

## Social Media's Impact on Indomart

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### Abstract

The impact of buying panic is not easy on Indomart. The study aims to analyze the impact of panic purchases on unplanned purchases in Indomart stores. This research uses quantitative parallels with the type of explanatory research. The sample of the study consisted of 193 respondents and was statistically processed using a simple linear regression method using the SPSS version 26.0 application. That research shows that panic purchases influence unfair purchases at Indomart stores. The findings indicate that the anxiety and fear experienced by the people at the time of the landlord's concern for the needs of the household caused the occurrence of panic purchases. It relates to the quality of the goods and the needs of the individuals in the community to meet their daily needs so as to counteract unplanned buying tendencies at the time of shopping at Indomart stores.

**Keywords:** impact of social media. Indomart

### Abstrak

Dampak dari kepanikan membeli tidak mudah bagi Indomart. Penelitian bertujuan untuk menganalisis dampak pembelian panik terhadap pembelian tidak terencana di toko Indomart. Penelitian ini menggunakan penelitian kuantitatif paralel dengan jenis penelitian eksplanatori. Sampel penelitian berjumlah 193 responden dan diolah secara statistik menggunakan metode regresi linier sederhana dengan menggunakan aplikasi SPSS versi 26.0. Penelitian tersebut menunjukkan bahwa pembelian panik mempengaruhi pembelian tidak adil di toko Indomart. Temuan penelitian menunjukkan bahwa kecemasan dan ketakutan yang dialami masyarakat pada saat kekhawatiran pemilik rumah terhadap kebutuhan rumah tangga menyebabkan terjadinya pembelian panik. Hal ini berkaitan dengan kualitas barang dan kebutuhan individu masyarakat dalam memenuhi kebutuhan sehari-hari sehingga dapat menangkalkan kecenderungan pembelian yang tidak direncanakan pada saat berbelanja di toko Indomart.

**Kata kunci :** dampak media sosial. indomart

## 1. INTRODUCTION

The occurrence has both positive and negative effects on the firm because of the decrease in outside activity. Each individual will restrict and lessen their transactions in some sectors, but in others, the effect is that more and more people are vying to shop in stores in large quantities to buy household essentials for longer stock so that there is no shortage of meeting their daily needs (Joseph, 2022). People in many areas are concerned about the recent lack of a number of basic essentials in Indomart stores. Even though they had to wait a while and travel considerable distances to get to their location, many individuals swarmed and even raced to receive these materials. During the current epidemic, this scenario has made headline news in numerous publications, on television, and even on widely used social media platforms like WhatsApp, Facebook, and others (Yusuf, 2022). Women seem to be becoming more active on social media over time; they use its facilities to interact and converse with others as well as express their opinions and

points of view in a variety of ways. Consumer behavior has changed as a result of the rise of e-commerce and the inclusion of social media in the marketing and purchasing processes. Customers whose purchasing behavior is influenced by social media marketing exhibit new approaches to achieving satisfaction and purchasing involvement through social media (Yusuf, 2023). When shopping in a store, many people make impulsive purchases, which are obviously highly beneficial for business actors. However, there are ways to encourage customers to shop beyond what is on their shopping list (Yusuf, 2022). Impulse shoppers tend to exhibit specific traits that motivate them to buy things on the spur of the moment. Sellers who offer products in the form of commodities or services to satisfy customer requirements and aspirations will be impacted by consumer buying behavior. In order for customers to keep visiting their stores, vendors must manage their businesses with responsiveness. Consumers typically have a wide range of options when shopping to meet their demands in a store (Yusuf, 2022).

## **2. LITERATURE REVIEW**

### **Social Media**

According to Chris Heuer, founder of the Social Media Club and new media innovator, published in the book *Engage* (Solis, 2010:263), there are 4Cs in using Social Media, namely:

1. *Context*: "How we frame our stories." It is how we form a story or message (information) such as the form of the message itself, the use of language and the content of the message.
2. *Communications*: "The practice of sharing our stories as well as listening, responding, and growing." It is how to share stories or messages (information) as well as we hear, respond and grow in various ways that make users feel comfortable and the message is conveyed well.
3. *Collaboration*: "Working together to make things better and more efficient and effective." Is how to work together to make things better. Namely by collaborating between an account or company and its users on social media to make good things more effective and more efficient.
4. *Connections*: "The relationships we forge and maintain." Is how to maintain the relationship that has been built. You can do something that is sustainable so that users feel closer to the companies that use social media.

### **Impulsive Buying**

According to Saepudin (2021), impulsive buying is a reality in consumer behavior and has been demonstrated to be a purchasing activity related to the environment and limited time when shopping, where the purchase path they follow should be different. This path can be identified by the impulsive hierarchy, which demonstrates that behavior is based on affective responses that are influenced by strong feelings (Mowen & Minor, 1998), such that impulsive purchasing occurs when there are very strong positive feelings, which are then followed by a buying attitude. Country and Dharmmesta (2003) According to Kurhayadi & Kushendar (2021), impulsive buying can be characterized as a person's propensity to purchase things impulsively, reflectively, or without giving them much thought or kinetic participation. Highly impulsive people are more likely to experience impulsive buying stimuli in the future, to keep their shopping lists open, and to experience unexpected, irrational purchase ideas. (Kacen and Lee, 2002) defines impulse shopping as unplanned purchases, categorized as: 1) relatively repetitive decision making; 2) as a subjective trait that deviates in an effort to have something as soon as possible.

### **3. RESEARCH METHOD**

This study employs a quantitative methodology and data gathered from polls of West Javan Indomart shop patrons. This survey comprises of a Google form that distributes an online self-administered questionnaire to a panel of respondents via mobile devices. This article's research was conducted using a descriptive research design. N = 193 people made up the study's sample size. For this investigation, non-probability sampling was used.

In addition to gathering secondary data from books, journals, magazines, newspapers, and tabloids that are relevant to the unit of analysis and the research's subject, the questionnaire is the main technique used to collect data for this study. Whereas previously the data was tabulated to obtain the characteristics of respondents, the frequency of respondents' answers to each questionnaire statement, and various tests such as validity and reliability, simple linear regression is now used to analyze data in order to determine partial test results and the coefficient of determination (R<sup>2</sup>).

Interval data, or data that display distance between two points, share a weight, and employ a Likert scale, are used in this study. Utilizing the Statistical Product for Service Solutions (SPSS) 26.0 for Windows computer program, validity and reliability tests were conducted for this study.

**4. RESULTS AND DISCUSSION**

**Reliability Test**

**Table 1.  
Reliability Test Results**

Variable	Amount Instrument	Cronbach'sAlpha	Information
Social Media	9	.848	Reliable
Impulsive Buying	9	.875	Reliable

**Simple Linear Regression Analysis**

**Table 2.  
Simple Linear Regression Analysis Test Results**

Model	Unstandardized Coefficient		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std.	Beta			Tolerance	IF
Constant	1.679	.180	.409	9.331	.000		
Panic Buying	.429	.065		6.470	.000	1.000	1.000

Based on the table of simple linear regression analysis test results above, the regression equation in this research is as follows:

$$IB = 1.679 + 0.424PB + e$$

Based on these equations can be described as follows:

1. Constant ( $\alpha$ ) = 1.679. This shows a constant level where if the panic buying (PB) variable is 0, then impulsive buying (IB) will still be worth 1.679.
2. *Panic Buying*(PB) shows a positive coefficient value of 0.424. This shows that panic buying has a direct relationship with impulsive buying. If panic buying is appropriate or relatively affordable and well implemented, then impulsive buying will also be good.

**Coefficient of Determination (R2)**

**Table 3. Determ Coefficient Testination**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.409 <sup>a</sup>	.168	.164	.68457

The R2 value of 0.168 in Table 5 indicates that the panic buying variable affects the impulsive buying variable by 16.80%. This means that the model produced by the regression is not good because it is not close to the value 1 (100%) or is even below 50%. With these results it can be stated that the remaining 0.832 (83.20%) of the impulsive buying variable is influenced by other variables not included in this research.

## 5. DISCUSSION

This study found that panic buying has an effect on unplanned buying. This is not in line with research (Yusuf et al., 2023), which states that panic buying has an effect on unplanned purchases. Panic buying occurred in consumers resulting in the emergence of impulse buying. This is due to a feeling of worry and fear about the availability of goods in the future while still looking for functional benefits from the shopping process but in excessive quantities or beyond the consumer's needs. Panic buying can occur from a number of different events, generally panic buying occurs due to increased demand which causes prices to rise. Conversely, panic selling has the effect of resulting in increased supply and lower prices. The atmosphere of panic buying is increasingly felt due to the large number of long queues of people buying a product that is needed, causing a bit of chaos and jostling around shopping locations (Harahap, 2020; Harahap, 2022b).

## 6. CONCLUSIONS AND IMPLICATIONS

### Conclusion

The results of the study show that panic buying has an effect on impulsive buying. These findings indicate that impulsive buyers have certain characteristics that encourage them to make impulse purchases. An effective approach in conditions of forced panic buying is to avoid and prevent shopping routines and habits as much as possible. This will be very beneficial for people who are wise consumers, whose routines support steady purchases, little by little and measured consumption. Regarding the marketing perspective,

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