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E-Commerce Trend: Analysis of Student Online Shopping Activities

^{1*}Basrul Abdul Majid, ²Zuhra Sofyan

¹Institut Agama Islam Negeri Lhokseumawe, Indonesia

²University of Potsdam, Germany

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ABSTRACT

This study aims to analyze the specialization of online shopping for college students using descriptive analysis techniques. The sample used is 195 respondents using the total sampling technique. The student learned many things about economics and business. With e-commerce, this should be an opportunity to apply what has been learned in practice. These students can start by opening an online business. But they prefer to use e-commerce to buy specific items rather than sell products. The results showed that the categorization of student specialization (1) based on the device used to access e-commerce applications was a smartphone (android) as much as 84.10%; (2) by product category is fashion 45.64%; (3) the intensity of shopping frequency not less than three times a month is 51.79%; (4) based on the monthly budget in online shopping is less than one hundred thousand rupiahs is as much as 56.92%; (5) frequently used application is Shopee 72.31%, and (6) payment transaction system using Cash on Delivery (COD) as much as 72.31%.

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*Corresponding Author:

Basrul Abdul Majid

Faculty of Islamic Economics and Business, IAIN Lhokseumawe

Jl. Medan B. Aceh, Alue Awe, Kec. Muara Dua, Kota Lhokseumawe, Aceh 24352, Indonesia

Email: basrul.a.majid@iainlhokseumawe.ac.id

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1. INTRODUCTION

The development of information and communication technology has brought many changes in everyday life. Technology has created various types and business opportunities applied to online transactions. So that the transaction does not require face-to-face negotiations (Aco & Endang, 2017). This technology makes shopping now happened online and called e-commerce. Electronic commerce (e-commerce) is an online business transaction or exchanging goods or services using computer networks. E-Commerce is the process of transacting goods or services through information systems using the internet. The procedure for trading transactions using e-commerce is different from buying and selling as traditionally. It starts with searching for

information on the product that is willing to buy, goods or services. Then it places orders to process payments using the internet (Maulana, Susilo, & Riyadi, 2015).

E-commerce, commonly known as electronic commerce, is a new technology that has changed the pattern of trade so that buying and selling transactions can take place anywhere with an internet network connection. Technology has become the lifestyle of internet users. So that significant changes in customer behavior, habits, and trends and their acceptance by customers have referred to the increase in e-commerce. E-commerce has an essential role in today's modern trade. So, the interaction has changed in all areas, such as in public government, business, economy, and personal communication. E-commerce presents new opportunities and challenges for everyone. Social and economic problems will be solved well if applied appropriately (Haji, 2021).

The definition of e-commerce is the trade of products or services that occurs using the internet (Gerrikagoitia, Castander, Rebón, & Alzua-Sorzabal, 2015). E-commerce is all online shopping activities and payments from purchasing and selling all types of goods and services using computer technology. Customers can buy goods and services without meeting face-to-face with others (Ozkisi & Topaloglu, 2016). The pattern of customers shopping online has changed globally. Customers can purchase goods and services online (Miah, Hossain, Shikder, Saha, & Neger, 2022).

E-commerce has such a strong appeal that it can make a person or organization want to implement it for their business (Aco & Endang, 2017). E-commerce has several advantages, namely efficiency, and effectiveness. The seller gains efficiency in terms of marketing, labor, and other costs, for example, by using a website as a promotional medium. In addition, the seller can reach consumers quickly and more widely. Sellers can set up online stores 24 hours without stopping to display various information from products and stages of purchase using the internet (Achjari, 2000). Another benefit is that it can reach the marketplace to the international market. The use of e-commerce systems can provide consumer services for 24 hours. In addition, e-commerce can help sellers promote their goods and services appropriately, more efficiently, and without cost. Sellers can upload various photos of their products and provide descriptions of these photos (Rahmidani, 2015).

E-commerce is always close to students. Generally, they always want to perform well with their latest lifestyle. They spend much time with their gadgets to see the details of what is most trending and available in online shopping places. Promos in the form of price discounts given by merchants (online sellers) are the main magnet. The discount strategy dramatically influences consumers' and students' interests. Today's students shop more often using online shopping (e-commerce). All transactions are effortless for us to do without leaving the house. We can buy items via smartphone, and make payments online (transfer) or cash on delivery (COD). The product will be transferred to the address we have registered. That is the trend now where everything we can do at home. Only through gadgets can we do all things, such terms of shopping. It is an influential factor in supporting the student lifestyle, especially many discounts that will make it a trend among the public.

There are two main actors in e-commerce, namely merchants (online sellers) who provide goods & services and guest customers (buyers) who make purchase transactions (buyers). This reason makes students use e-commerce not only as buyers (customers) but also as merchants. It is a trending lifestyle now, and most students become successful young influencers by doing online businesses. It also occurs with students from the Faculty of Islamic Economics and Business IAIN Lhokseumawe. There are many different responses regarding e-commerce trends among scholars. E-commerce is necessary for business and a place where we can find stuff easily. The advantages of online shopping have given rise to new trends among the public, especially students.

However, many students need to learn to follow the online shopping trend. A lot of them are still doing offline transactions. Some students consider online shopping unreliable, or the goods must match the order. They must be more active to start an online business and prefer shopping offline. They are still hesitant to start an online business because there are still those who think that online business has many disadvantages, one of which is competition. The result is that it takes a long time to make them not interested in online business. Based on this background, the problem in this study can be formulated, how are FEBI students' online shopping activities dealing with the emergence of e-commerce?

Previous research (Putra, Indraningrat, & Halim, 2017) regarding the perception of e-commerce using Facebook is a current online shopping trend. It is considered adequate, efficient, and reasonable. Research conducted (Nurhayati, 2017) found that the consumptive lifestyle patterns of students in buying goods online include the two most prominent values. These values are simulation and sign values. Students shop online without considering the needs factor but approach the prestige factor.

Research conducted (Faristiana, 2022) found that one of the results is that students shop online to maintain their appearance and follow trends, so there is no assumption that these students do not need to keep up with the times. Research conducted by (Iswiyanti, 2021) which analyzes the online shopping level of students from Gunadarma University, found that these students shop online frequently at Shopee. The product categories purchased are fashion as well as skincare and makeup. In addition, the consumptive behavior of FISIP students at Halu Oleo University Kendari is doing online shopping to maintain their appearance to look attractive and fashionable. Their shopping behavior is up to discount factors and also advertisements. In addition, student behavior in shopping online is to follow fashion trends (Minanda, Roslan, & Anggraini, 2018).

Initial observation, the percentage of these students' interest in having an online business is more than 69%. Nearly 80% of these students think e-commerce is easy to use. In addition, most students think creating a new online store is very easy by using e-commerce. The student learned many things about economics and business. With e-commerce, this should be an opportunity to apply what has been learned in practice. These students can start by opening an online business.

Moreover, the costs required are still affordable, and some are even free to open an online store. Opportunities can also be used to gain experience as a buyer. Students can learn a lot about the system of shopping online. Of course, this can be an initial capital to face digital transformation in the economic sector. Students could be more productive as consumers or choose to do business online. However, the presence of this technology has become a separate trend among students. Based on this background, this research is attractive so that it can be further identified and analyzed regarding the online shopping activities of FEBI students in the emergence of e-commerce.

2. METHOD

This research is a descriptive study that describes a problem related to online shopping activities among students. The population in this study were students of the Faculty of Economics and Business IAIN Lhokseumawe. The sample obtained was 195 respondents by using a total sampling technique. The data used are primary data obtained from distributing questionnaires using Google Forms to respondents. The data collection took place in December 2022. The data analysis used is descriptive statistics by representing the data graphically and analyzing the data.

3. RESULTS AND DISCUSSION

3.1 Results

Respondent Description

The rapid development of the internet has brought tremendous changes to global commerce. Today, various online store platforms have emerged. Customers can shop anytime and anywhere with internet technology. All shopping activities for goods and services can take place online and in payment transactions. Respondents involved in this study were students from FEBI IAIN Lhokseumawe. The questionnaire was distributed to these students online using Google Forms. The number of respondents obtained was 195 students. Respondents with male gender amounted to 28.2%, and women amounted to 71.8%. The respondents came from the Sharia Accounting Department as much as 26.2%, respondents from the Sharia Economics Study Department amounted to 40%, and respondents from the Sharia Banking Department amounted to 33.8%. Illustrations of the percentage description of respondents based on gender and study program origin can be seen in figures 1 and 2, respectively.

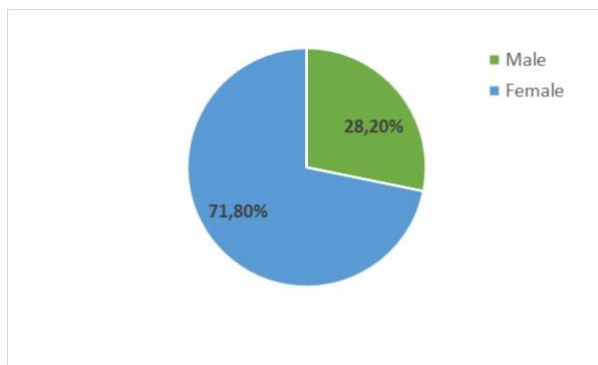


Figure 1. Respondent's Gender

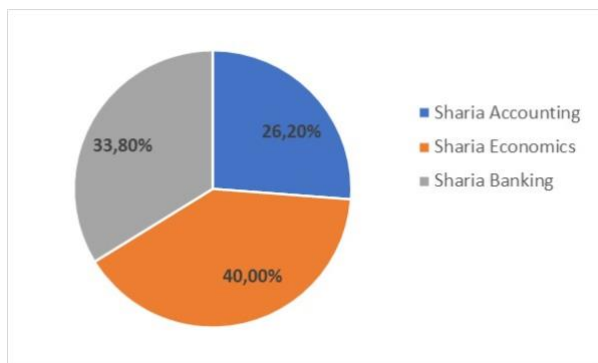


Figure 2. Respondent's Department

Duration of using e-commerce

The use of e-commerce among students has been going on for several years. Students are familiar with the presence of e-commerce technology. The most significant number of respondents related to the statement that the duration of using e-commerce is less than a year 58.97% have used e-commerce. The duration of one to two years was 19.49%, those who answered three to five years were 16.92%, and those who answered more than five years were 4.62%. The duration of using e-commerce depends on the needs and interests of students. Most students answered that the duration of using e-commerce was less than a year, more than half.

E-commerce is already popular among students. We can see the characteristics of the duration of using e-commerce in Table 1.

Table 1. Characteristics of respondents on the duration of using e-commerce

Duration	Number of Respondents	Percentage
< a year	115	58,97%
1 - 2 years	38	19,49%
3 - 5 years	33	16,92%
> 5 years	9	4,62%

Devices used for e-commerce access

Devices to access e-commerce should have the internet. They could be laptops, computers, tablets or iPads, and smartphones. The data shows that smartphone devices are the most widely used to access e-commerce. The number of respondents who use smartphone devices (Android-based) to shop online is 84.10%, meanwhile iPhone as much as 14.36%, and answered laptop as 1.54%. None of the respondents uses a Tablet or iPad device for e-commerce access. The characteristics of respondents on the devices used for accessing e-commerce appear in Table 2.

Table 2. Characteristics of Respondents on the devices used in accessing E-commerce

Devices	Number of Respondents	Percentage
Smartphone (Android)	164	84,10%
Iphone	28	14,36%
Laptop	3	1,54%
Tablet	0	0,00%

Product categories of interest

The number of respondents related to the statement of product categories of interest is the highest in the fashion category is 45.64%. Those who answered food and drinks as much as 25.64%, those who answered other products 20.00%, and those who responded to electronics 4.10%. Those who answered education as much as 3.59%, and those who answered health, were only 1.03%. From this, we can see that the product most in demand by students is fashion. From the data obtained, students follow fashion trends by shopping online. The characteristics of respondents on the product categories that respondents are interested in Table 3.

Table 3. Characteristics of Respondents on product categories

Categories	Number of Respondents	Percentage
Fashion	89	45,64%
Food & Drink	50	25,64%
Electronics	8	4,10%
Education	7	3,59%
Health	2	1,03%
Other	39	20,00%

Frequency of online transactions per month

The frequency of online transactions per month is less than three times, 51.79%, for those who answered three to five times as many as 28.72%, who answered five were 12.82%, and those who answered more than ten times, 6.67%. It shows that the frequency of online transactions per month carried out by students is less than three times. Respondents' characteristics of the frequency of online transactions per month are in Table 4.

Table 4. Characteristics of Respondents on the frequency of online transactions per month

Frequency	Number of Respondents	Percentage
< 3 times	101	51,79%
3 to 5 times	56	28,72%
5 to 10 times	25	12,82%
> 10 times	13	6,67%

The price range of products buying

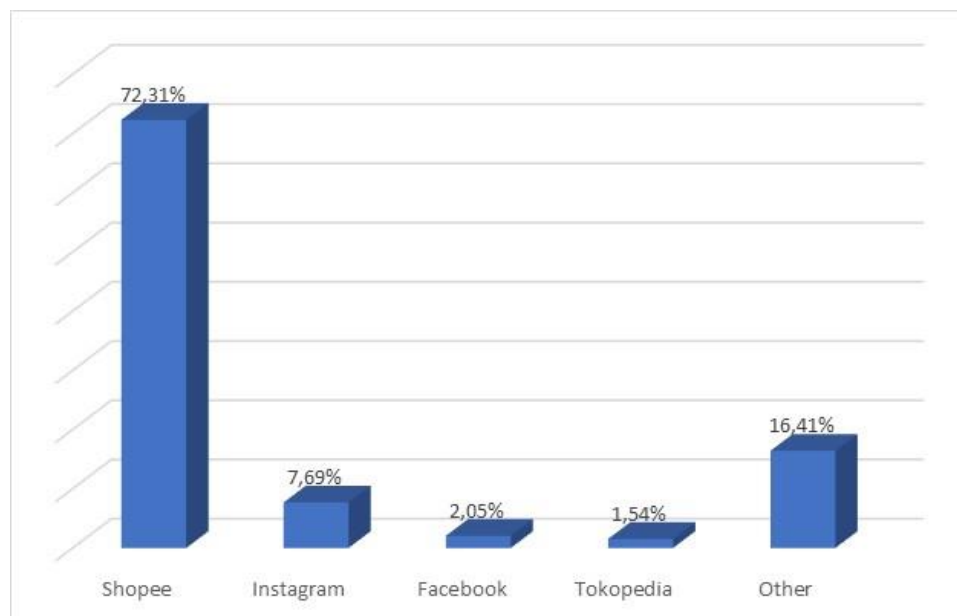
The most significant number of respondents regarding the statement of the price range of products purchased was less than IDR 100,000, were 56.92%, for those who answered IDR 100.000 to IDR 300.000, were 33.85%. Those who answered IDR 300.000 to IDR 500.000 were 6.15%, and those who answered more than IDR 500.000, were only 3.08%. From this, we can see that there are still students who buy a product price range of more than IDR 500.000. The price range of products purchased on Table 5.

Table 5. Characteristics of Respondents on the price range of products purchased

Price range	Number of Respondents	Percentage
< IDR 100.000	111	56,92%
IDR 100.000 to IDR 300.000	66	33,85%
IDR 300.000 to IDR 500.000	12	6,15%
> IDR 500.000	6	3,08%

Application of E-commerce

The most significant number of respondents regarding the e-commerce statement used to buy online is Shopee, 72.31%. For those who answered others, were 16.41%. Those who answered Instagram were 7.69%. Those who answered Facebook, namely 2.05%, for those who answered Tokopedia, accounted for 1.54%. From this result, we can see that the e-commerce that FEBI students often use to shop online is Shopee. Figure 3 shows the characteristics of respondents on the application E-commerce used.

**Figure 3.** Characteristics of Respondents on E-commerce that is often used to buy online

Payment system

The most significant number of respondents related to the payment system statement used was COD 72.31%. Of those who answered bank transfers, 18.46%. Those who answered others, as much as 4.62%. Those who answered Alfamart /Indomaret accounted for 3.08%, who answered Gopay, 1.03%, and who answered Pay later/instalments as much as 0.51%. In this case, students prefer the COD payment system. the reasons are safe and easy, buying online but being able to pay when the goods arrive home. Respondents' characteristics of the payment system are in Figure 4.

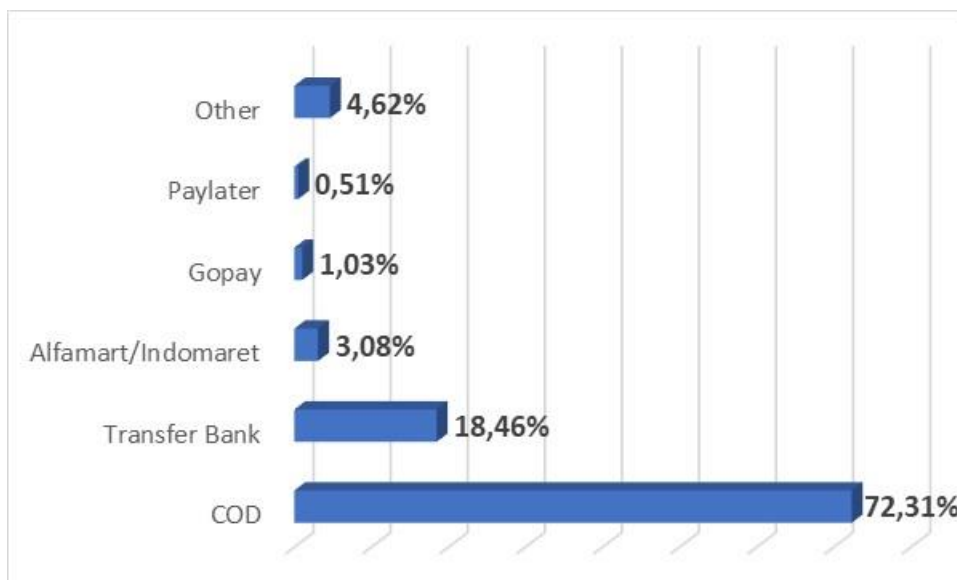


Figure 4. Characteristics of Respondents on the payment system

3.2 Discussion

Generally, students are very familiar with the presence of e-commerce. Many students already know about e-commerce and more than 50% have used it in less than one year. These students were more dominant from the Islamic Economics department than in other study programs. Devices used to access e-commerce applications mostly use Android-based smartphones. Only a small proportion use laptop. Even Tablet devices no one uses it. The presence of this e-commerce trend is more widely used in shopping for fashion products. While the category of educational products has very little interest. This shows that students follow the trend of e-commerce. Given that lifestyle is very closely related to online shopping decisions, especially online products (Edy, Ihalaui, Kusuma, & Kriestian, 2021).

The student's shopping experience at least a month makes transactions in online shopping three times. Some students already make transactions more than 10 times per month. There are various price ranges for the products they are interested in. Students are most interested in products that range in price to less than IDR 100,000. Some students also have transactions with prices above IDR 500,000. The most popular e-commerce application among students is Shopee. This application is very widely used not only among students but is one of the most dominant e-commerce sites in Indonesia. It offers a C2C concept that is safe for shopping or selling products online (Chong & Ali, 2022). In addition, Shopee is one of the platforms most often used by internet users to buy their needs (Wafiiyah & Kusumadewi,

2021). Meanwhile, the payment method most applied by students is cash on delivery (COD). A little number of other payment methods can be used.

4. CONCLUSION

In dealing with the e-commerce trend, students are more likely to use e-commerce to buy goods, even though these students can use e-commerce to sell products online. The results showed that student activities in shopping online via e-commerce were (1) the frequency of online transactions per month of students who were less than three times reached 51.79%, (2) the product category in the form of fashion is a product that is very interesting in students, with a percentage reaching 45.64%, (3) the payment system offered is most enjoyable by students, namely COD as much as 72.31%. (5) The online store most interested in students is Shopee, as much as 72.31%. (6) The highest range of student spending budget is less than one hundred thousand per month, as much as 56.92%.

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