ABSTRACT

ANALYSIS OF STUDENT CONSUMPTION PATTERNS

BEFORE AND DURING THE COVID-19 PANDEMIC

(Case Studies of Undergraduate Students of the Faculty of Economics
Siliwangi University Class of 2018)

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Guide 1: Dwi Hastuti Lestari K.

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The objective of the research was to determine the effect of income/pocket money on consumption expenditures and how changes in consumption patterns of undergraduate students of the Faculty of Economics and Business, Siliwangi University batch 2018 before and during the Covid-19 pandemic. The data collecting technique used to obtain the primary data was through filling out a questionnaire, secondary data obtained from literature review and relevant parties. Path analysis is a quantitative descriptive analysis model using simple linear regression analysis. The results of hypothesis testing show that: (1) partially student income/pocket money had a significant positive effect on student consumption expenditure before the Covid-19 pandemic, (2) partially student income/pocket money had an effect on significant positive impact on student consumption expenditures during the Covid-19 pandemic, (3) Consumption patterns of students before and during the Covid-19 pandemic experienced a significant change.

Keywords: pocket money, consumption expenditure, student consumption patterns, the Covid-19 pandemic.

ABSTRAK

ANALISIS POLA KONSUMSI MAHASISWA
SEBELUM DAN PADA MASA PANDEMI COVID-19
(Studi Kasus Mahasiswa S1 Fakultas Ekonomi
Universitas Siliwangi Angkatan 2018)

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Tujuan penelitian ini adalah untuk mengetahui pengaruh pendapatan/uang saku terhadap pengeluaran konsumsi dan bagaimana perubahan pola konsumsi mahasiswa S1 Fakultas Ekonomi Universitas Siliwangi angkatan 2018 sebelum dan pada masa Pandemi Covid-19. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui pengisian kuesioner, data sekunder diperoleh dari kajian pustaka dan pihak yang relevan. Alat analisis yang digunakan dalam penelitian ini yaitu model analisis deskriptif kuantitatif dengan menggunakan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa: (1) secara parsial pendapatan/uang saku mahasiswa berpengaruh positif signifikan terhadap pengeluaran konsumsi mahasiswa sebelum pandemi Covid-19, (2) secara parsial pendapatan/uang saku mahasiswa berpengaruh positif signifikan terhadap pengeluaran konsumsi mahasiswa pada masa pandemi Covid-19, (3) Pola konsumsi mahasiswa sebelum dan pada masa pandemi Covid-19 mengalami perubahan yang signifikan.

Kata kunci: uang saku, pengeluaran konsumsi, pola konsumsi mahasiswa, pandemi Covid-19.