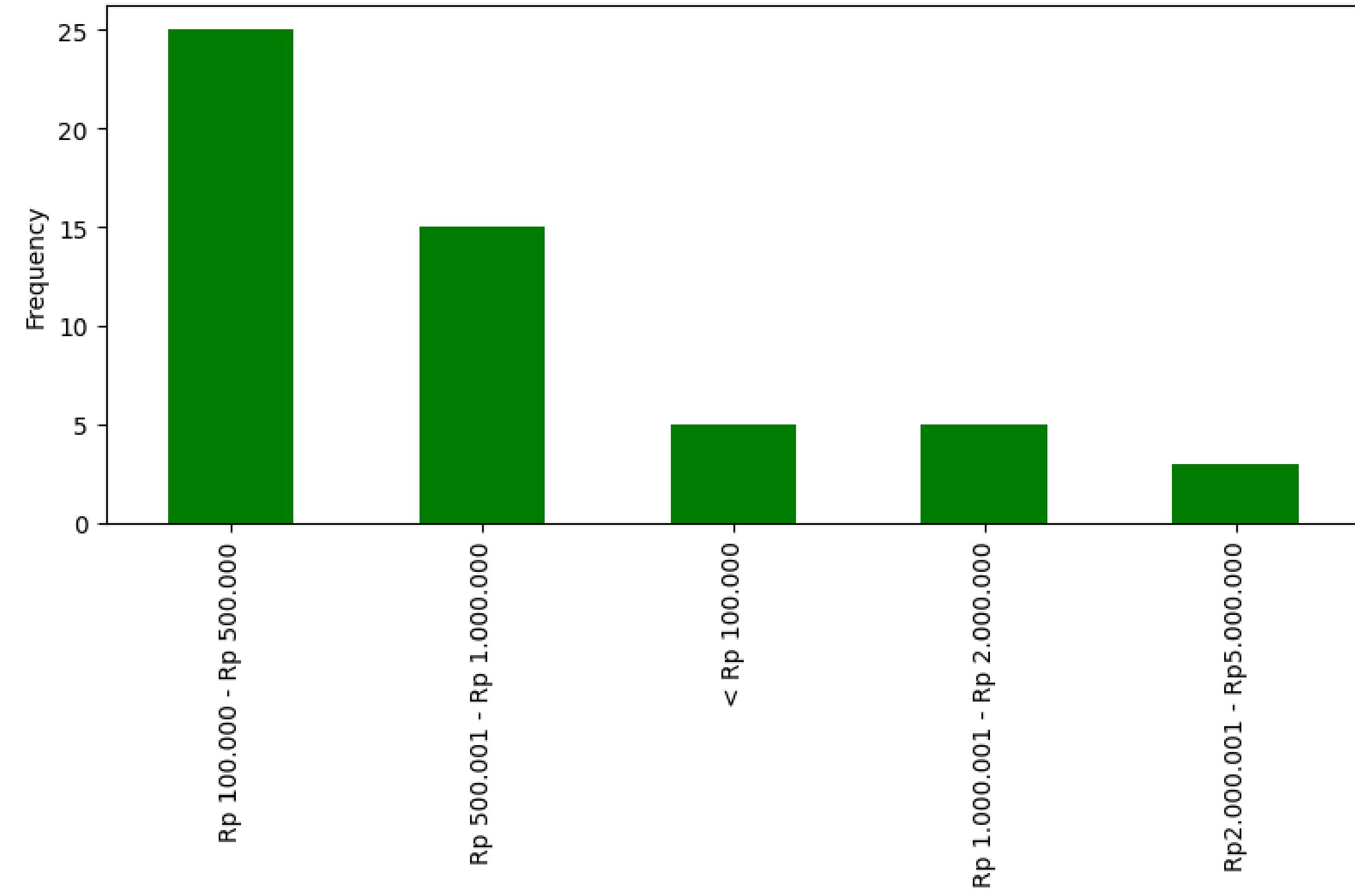


# COLLECTED DATA



# COLLECTED DATA

Bar Chart of Berapa perkiraan total uang yang kamu habiskan untuk belanja online dalam sebulan?



# COLLECTED DATA

	Descriptive Statistics											
	N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Sum Statistic	Mean Statistic	Std. Deviation Std. Error	Variance Statistic	Skewness Statistic	Kurtosis Statistic	Kurtosis Std. Error	
Usia	53	2	0	2	25	.47	.074	.541	.292	.495	.327	-.990
LA	53	1	0	1	35	.66	.066	.478	.229	-.697	.327	-1.575
LB	53	1	0	1	18	.34	.066	.478	.229	.697	.327	-1.575
ApakahAndapernahberbelanjaonline	53	0	1	1	53	1.00	.000	.000	.000	.	.	.
Shopee	53	1	0	1	43	.81	.054	.395	.156	-1.638	.327	.709
Tokopedia	53	1	0	1	47	.89	.044	.320	.102	-2.513	.327	4.484
TikTokShop	53	1	0	1	29	.55	.069	.503	.253	-.195	.327	-2.040
Zalora	53	1	0	1	8	.15	.050	.361	.131	2.007	.327	2.108
Bukalapak	53	1	0	1	4	.08	.037	.267	.071	3.309	.327	9.297
Lazada	53	1	0	1	6	.11	.044	.320	.102	2.513	.327	4.484
OLX	53	1	0	1	1	.02	.019	.137	.019	7.280	.327	53.000
KaskusFJB	53	1	0	1	1	.02	.019	.137	.019	7.280	.327	53.000
Blibli	53	1	0	1	1	.02	.019	.137	.019	7.280	.327	53.000
Seberapasingkamuberbelanjasecaraonline	53	4	1	5	149	2.81	.166	1.210	1.464	.107	.327	-.796
Seberapasingkamuemasatergodauntukmembelibarangsaatme	53	4	1	5	179	3.38	.160	1.164	1.355	-.641	.327	-.393
SeberapasingkamumembelibarangyangsebenarnyatidakAndab	53	4	1	5	142	2.68	.170	1.237	1.530	.267	.327	-.785
Seberapasingkamumembandingkanidenganoranglainberdas	53	4	1	5	139	2.62	.177	1.289	1.663	.417	.327	-.819

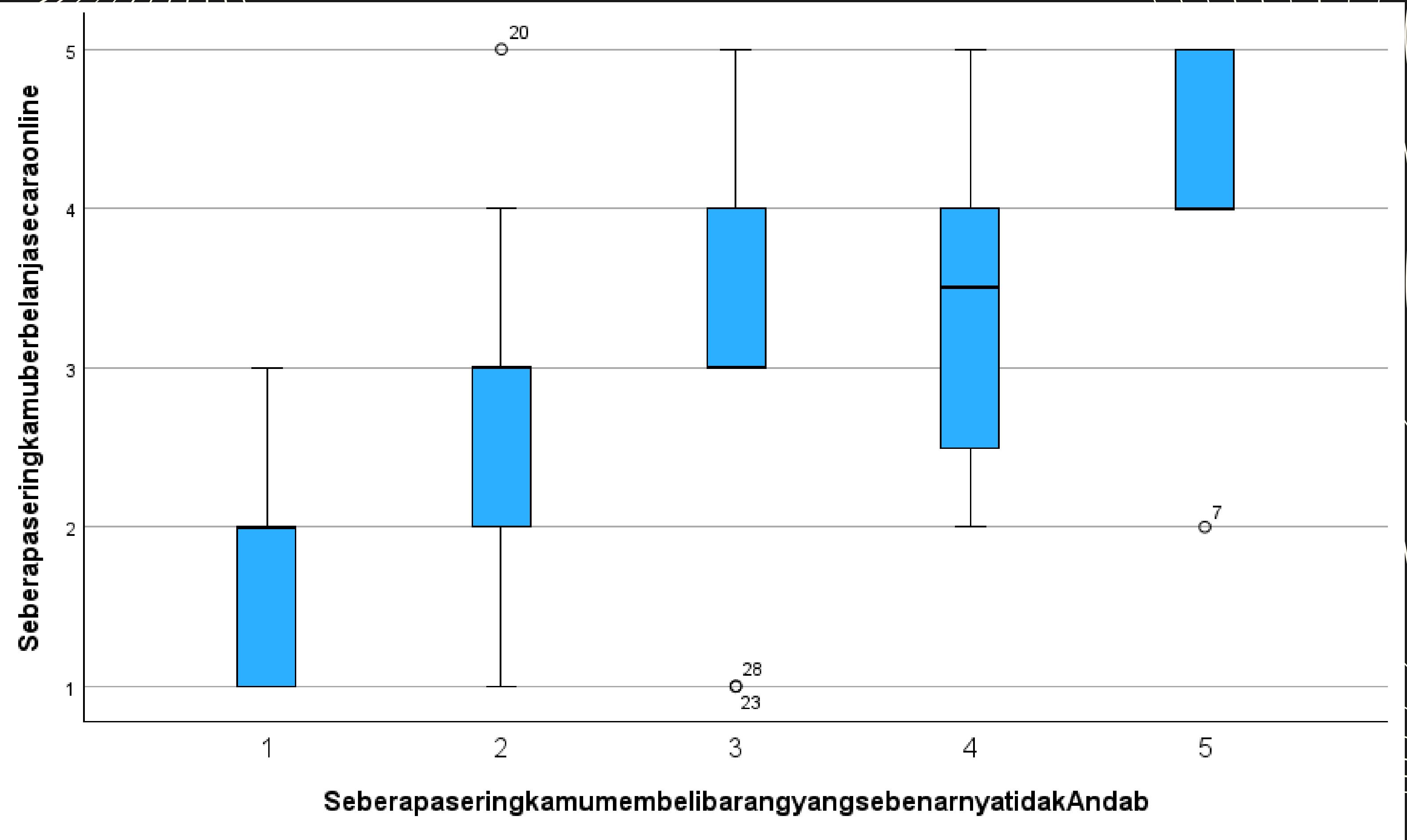
Descriptive Statistics													
	N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Sum Statistic	Mean Statistic	Std. Deviation Statistic	Variance Statistic	Skewness		Kurtosis		
									Statistic	Std. Error	Statistic	Std. Error	
Seberapasingkamumera satergodauntukmembelibarangsaatme	53	4	1	5	179	3.38	.160	1.164	1.355	-.641	.327	-.393	.644
Seberapasingkamumem belibarangyangsebenarnya tidakAndab	53	4	1	5	142	2.68	.170	1.237	1.530	.267	.327	-.785	.644
Seberapasingkamumem bandingkandiridenganoran glainberdas	53	4	1	5	139	2.62	.177	1.289	1.663	.417	.327	-.819	.644
Seberapasingkamumen ggunakanaplikasionalineshopsebagaipe	53	4	1	5	158	2.98	.197	1.434	2.057	-.128	.327	-1.298	.644
Seberapasingkamumem perhatikanmerekataulabel saatberbela	53	4	1	5	193	3.64	.150	1.094	1.196	-.515	.327	-.346	.644
Seberapasingkamumem belibarangonlinedenganhangayangmel	53	4	1	5	137	2.58	.165	1.200	1.440	.174	.327	-.870	.644
Seberapasingkamumera sapuassetelahmelakukan pembelianonl	53	4	1	5	203	3.83	.120	.871	.759	-.563	.327	.770	.644
Apakahkamuseringmerasa cemasataustresterkaitdengangpengel	53	4	1	5	161	3.04	.168	1.224	1.499	.056	.327	-.831	.644
BerapaperkiraantotalgajiyangAndadapatkandalamsebulan	53	5	0	5	178	3.36	.243	1.766	3.119	-.812	.327	-.696	.644
Berapaperkiraantotaluang yangkamuhabiskanuntukbelanjaonl	53	4	0	4	112	2.11	.136	.993	.987	-.479	.327	.247	.644

# COLLECTED DATA

Melihat hubungan antara frekuensi belanja online dengan kebutuhan belanja online.

**Case Processing Summary**

Seberapasingkamumem belibarangyangsebenarnya tidakAndab	Valid		Cases		Total	
	N	Percent	N	Percent	N	Percent
Seberapasingkamuberb elanjasecaraonline	1	100.0%	0	0.0%	11	100.0%
	2	100.0%	0	0.0%	13	100.0%
	3	100.0%	0	0.0%	16	100.0%
	4	100.0%	0	0.0%	8	100.0%
	5	100.0%	0	0.0%	5	100.0%

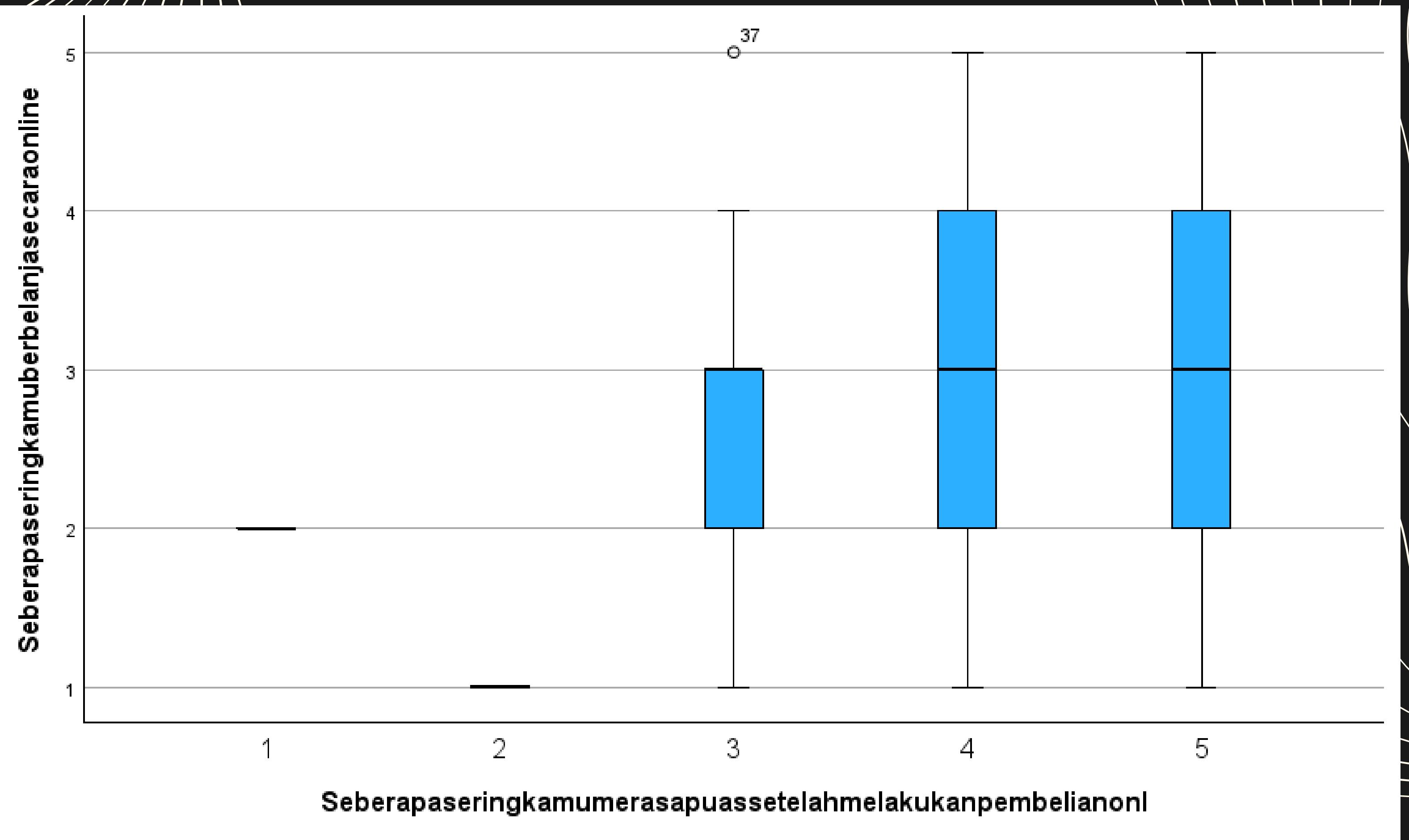


# COLLECTED DATA

Melihat hubungan antara frekuensi belanja online dengan kepuasan setelah belanja online.

**Case Processing Summary**

	Seberapasingkamumerasa puas setelah melakukan pembelian online	Valid		Cases Missing		Total	
		N	Percent	N	Percent	N	Percent
Seberapasingkamu berbelanjase secaraonline	1	1	100.0%	0	0.0%	1	100.0%
	2	1	100.0%	0	0.0%	1	100.0%
	3	16	100.0%	0	0.0%	16	100.0%
	4	23	100.0%	0	0.0%	23	100.0%
	5	12	100.0%	0	0.0%	12	100.0%

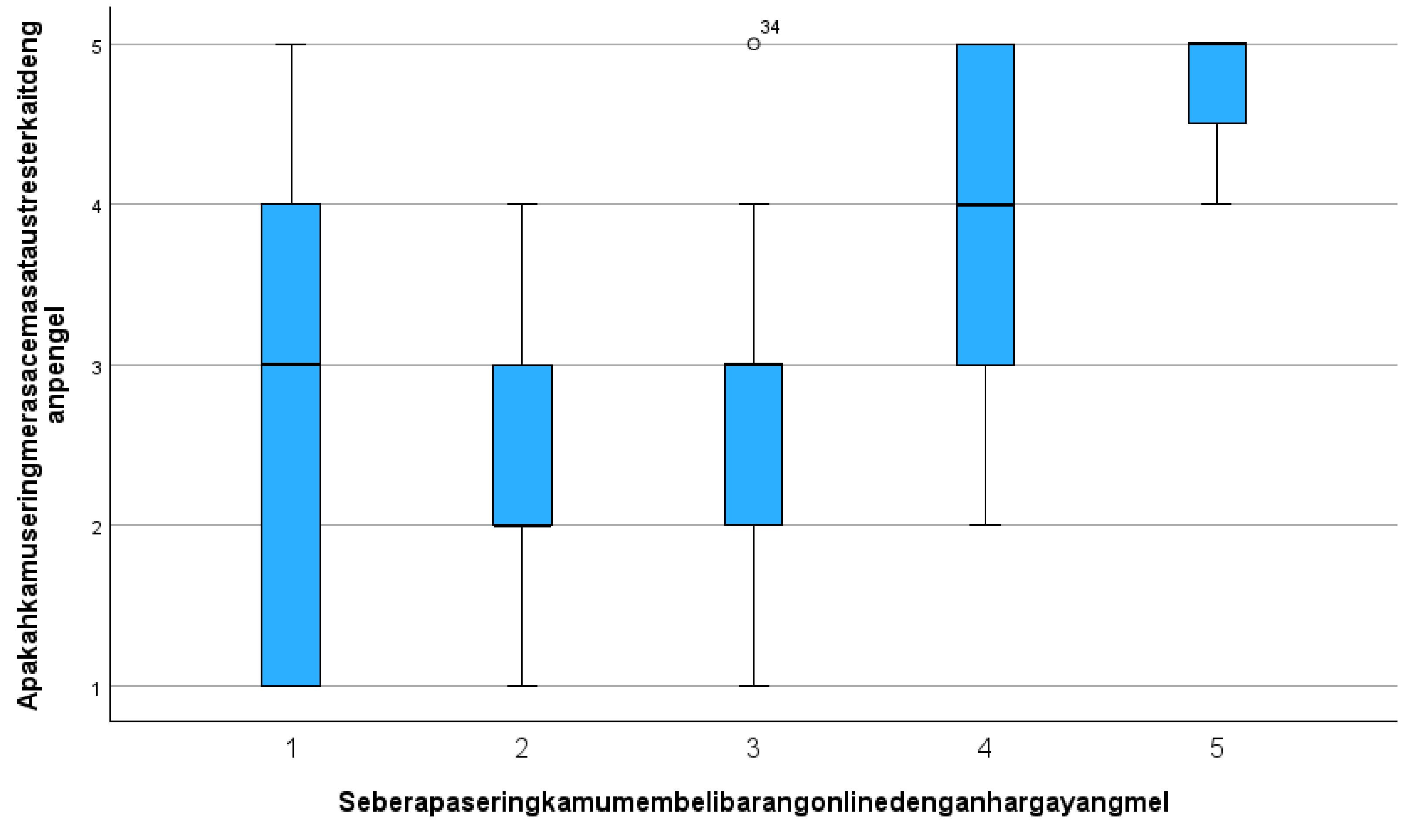


# COLLECTED DATA

Melihat hubungan antara kecemasan pengeluaran dengan pengeluaran belanja online.

**Case Processing Summary**

	Seberapasingkamumembelibarangonlineenganhangayangmel	Valid		Cases Missing		Total	
		N	Percent	N	Percent	N	Percent
Apakah kamu sering merasa cemas saat menggunakan barang pengeluaran online?	1	13	100.0%	0	0.0%	13	100.0%
	2	11	100.0%	0	0.0%	11	100.0%
	3	17	100.0%	0	0.0%	17	100.0%
	4	9	100.0%	0	0.0%	9	100.0%
	5	3	100.0%	0	0.0%	3	100.0%

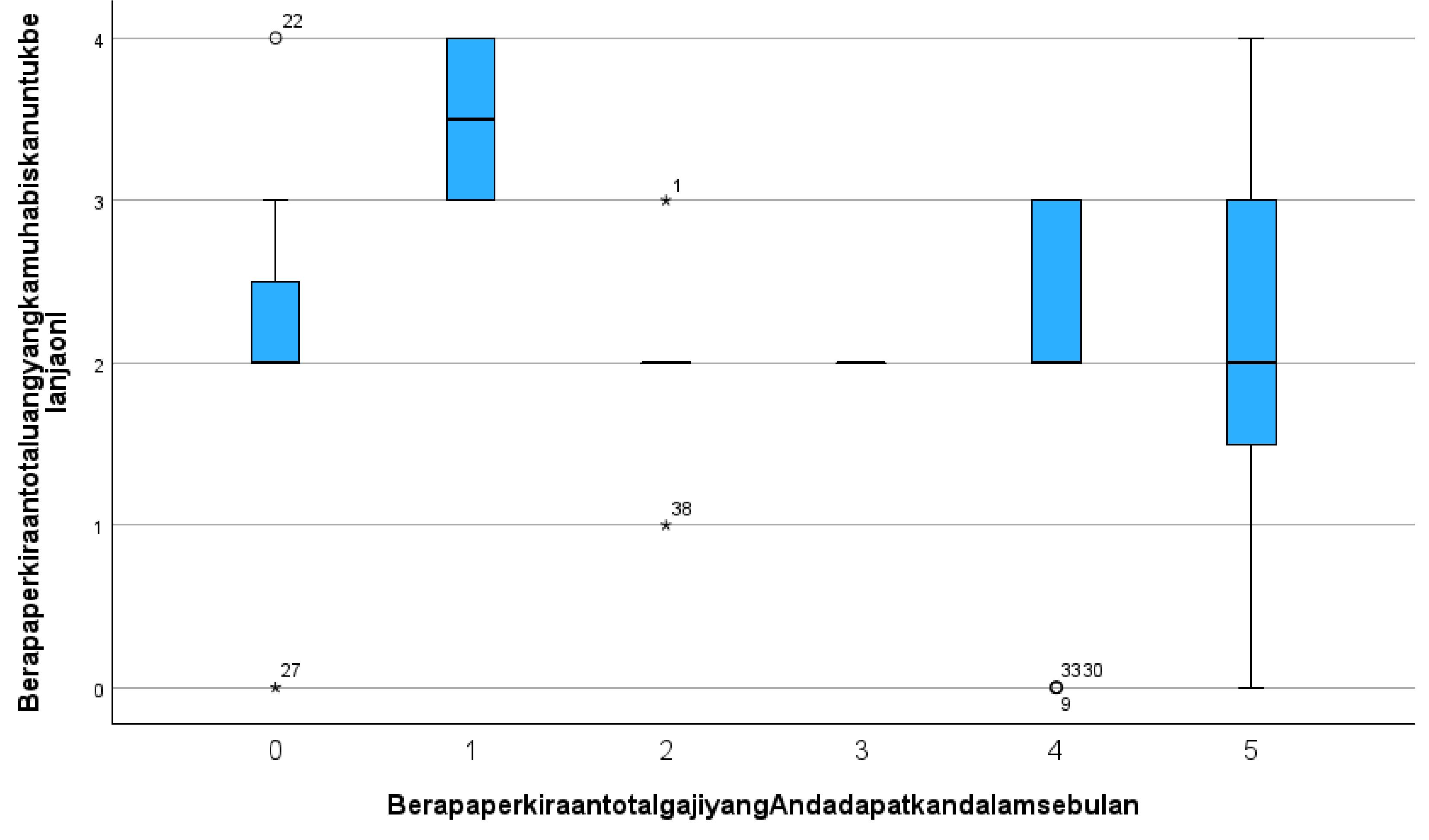


# COLLECTED DATA

Melihat hubungan antara perkiraan total uang yang dihabiskan untuk belanja online dan gaji bulanan.

**Case Processing Summary**

Berapaperkiraantotalgajiya ngAndadapatkandalamseb ulan	Valid		Cases Missing		Total		
	N	Percent	N	Percent	N	Percent	
Berapaperkiraantotaluangy angkamuhabiskanuntukbel anjaonl	0	7	100.0%	0	0.0%	7	100.0%
	1	2	100.0%	0	0.0%	2	100.0%
	2	8	100.0%	0	0.0%	8	100.0%
	3	3	100.0%	0	0.0%	3	100.0%
	4	14	100.0%	0	0.0%	14	100.0%
	5	19	100.0%	0	0.0%	19	100.0%





# **RELIABILITY**

**0.74**

**RELIABILITY TINGGI. HASIL TEST CUKUP  
KONSISTEN.**

**LINK TO EXCEL RESPONSES : [HERE](#)**

# RELIABILITY

## Case Processing Summary

	N	%
Cases Valid	53	100.0
Excluded <sup>a</sup>	0	.0
Total	53	100.0

a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.642	23

## Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Variances	.813	.019	3.119	3.100	165.308	.704	23

**THANK YOU**

