

IMPACT OF EQ AND CULTURE OF CONSUMERISM TO INTEREST IN ONLINE SHOPPING BASED ON LIVE STREAMING ON SOCIAL MEDIA

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ABSTRACT

Technological developments penetrate all aspects. Live Streaming on efouria social media is hard to contain. This study aims to see the impact of EQ and consumerism culture on online shopping interest based on Live Streaming on Social Media. Types of quantitative research. The student population of the Politeknik Unggul LP3M Accounting and Computerized Accounting Study program. The sample is 84 students. The study results found that consumerism culture and Emotional Quotient (EQ) had an impact on online shopping interest. The p-sig value is $0.000 < 0.05$.

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1. INTRODUCTION

The development of digital technology has penetrated all aspects. The fault of social media (Kamal et al., 2021; Ramen A Purba, Sudarso, et al., 2020). Social media has transformed tremendously, where its function is no longer limited to providing information and adding relationships or friendships, but is widely used as a means of marketing products through Live Streaming facilities. When surfing on social media, you will find many Live Streaming events that market products, ranging from clothes, shoes, food, to school supplies. Live Streaming also sells motorcycle spare parts, cars, and accessories for beauty. The target of Live Streaming is not only housewives, students are also many who are interested in watching Live Streaming. Not only interested, many also transact or decide to buy products from Live Streaming (Komari et al., 2021).

The presence of COVID-19 which resulted in limited activities, had an impact on the economy. Life is getting harder because of COVID-19. People's purchasing power is disrupted, because the majority of people have prioritized the products they want to buy. The government provides support through subsidies to continue to stabilize people's purchasing power (Ramen Antonov Purba, 2021; Zuliyati et al., 2021). Higher education institutions also receive subsidies from the government in terms of tuition assistance. Students receive assistance, especially those affected by the presence of COVID-19. But not a few students whose lifestyle is normal even though COVID-19 is present. Because parents who do have a business and don't really have an impact on the presence of COVID-19. But such students must of course also maintain their lifestyle because it is not very good to be stylish in the midst of difficult conditions. Various things can happen, including being vulnerable to things that are criminal or criminal in nature.

Emotional Quotient (EQ) or intellectual intelligence is suspected as an important element in student life that can fortify themselves from a lifestyle in the midst of difficulties (F. Fitriani & Lelawati, 2021). Emotional Quotient (EQ) or intellectual intelligence that has been embedded in students should ideally be able to fortify themselves to participate in sadness, even though the student is not affected by the economy due to the presence of COVID-19. Emotional Quotient (EQ) or intellectual intelligence is actually a guard when students want to do activities that are not appropriate when the global situation is difficult

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(Kusumawardani et al., 2021). The activity in question is like consumerism or excessive shopping or situational activities that incur costs or money. Live Streaming on social media is an efouria that is hard to contain. Because the media used is network-based, which can be accessed from anywhere, as long as the media is connected to the network. Therefore, what can be used as a fortress and a barrier to Emotional Quotient (EQ) or intellectual intelligence that exists in students (Ramen Antonov Purba, 2018).

In the initial observations made at the Politeknik Unggul LP3M, the majority of students were active in watching Live Streaming on social media. Of the 15 students we met, 13 of them liked to watch Live Streaming. Of the 13 when asked, 9 students said they often shopped for Live Streaming products on social media. When communicating with lecturers who teach at other campuses, it turns out that the same thing happened. Students at other campuses are also actively watching Live Streaming activities and actively shopping for products from the live streaming results. Of course it will be a serious problem when the student spends too much money on shopping. How is parental control over this, and what are the negative impacts of the student's activities. The negative impact is certainly large, because excessive shopping activities are not very good. It is better to prevent early, than worrying about negative things happening (Prayanthi, 2021).

This study aims to see the impact of EQ and consumerism culture on online shopping interest based on Live Streaming on Social Media. It will be seen whether EQ and consumerism culture have an impact on the interest in online shopping based on Live Streaming on Social Media. When the search was carried out, there were no studies that specifically examined the impact of EQ and consumerism culture on the interest in online shopping based on Live Streaming on Social Media. It is hoped that this research will have a contribution to society, especially higher education institutions, so that it can fortify students from excessive consumerism. This research is also expected to contribute to parents, so as not to give their children too much freedom even though they are students, to have a consumerist style, or an excessive lifestyle.

This research is important because consumer culture has a very negative impact on behavior and life. This research is important because consumerism is synonymous with crime. Many crimes occur because of consumerism patterns and culture. A person's level of recklessness tends to be high when someone finds a consumerist style in the midst of a difficult situation. This research is important because students are the future generation of the nation who must understand the importance of struggle in life. Don't be careless and over-style when the situation is difficult.

2. METHOD

This type of research uses quantitative (Siregar, 2021). The student population of the Politeknik Unggul LP3M Accounting and Computerized Accounting Study program. The sampling technique used is non-probability sampling. The method of collecting data from this research is using a questionnaire. The instrument for measuring research variables uses a 5-point Likert scale. There are two research variables, namely the independent variable and the dependent variable. Data analysis using validity test, reliability test, normality test, t test, F test, and coefficient test. A sample of 84 students of the Accounting and Computerized Accounting Study Program at the Politeknik Unggul LP3M with the composition as presented in table 1.

Table 1 Sample Composition

| No | Study Program | Based on Questionnaire | | Gender | Amount | % |
|----|-------------------------|------------------------|------------------------|--------|--------|----|
| | | Questionnaire Given | Questionnaire Returned | | | |
| 1 | Accounting | 49 | 49 | Man | 28 | 33 |
| 2 | Computerized Accounting | 35 | 35 | Woman | 56 | 67 |

Then for the composition of the questions in the questionnaire given as presented in table 2.

Table 2 Question Composition

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| No | Komposisi | Daftar Tanya |
|----|-------------------------------|--|
| 1 | Consumerism Culture | <ul style="list-style-type: none"> - I like shopping online - I buy everything I like - I watch Live Streaming every day - Every Live Streaming, there must be something I buy |
| 2 | Emotional Quotient (EQ) | <ul style="list-style-type: none"> - I have no burden when shopping online - I spontaneously buy what I like when watching Live Streaming - The important thing is that I am happy and happy with what I do - Items presented at Live Streaming events easily attract my interest to buy |
| 3 | Interested in Shopping Online | <ul style="list-style-type: none"> - Very easy transaction and not complicated - Considered following technological developments and said to be slang - Can make the mind calm and not lonely - It can add insight and information |

3. RESULT AND DISCUSSION

Validity test

Using the number of respondents as many as 84, the results obtained are $r_{table} df = n - 3$, so $df = 84 - 3 = 81$, therefore $r_{table} = 0.216$. The composition of questions is categorized as valid based on the acquisition of $r_{count} > r_{table}$. The composition is as in table 3 below.

Table 3 Composition of Accumulation of Validity Test

| Composition | r_{count} | r_{table} | Category |
|--------------------------------------|----------------------------|----------------------------|----------------------------|
| Question Questionnaire 1, 2, 3, 4 | 0,703, 0,438, 0,683, 0,685 | 0,216, 0,216, 0,216, 0,216 | Valid, Valid, Valid, Valid |
| Question Questionnaire 5, 6, 7, 8 | 0,466, 0,685, 0,507, 0,484 | 0,216, 0,216, 0,216, 0,216 | Valid, Valid, Valid, Valid |
| Question Questionnaire 9, 10, 11, 12 | 0,526, 0,627, 0,665, 0,582 | 0,216, 0,216, 0,216, 0,216 | Valid, Valid, Valid, Valid |

Source: Processed Data, 2021

Reliability Test

Reliability tests conducted on the composition of the questions in the questionnaire were obtained if each component obtained a Cronbach alpha > 0.60 . The components of consumerism culture are 0.752, Emotional Quotient (EQ) is 0.622 and Interest in Online Shopping is 0.701. The composition of the accumulated reliability test results is presented as in table 4.

Table 4 Composition of Accumulated Reliability Test Results

| | Composition | | | Category |
|----------------|---------------------|-------------------------|-------------------------------|----------|
| | Consumerism Culture | Emotional Quotient (EQ) | Interested in Shopping Online | |
| Cronbach Alpha | 0,752 | 0,622 | 0,701 | Reliabel |

Source: Processed Data, 2021

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Normality test

The normality test has the aim of finding out whether the gain has a normal distribution or an abnormal distribution. If the acquisition of a significance value > 0.05 , then the value is normally distributed. If the significance value < 0.05 , then it is not normally distributed. The composition of the accumulation of normality test results using the SPSS version 23 application is presented in table 5.

Table 5 Composition of Normality Test

| Composition | Acquisition |
|-------------------|-------------|
| Number of Samples | 84 |
| Std Dev | 0,986 |
| Abs-Positive | 0,08-0,08 |
| Sig 2 | 0,200 |

Source: Processed Data, 2021

In accordance with the composition of the results in table 5, the Kolmogorov Smirnov test of normality was found to have a significance value of $0.200 > 0.05$, it was concluded that the value had a normal distribution.

Multicollinearity Test

The test was carried out using the SPSS version 23 program. Where, if the value was > 0.01 and $VIF < 10.00$, it could be concluded that the category of multicollinearity was drawn. The composition is as presented in table 6.

Table 6 Composition of Multicollinearity Test

| Composition | Uns Coef | | Beta | Std Coef | | Coll Stat | |
|-------------|----------|--------|-------|----------|-------|-----------|-------|
| | B | Std Er | | T | Sig T | Toll | VIF |
| Cons | 1,993 | 1,064 | - | 1,874 | 0,065 | - | - |
| Culture Ko | 0,453 | 0,084 | 0,476 | 5,417 | 0,000 | 0,486 | 2,059 |
| Emotional Q | 0,424 | 0,088 | 0,424 | 4,826 | 0,000 | 0,486 | 2,059 |

Source: Processed Data, 2021

In accordance with the composition shown in table 6, there is no multicollinearity in all independent variables. The components used are consumerism culture and Emotional Quotient (EQ) because the value is $0.486 > 0.10$ and the VIF value is $2.059 < 10.00$.

Coefficient Test

The Coefficient Test has the aim of seeing the ability of the independent variable to the dependent variable with an R Square value > 0.5 . For the accumulation of coefficient test composition by utilizing SPSS 23 as presented in table 7.

Table 7 Accumulation of Coefficient Test Results

| Composition | Acquisition |
|-------------|-------------|
| Mod | 1 |
| R | 0,834 |
| R Squar | 0,696 |
| Adjust RS | 0,689 |
| Std Error | 0,998 |

Source: Processed Data, 2021

R square is found at 0.689 = 68.9%. 68.9% of the impact of Components X1 (consumerism culture) and X2 (Emotional Quotient (EQ)) on the Y variable (Interest in Online Shopping) and 31.1% the impact of other components.

F Test

The F test is used to answer the statement of the independent component (consumerism culture and Emotional Quotient (EQ)) whether it has a significant impact on the dependent component (Online Shopping Interest). Utilizing SPSS version 23, with a classification of p-value < sig-value, or $F_{count} > F_{table}$. With the criteria: If the sig-value < 0.05, H_0 is not accepted and H_a is accepted. This means that the independent component has an impact on the dependent component. On the other hand, if the sig-value > 0.05, then H_0 can be accepted and H_a cannot be accepted. This means that the independent component has no impact on the dependent variable. The accumulated composition is as presented in table 8.

Table 8 Accumulation of F Test

| Composition | Sum | Df | Mean | F | Sig |
|--------------|--------|----|-------|-------|-------|
| Regression | 184,87 | 2 | 92,43 | 92,79 | 0,000 |
| Resid | 80,68 | 81 | 0,996 | | |
| Accumulation | 265,56 | 83 | - | | |

Source: Processed Data, 2021

In accordance with the composition presented in table 8, it can be seen that F_{count} is 92.79 with F_{table} is 3.11. F_{table} is obtained: $df=3-1=2$ and $df=84-3=81$, F_{table} is 3.11. $F_{count} > F_{table}$ with Sig-value $0.000 < 0.05$. These results show that H_0 is unacceptable and H_a is acceptable. All independent components are affirmations of dependent components.

T Test

The t-test shows the extent of the impact of each independent component on the dependent component, whether the gain is significant or otherwise. The statement is as follows: The t-value of consumerism culture is 5.417 with a sig-value of $0.000 < 0.05$. Showing the hypothesis that consumerism culture has a significant impact on online shopping interest based on Live Streaming on Social Media is acceptable. The t-value of Emotional Quotient (EQ) is 4.826 with a sig-value of $0.000 < 0.05$. Showing the hypothesis that Emotional Quotient (EQ) has a significant impact on online shopping interest is acceptable.

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Based on the research, it can be seen that Consumerism Culture and Emotional Quotient (EQ) have a very significant impact on Interest in Online Shopping based on Live Streaming on Social Media. Furthermore, the results of the F-test, showing an F_{count} of 92.79, concluded that there was a significant impact of the independent component on the dependent variable (online shopping interest). It means that H_a is acceptable H_0 is unacceptable. This means that Consumerism Culture has an impact on Interest in Online Shopping based on Live Streaming on Social Media. Therefore, the initial hypothesis can be accepted. Where Consumerism Culture has a significant and positive impact on Interest in Online Shopping based on Live Streaming on Social Media. This is in line with research (Nurchayati et al., 2021; Sari & Irmayanti, 2021) which found that Consumerism Culture and Emotional Quotient (EQ) have an impact on many things. As in terms of education and social interaction.

For the Emotional Quotient (EQ) component according to the results of the study, it has positive and significant gains for Interest in Online Shopping based on Live Streaming on Social Media, according to the coefficient acquisition, where the components of Consumerism Culture and Emotional Quotient (EQ) are very positive and significant for Interest. Online Shopping based on Live Streaming on Social Media. Emotional Quotient (EQ) has a very significant impact on Online Shopping Interest. In the t-test, it shows Emotional Quotient (EQ) for Interest in Online Shopping based on Live Streaming on Social Media with a sig-value of $0.000 < 0.05$. So the second hypothesis is accepted. This means that Emotional Quotient

(EQ) has a positive and significant impact on Interest in Online Shopping based on Live Streaming on Social Media. This is in line with research (Irwanti & Haq, 2021; Yanti, 2021) which found that Emotional Quotient (EQ) or emotional intelligence is able to change a person's behavior in behavior. Therefore, this Emotional Quotient (EQ) must be properly formed and built.

4. CONCLUSION

Consumerism culture has an impact on Interest in Online Shopping based on Live Streaming on Social Media. It is shown that the X1 component values are 0.453 and p-sig 0.000 <0.05. So that the higher the Consumerism Culture, the higher the Interest in Online Shopping based on Live Streaming on Social Media. Emotional Quotient (EQ) has an impact on Online Shopping Interest. It is shown that the value of X2 is 0.424 and p-sig 0.000 <0.05. The higher the Emotional Quotient (EQ), the higher the Interest in Online Shopping based on Live Streaming on Social Media. For the next research, it is hoped that other components can be added, in order to get other components that have an impact in order to confirm the dependent component in this case the Interest in Online Shopping based on Live Streaming on Social Media.

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