

ABSTRACT

The phenomenon of panic buying is increasingly important to understand in the context of the Covid-19 Pandemic, but there is still a lack of academic studies in this area. In addition, published research on the topic of panic buying is spread across multiple disciplines and deserves more consistent scientific attention. This study examines the factors of panic buying behavior consisting of control variables, social media posting, perceived severity, and perceived scarcity using Maslow's Hierarchy of Needs Theory and Crowd Psychology Theory to explain panic buying behavior from the perspective of consumer needs. Then this study examines the moderating variables of government intervention to fill the research gap. Furthermore, this study examines the effect of panic buying behavior on customer satisfaction. Data have been collected from 456 grocery and drug store consumers who shopped during the Covid-19 pandemic using PLS-SEM. The findings show that the control variables, social media posting, perceived danger, and perceived scarcity have a significant effect on panic buying behavior. On the other hand, the government intervention variable only moderated the effect of social media posting on panic buying behavior. Finally, panic buying behavior has been shown to have an effect on panic buying behavior.

Keywords: Maslow's hierarchy of needs theory, crowd psychology theory, control, social media, perceived severity, perceived scarcity, government intervention, panic buying behavior, customer satisfaction.

INTISARI

Fenomena pembelian panik semakin penting untuk dipahami dalam konteks Pandemi Covid-19, namun masih ada kekurangan studi akademis di bidang ini. Selain itu, penelitian yang diterbitkan mengenai topik pembelian panik tersebar di berbagai disiplin ilmu dan layak mendapat perhatian ilmiah yang lebih konsisten. Penelitian ini menguji faktor-faktor perilaku pembelian panik yang terdiri dari variabel kontrol, postingan media sosial, persepsi bahaya, dan persepsi kelangkaan menggunakan pendekatan Teori Hirarki Kebutuhan Maslow dan Teori Psikologi kerumunan untuk menjelaskan perilaku pembelian panik dari persepektif kebutuhan konsumen. Kemudian penelitian ini menguji variabel moderasi intervensi pemerintah untuk mengisi kesenjangan penelitian. Selanjutnya, penelitian ini menguji pengaruh perilaku pembelian panik pada kepuasan pelanggan. Analisis dilakukan pada 456 konsumen toko bahan makanan dan obat-obatan yang berbelanja pada masa pandemi Covid-19 dengan menggunakan PLS-SEM. Temuan menunjukkan bahwa variabel kontrol, postingan media sosial, persepsi bahaya, dan persepsi kelangkaan berpengaruh signifikan pada perilaku pembelian panik. Di sisi lain, variabel intervensi pemerintah hanya memoderasi pengaruh postingan media sosial pada perilaku pembelian panik. Selain itu, perilaku pembelian panik terbukti berpengaruh pada perilaku pembelian panik.

Kata kunci : Teori hirarki kebutuhan maslow, teori psikologi kerumunan, kontrol, media sosial, persepsi bahaya, persepsi kelangkaan, intervensi pemerintah, perilaku pembelian panik, kepuasan pelanggan.