

Factors and Counseling Techniques: Self-Management as an Approach to Addressing Online Shopping Consumption Behavior

Siti Umairah

Program Studi Psikologi, Universitas Islam Negeri Sultan Syarif Kasim Riau

e-mail: pujaumayrah@gmail.com

ABSTRACT: This study aims to examine and provide an overview of the factors that influence consumer behavior in online shopping, as well as the use of self-management counseling techniques to address it. The study employed a literature review method, which involved examining and analyzing existing topics and themes relevant to the research. Based on the findings, both internal and external factors were found to contribute to online shopping behavior or consumer hedonism. External factors include business efforts, product marketing or promotion, advertising, prices and discounts, as well as influences from the sociocultural environment, including family as an information source, non-commercial sources, social class, subcultures, and broader cultural factors. Internal factors, on the other hand, stem from consumer psychology, including motivation, perception, learning, peer influence, personality, and attitudes. Consequently, these factors can be addressed by implementing self-management counseling techniques, which have proven effective in helping students, adolescents, and adults manage, address, and reduce their consumeristic behavior.

Keywords: Consumer Behavior, Online/Electronic Shopping, Self-Management Counseling Techniques.

ABSTRAK. Penelitian ini dilakukan dengan tujuan untuk melihat dan memberikan gambaran terkait dengan faktor-faktor penyebab perilaku konsumen dalam melakukan belanja online, serta Teknik konseling *Self-Management* sebagai penanganannya. Metode yang digunakan dalam penelitian ini adalah studi pustaka. Studi pustaka sendiri semata-mata dilakukan dengan cara meninjau serta menganalisis terkait topik atau tema yang dibahas. Berdasarkan pada penelitian yang telah dilakukan, maka diperoleh hasil: faktor yang dapat mempengaruhi seseorang untuk melakukan perilaku konsumen atau hedonism terhadap pembelian online bisa dari internal maupun eksternal individu. Faktor eksternal terdiri dari adanya usaha, pemasaran atau promosi produk, iklan, harga dan diskon, serta pengaruh dari lingkungan sosial budaya yang terdiri dari adanya keluarga sebagai sumber informasi, sumber non komersial, kelas sosial, subbudaya, dan budaya. Sedangkan faktor internal yaitu berasal dari psikologi konsumen yang terdiri dari adanya motivasi, persepsi, belajar, teman sebaya, kepribadian dan sikap. Oleh karena itu, faktor-faktor tersebut dapat ditangani dengan cara melakukan penerapan dari Teknik konseling manajemen diri atau *self-management* yang terbukti berhasil untuk dipergunakan dalam membantu siswa/remaja maupun individu difase usia dewasa dalam mengatasi, menangani dan mengurangi dari perilaku konsumtif

Kata kunci: Perilaku Konsumen, Belanja Online/Elektronik, Teknik Konseling *Self-Management*.

INTRODUCTION

The rapid increase in internet usage in Indonesia has become more evident over recent years, marked by steady growth in annual internet adoption. By 2014, Indonesia had become the sixth-

largest internet user base globally, and by 2016, it recorded the highest internet usage growth rate. Internet users in Indonesia are categorized as "Heavy Internet Users," with data consumption exceeding 5 GB per month solely for internet connections on mobile devices (Muttaqin, 2019). This rapid surge in internet usage notably accelerated in March 2020, as the COVID-19 virus reached Indonesia, evolving into a widespread pandemic similar to what other nations experienced. This shift led to various challenges for Indonesia, one of the most significant being economic strain due to the pandemic. In 2020, the Indonesian economy was projected to experience negative growth, with declines in revenue and rising unemployment and poverty rates.

Based on Year-on-Year calculations, economic growth in the first quarter of 2020 showed a slowdown, reaching only 2.97% compared to the first quarter of 2019, which was 5.07% (Irawati and Prasetyo, 2021). This decline was due to government decisions to implement Large-Scale Social Restrictions / Pembatasan Sosial Berskala Besar (PSBB) in several areas affected by COVID-19, beginning in April 2020. This was further impacted by the enforcement of Community Activity Restrictions / Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM), which had widespread effects on production, distribution, and other operational activities, ultimately disrupting overall economic performance.

Consequently, with the rise of digital marketing trends adapted to the conditions of that year, Indonesia's e-commerce market has grown consistently each year, especially during the pandemic. Many consumers who previously shopped traditionally and had never made online purchases now rely more on dedicated digital shopping platforms to meet their various needs. This shift is driven by technological advancements, which not only provide information but also facilitate the buying and selling process between sellers and buyers without requiring face-to-face interactions. The presence of online stores is also an example of how technology supports business endeavors, enabling transactions for products and services through Electronic Commerce (E-Commerce).

There are numerous e-commerce platform options available, such as marketplaces, websites, and social media, which facilitate online shopping (Irawati and Prasetyo, 2021). In Indonesia, popular e-commerce platforms include Tokopedia, Shopee, Lazada, Blibli, and others. These platforms offer convenience in transactions and often provide special promotions on products, such as discounts, free shipping, refunds, and cashback, which can lead to impulsive or irrational consumer behavior associated with unplanned purchases. This tendency is driven by various promotions and advertisements that create a perception of benefits within the marketplace, making online shopping appealing and accessible to the public (Witro et al., 2021).

According to data from Social Research and Monitoring Social, Kadin, Kemkominfo, and Accenture in 2015, internet usage in Indonesia reached 77%. The internet is used not only for information-seeking but also for product research and online shopping. The most sought-after e-commerce products among consumers include clothing at 67.10%, shoes at 20.20%, bags at 20%, watches at 7.60%, flight tickets at 5.10%, mobile phones at 5.10%, vehicle accessories at 2.80%, cosmetics at 2.30%, and books at 1.80%. In 2015, the number of online shoppers reached 7.4 million, with a projected increase to 8.7 million in 2016, marking a significant rise. Data on the e-commerce market in Indonesia shows that transaction values reached \$8 billion in 2013, \$12 billion in 2014, and were projected to hit \$18 billion in 2015. By 2016, the figure was expected to reach \$25 billion, with projections suggesting a drastic increase to \$130 billion by 2020 (Harahap and Amanah, 2018).

The emergence of online stores in society has created a new phenomenon: the rise of online shopping activities. Online shopping has become a lifestyle for many individuals today. The advancements of globalization have led individuals to embrace consumerism culture, moving beyond merely fulfilling basic needs (Wulandari and Aulia, 2022). This consumer behavior can become deeply rooted in lifestyles, particularly among adolescents, potentially leading to various

issues in their lives. The economic impact on teenagers includes the inability to manage their finances effectively due to ongoing consumerist behavior. Psychologically, adolescents may experience stress when their desires are unmet. Socially, teenagers may feel compelled to follow popular trends and attributes, often at the expense of their individuality (Mujahidah, 2021).

However, the consumer behavior observed may be influenced by several underlying factors. This behavior can be managed or the intensity of impulsive shopping that does not align with essential daily needs can be reduced through self-management strategies or counseling techniques. Therefore, the purpose of this study is to discuss and analyze the findings of previous research and articles related to the factors and self-management counseling techniques as a means to address online shopping consumerism.

LITERATURE REVIEW

E-Commerce

E-commerce represents the evolution of a trading system, where electronic commerce involves transactions conducted online from various locations (Subagyo, 2021). E-commerce can also be defined as a process of conducting business through electronic transactions and the buying and selling of goods (Subagyo, 2021).

E-commerce encompasses the buying, selling, exchanging of products, services, and information via computer networks. It is part of e-business, which has a broader scope, not limited to commerce alone but also including collaboration with business partners, customer service, job postings, and more. E-commerce relies not only on network technology but also requires data-based technologies, such as databases, electronic mail (e-mail), and other non-computer technologies, including shipping services and payment methods for e-commerce. E-commerce involves business activities that connect consumers, manufacturers, service providers, and intermediaries through computer networks, primarily the internet (Harahap, 2015).

Consumer Behavior

Mike Featherstone (Subagyo, 2021) states that consumer behavior occurs when an individual repeatedly purchases the same or similar products due to dissatisfaction with previous purchases, often influenced by promotions or attractive packaging. This aligns with Wahyudi's view (Subagyo, 2021), who notes that consumer behavior is driven by factors such as: enticing offers, appealing product packaging, self-image maintenance, price considerations, status symbols, conformity to advertised models, enhancing self-esteem, and experimenting with different brands.

According to the Indonesian Consumers Foundation, consumer behavior is similarly defined as behavior that leads an individual to consume without limits, shifting the focus from basic needs to mere pleasure and desire. Dahlan (in Subagyo, 2021) further explains that consumer behavior can be observed in individuals who favor luxury and perceive expensive items as a source of personal satisfaction.

Self-Management

According to Widyarto (2021), self-management is a strategy that teaches clients how to select goals related to target behaviors, create action plans for attitude changes, monitor themselves, and evaluate their actions. It is hoped that clients will take responsibility for their actions and apply self-management strategies in their daily lives.

In contrast, Komalasari (2011) defines self-management as a process through which individuals can regulate and control their behaviors. This perspective aligns with Nursalim's (2005)

view that self-management strategies involve a process where clients employ a single strategy or a combination of strategies to direct changes in their own behavior.

METHODOLOGY

The methodology employed in this article is a library research approach. The type of method used is literature study, characterized by specific features that serve as the foundation for developing scientific knowledge. This research is directly related to existing data or texts that have been presented or explained, without utilizing field data or eyewitness accounts. Instead, the researcher engages solely with sources available in libraries or readily accessible secondary data (Pringgar and Sujatmiko, 2020).

Pringgar and Sujatmiko (2020) state that the process of library research involves examining literature and analyzing relevant topics or themes for discussion and integration. Library searches can utilize various data sources, such as journals, books, and other materials, without necessitating field research. They also note that providing new theories or explanations supported by appropriate data collection techniques is a form of literature review. To obtain data in the form of journals, articles, and other materials, research articles published online were sought through open-access platforms like Google Scholar, PubMed, ResearchGate, or ScienceDirect. Searches were conducted using keywords such as "e-commerce," "factors influencing online shopping behavior," and "self-management," specifically focusing on literature from the last ten years.

FINDINGS

The following presents data related to the factors causing or influencing consumer behavior in online shopping across all demographics, including adolescents. It also discusses the use of self-management counseling techniques as a means to address consumerism. The relevant information can be observed in the table below:

Table: Factors Influencing Online Shopping Consumer Behavior and Self-Management

No	Article/Proceedings Title	Year	Author	Findings
1	Faktor- Faktor yang Mempengaruhi Perilaku Konsumtif Mahasiswa Pendidikan Ekonomi PPAPK FKIP Universitas Tanjungpura Pontianak	2022	Lutfiah, Muhammad Basri, Heni Kuswanti	<p>a) Cultural Factors: This occurs generationally within families, especially during festive seasons when new clothing is purchased.</p> <p>b) Peer Groups: The influence of peer invitations plays a significant role.</p> <p>c) Internal or Psychological Factors: This is driven by the pleasure derived from shopping, often linked to self-concept.</p> <p>d) Lifestyle: The need to keep up with current trends in line with the times.</p>
2	Analisis Perilaku Konsumtif dan Daya Beli Konsumen Terhadap Belanja Online Di Masa	2022	Rizqi Jauharotul Amalia	Based on the conducted research, it can be concluded that consumer behavior in online shopping increased

					<p>Pandemi Covid-19</p> <p>during the Covid-19 pandemic, leading to significant changes in consumer habits. A major influencing factor is time efficiency; individuals in quarantine during the pandemic could not fully engage in their usual activities, resulting in them spending more time online and shopping through e-commerce platforms.</p>
3	Analisis Konsumen Transaksi	Perilaku Dalam	2022	M.Soleh Mauludin, Adnan Dewa Saputra, Anggi Zulfika Sari, Itatul Munawaroh, Erica Pramesti Regita	<p>The consumption behavior of students in making purchase decisions on the e-commerce platform Shopee is influenced by several factors, including cultural, social, personal, and psychological factors. Each decision and behavior of these consumers, specifically the students of Islamic Banking at IAIN Kediri, reflects the tangible impact of the surrounding factors.</p>
4	Pengaruh Konformitas Dan Gaya Hidup Hedonis Terhadap Perilaku Pengguna E-Commerce Shopee Di Kota Mojokerto	Iklan, Dan Gaya Konsumtif	2021	Salma Egita Fitri Subagyo, Jojok Dwiridotjahj ono	<p>The results of this study indicate that advertising has a positive and significant impact on consumer behavior. Additionally, conformity positively and significantly influences consumer behavior, and hedonistic lifestyle also has a positive and significant effect on consumer behavior. Furthermore, advertising, conformity, and hedonistic lifestyle collectively have a positive and significant impact on consumer behavior.</p>
5	Analisis Faktor – Faktor yang Mempengaruhi Perilaku Konsumtif Belanja Online Pada Generasi Z di Kota Padang	Mempengaruhi Konsumtif	2022	Delfia wulandari, Prima Aulia	<p>Based on the data analysis results, it can be concluded that there are five factors influencing online shopping consumer behavior among Generation Z in Padang City: lifestyle, self-control, promotions, impulsive buying, and social environment.</p>
6	Analisis Konsumtif Penangannya	Perilaku dan	2021	A Nooriah Mujahidah	<p>The research findings indicate the following: (1) The characteristics of consumer behavior in a student include</p>

- 7 Pengaruh Konseling Kelompok Dengan Teknik Self-Management Untuk Mengurangi Perilaku Konsumtif Siswa Kelas XI IPS SMAN 2 Trenggalek 2022 Zulvia Hanifaturrohman, Wikan Galuh Widyarto
- frequent continuous shopping, a high interest in certain items, an inability to select necessary goods, excessive spending, and difficulty in managing finances effectively. (2) The factors contributing to consumer behavior in a student are internal factors such as motivation, and external factors including lifestyle, advertising, reference groups, self-identification models, and family influence. (3) The Self-Management techniques provided to students exhibiting consumer behavior serve as an effective intervention to reduce such behavior among students at SMK Negeri 8 Makassar.
- This study shows that the level of consumer behavior among XI IPS 1 students at SMAN 2 Trenggalek is categorized as moderate, with a percentage of 53%. The results of the Independent Sample T-test yielded a Sig. (2-tailed) value of $0.000 < 0.05$, which means that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected. Therefore, it can be concluded that there is a significant difference in the average scores of the experimental group, which received an intervention in the form of group counseling using self-management techniques, compared to the control group that did not receive any treatment. The hypothesis states that group counseling with self-management techniques influences the reduction of consumer behavior. This is evidenced by the experimental group that received the intervention showing a decrease in the average post-test scores

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| 8 | The Effect of Self-Management on Consumptive Behavior in Students | 2021 | Asni Asni, Najma Mega Wangi, Nur Aini | of consumer behavior. The research findings indicate that the influence of self-management on consumer behavior is 16%, meaning that 84% is influenced by other factors. Based on the analysis of the mean graph, self-management is at a moderate level approaching high, while consumer behavior is at a moderate level approaching low. This suggests that an increase in self-management will lead to a decrease in consumer behavior. Therefore, there is a relationship between the two variables. In other words, the higher the level of self-management among students of the Guidance and Counseling Department at FKIP UHAMKA, the lower their consumer behavior will be. |
| 9 | Penerapan Strategi Pengelolaan Diri (<i>Self-Management</i>) untuk Mengurangi Perilaku Konsumtif Pada Siswa Kelas X-11 SMAN 15 Surabaya | 2013 | Anike Dian Fitri | After conducting the analysis using the t-test, it was found that $\rho=0.031$, which is less than α at 5% (0.05). This indicates that after the implementation of self-management strategies, students experienced a decrease in consumption behavior. The data analysis shows a difference in scores before and after the application of self-management strategies in class X-11 at SMA Negeri 15 Surabaya, aimed at reducing consumption behavior. Therefore, it can be concluded that the application of self-management strategies can effectively assist students in reducing their consumption behavior. |
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Based on the analysis presented above from various articles, it can be concluded that consumptive behavior in online shopping is influenced by several factors, both internal and external. This results in a high level of online shopping, especially among adolescents, due to the influence of peers and interest in advertisements. Therefore, these factors can be addressed through the implementation of self-management strategies, which can help students, adolescents, and individuals in adulthood to cope with and reduce consumptive behavior.

DISCUSSION

According to Lina and Rosyid (1997, as cited in Wulandari and Aulia, 2022), consumer behavior refers to activities carried out by purchasing items beyond rational needs, or as a manifestation of actions that involve consuming goods that do not align with their intended purposes, purely driven by desire. Furthermore, Lina and Rosyid (1997, as cited in Wulandari and Aulia, 2022) state that consumer behavior can also occur due to purchasing items that do not meet actual needs, but rather to appear affluent and conform to social prestige. Purnama (2021, as cited in Wulandari and Aulia, 2022) adds that consumer behavior can lead to feelings of anxiety for individuals, as this is caused by the demands or desires to acquire certain goods that remain unfulfilled due to inadequate financial constraints.

The emergence of consumer behavior is attributed to the presence of marketplaces and online shopping during the pandemic that has affected our country. This phenomenon is a result of government decisions to implement Large-Scale Social Restrictions (PSBB) in several areas impacted by COVID-19 since April 2020. Additionally, this situation was further exacerbated by the enforcement of Community Activity Restrictions (PPKM). The convenience offered and experienced by consumers or internet users has led to shopping addiction, making consumer behavior particularly vulnerable, especially among adolescents (Mizan, 2020, as cited in Wulandari and Aulia, 2022).

However, this issue can be emphasized or mitigated through the application of self-management techniques. These techniques are considered the most appropriate method to assist individuals, particularly adolescents or students, in reducing consumer behavior by employing strategies for self-management that do not induce dependency and can facilitate independent behavioral change (Fitri, 2013). This aligns with the views expressed by Mahoney and Thoresen (as cited in Fitri, 2013), who state that self-management strategies can enhance individuals' ability to control their behavior. These strategies represent one of the counseling techniques that utilize a behavioral approach in their implementation.

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