

Analisis Perilaku Konsumsi pada Awal Pandemi Covid-19: Studi Kasus Wilayah Metropolitan DKI Jakarta = Consumption Behavior Analysis During The Early Stage of Covid-19 Pandemic: Evidence from DKI Jakarta Metropolitan Area

Jillian Pualam, author

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Abstrak

Masa awal pandemi covid-19 di Indonesia merupakan periode yang paling mengubah perilaku masyarakat, salah satunya perilaku konsumsi, panic buying. Perilaku panic buying yang sempat menggemparkan dunia menimbulkan pertanyaan mengenai kebenarannya, khususnya di DKI Jakarta. Penelitian ini ingin menganalisis bagaimana kondisi panic buying yang terjadi di DKI Jakarta yang dianalisis menggunakan data penjualan supermarket yang dibagi menjadi 11 kategori produk, serta menganalisis faktor-faktor yang dapat mempengaruhi perilaku panic buying seperti adanya perbedaan karakteristik supermarket dan karakteristik wilayah/masyarakat. Dengan menggunakan data cross section pada tingkat analisis kecamatan pada tahun 2020 menggunakan metode analisis statistik deskriptif dan ordered logit model ditemukan bahwa panic buying terjadi pada bulan pertama terjadinya pandemi covid-19 di DKI Jakarta. Produk yang menjadi sasaran panic buying adalah produk seafood, meat, health & beauty, fruit & veggie, food, DIY, dairy frozen, dan cleaning. Ditemukan pula pada penelitian ini bahwa perbedaan karakteristik supermarket dan wilayah/masyarakat memberikan dampak yang signifikan terhadap panic buying.

.....The early stage of Covid-19 pandemic in Indonesia changes people's behavior, including one of the consumption behavior, which is panic buying. This behavior that once shocked the world then raises questions about its validity, especially in DKI Jakarta. This study aims to analyze whether panic buying behavior occurs in DKI Jakarta, using supermarket sales which is divided into 11 product categories, as well as analyzing factors that can influence panic buying behavior such as differences in the characteristics of supermarkets and characteristics of region/society. By using cross sectional data at the sub-district level in 2020 with descriptive analysis method and ordered logit model, it was found that panic buying occurred in the first month of pandemic in DKI Jakarta. The products targeted for panic buying are seafood, meat, health & beauty, fruit & veggie, food, DIY, dairy frozen, and cleaning. It was also found in this study that differences in the characteristics of supermarkets and region/society had a significant impact on panic buying.