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THE EFFECT OF PANIC BUYING ON IMPULSE BUYING DURING THE COVID-19 PANDEMIC WITH MUSLIM CONSUMER BEHAVIOR MEDIATORS

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ABSTRACT
The phenomenon of the global crisis of the COVID-19 pandemic has an impact on the world's economy and health, triggering a lot of fear, panic, and uncertainty. Panic buying is triggered by difficulties and usually disasters or outbreaks that result in an imbalance between supply and demand, then Impulse buying is a condition that occurs when individuals experience a feeling of urgency and a tendency to buy spontaneously. Unplanned purchases lead to extravagant and excessive behavior this is forbidden in Islam. This study discusses the Effect of Panic Buying on Impulse Buying in the Covid-19 Pandemic Period with Muslim Consumer Behavior Mediator. This research uses descriptive quantitative research methods with SEM PLS analysis with a population of housewives in Pekanbaru as many as 239,948 with a sample of 100 housewives using the sample Slovin. From the results of this study that panic buying on impulse buying has an effect, panic buying on Muslim consumer behavior is the same as impulse buying on Muslim consumer behavior

Keywords: Impulse Buying; Muslim Consumer Behavior; Panic Buying; SEM PLS

INTRODUCTION

Recently, we are faced with a very critical situation, namely the corona virus outbreak, this not only has an impact on public health, but also affects the economic conditions, education, and social life of the Indonesian people. The global crisis of the COVID-19 pandemic has devastated the world's economy and health, sparked a lot of fear, panic and uncertainty among the people. Due to the implementation of road closures in many places, panic buying has emerged as a reliable feature of the Coronavirus outbreak ((Islam et al. al., 2021).

This phenomenon of increasing panic buying is a routine need that is triggered by difficulties and usually disasters or outbreaks that result in an imbalance between supply and demand (Arafat, Kar, Menon, et al., 2020). Panic buying is now common in many countries, leading to stock outs and supply chain disruptions (Yuen et al., 2020). the scarcity of some commodities that are very urgently needed during a pandemic. The demand for oxygen, hand sanitizers and masks has increased, this is because masks, according to the World Health Organization (WHO) are being campaigned as equipment that must be used to prevent the spread of the epidemic. High demand has also triggered a supply shortage, and the price of oxygen, hand sanitizers and masks is reported to have flown up to 900 percent (www.djkn.kemenkeu.go.id2022, n.d.)

Scarcity and spikes in cooking oil prices have appeared since the end of 2021. Even though the government has issued policies to overcome them, until March 2022, cooking oil shortages are still being found (antikorupsi.org). Scarcity of fuel oil (BBM) also occurs in various regions in Indonesia, from Sumatra to Java. The Ministry of Energy and Mineral Resources (ESDM) also mentioned the scarcity of fuel not only for diesel, but also for non-subsidized gasoline with the Pertalite brand (RON 90) (www.cnbcindonesia.com). Consumptive behavior also makes the human tendency to consume without limits. Purchases that are not in accordance with the needs can sometimes be purchased without being planned in advance by consumers. All of this can occur due to emotional impulses and desires and desires from consumers. These emotional impulses, desires and desires that come out of consumers are often referred to as Impulse buying (Verplanken). & Herabadi, 2001).

Unplanned purchases lead to wasteful and excessive behavior, because it is not based on needs but rather on self-gratification by prioritizing desires over needs. Allah SWT has prohibited wasteful, excessive behavior and forbade redundant actions. Therefore, in Islamic economics the purpose of consumption is to meet needs and not fulfill satisfaction or desires.

Judging from the above description of impulse buying behavior, the researcher will raise the issue by raising the title of the study: "Influence Of Panic Buying On Impulse Buying In The Covid-19 Pandemic Time With Muslim Consumer Behavior As Mediator".

LITERATURE REVIEW

Panic Buying

Panic buying is a consumer shopping behavior that is driven by concerns and fears 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. These behavioral characteristics are characterized by sudden, uncontrolled behavior, carried out by many people, excessive, and based on concern (Shadiqi et al., 2020).

According to Arafat, Kar, Marthoenis, et al., (2020) the cause of panic buying is from consumer behavior factors, namely the perception of scarcity of goods. That is, panic buying can occur because many people think that there are certain items that will be scarce during a disease outbreak.

In the EIK model in Kaene and Neal's study, the cost of store visits and the risk of running out of stock are the two main parameters that drive optimal inventory, where optimal inventory increases in store visit costs (i.e., if store visits were not charged, one could purchase consumer goods on a just-in-time basis, keeping inventory close to zero).

Impulse Buying

Impulse buying can be interpreted as a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted. This tendency to buy spontaneously can generally result in a purchase when the consumer believes that the action is reasonable. An unplanned purchase is an act of buying that was previously not consciously recognized as a result of consideration, or a purchase intention that was formed before entering the store or it could be said that a sudden urge with full force, persistence and not planned to buy something directly, without much effort. pay attention to the consequences (Putra, 2019).

Impulse buying is a sudden desire that comes with a very strong urge to buy a product immediately (Septila and Aprilia, 2017). Even though consumers ideally shop according to their needs, in reality many people shop based on desires that often appear suddenly without planning when shopping

Behavior Of Muslim Consumers

The theory of Muslim consumer behavior is very different from the theory of consumer behavior found in the theory of consumer behavior in the secular economy. The difference lies in the basic value of the theory, motives and goals of consumption, as well as the technique of selecting and allocating the budget for consumption (Wigati, 2011). According to Maslow's theory, the necessities of life begin with the fulfillment of basic needs, then continue to improve quality such as security, comfort, and actualization. However, this theory refers to the conventional mindset with an individualistic or materialistic perspective. The necessities of life will be carried out after the basic needs are met, that is, when the basic needs collectively have stabilized.

There are three values that form the basis of Muslim consumer behavior (Wigati, 2011), namely: Belief in the Day of Judgment and the Hereafter (Surah Al Baqarah [2]: 4); A Muslim who always believes in the Day of Judgment and the existence of life; After all, it is certain that he will always try to keep his consumption appropriate with Islamic guidance; The level of success of a Muslim is measured by his religious morals, not from how much wealth he has (Surah Al Hujurat [49]: 13). Have Wealth is not a bad thing, but the use of wealth must be appropriate with Islamic guidance (Surah Al Baqarah [2]: 262).

There are several basic rules/principles of consumption in Islam according to Al-Haritsi in (Arif Pujiyono, 2006), namely: Shari'a principles, which are related to the shari'a basis that must be fulfilled in consumption, which consists of aqidah, knowledge, and amaliah; The principle of quantity, which is in accordance with the quantity limit described in Islamic law, including: simple, in accordance with income and expenditure, and saving/investing; The principle of priority, namely paying attention to the order of interests that must be prioritized so that there is no harm, namely primary, secondary, tertiary; Social principles, namely paying attention to the surrounding social environment so as to create harmony in life in society, including: the interests of the people, exemplary, not endangering people; Environmental rules, namely that consumption must be in accordance with the conditions of the potential carrying capacity of natural resources and their sustainability and do not damage the environment; Do not imitate or follow consumption acts that do not reflect Islamic consumption ethics.

METHODS

The first methods are sample classification. The population used in this study were housewives who live in Pekanbaru as many as 239,948 (Central Bureau of Statistics, 2022). The sampling technique in this study will be carried out using a purposive sampling technique, which means a sampling technique with certain considerations (Sugiyono, 2016). The determination uses the slovin formula (Equation 1).

$$n = \frac{N}{(1+N\,\epsilon^2)} \quad (1)$$

$$n = \frac{239{,}948}{(1+239{,}948 \times 0{,}1^2)}$$

$$= 100$$

n : the number of samples sought
N : total population
ϵ: tolerable margin of error (10%)

Statistical analysis used in this study is the analysis of Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of the WarpPLS 6.0 program. Structural Equation Modeling (SEM) is a multivariate analysis method that can be used to describe the simultaneous linear relationship between observational variables (indicators) and variables that cannot be measured directly (latent variables) (Sholiha, 2015).

RESULTS

Analisis Uji Instrument

Firs, validity test. Based on Table 1, it shows that if r-count is greater than r-table = 0.195 or more, then of the 26 items, all instrument statements are declared valid and can be used for further analysis. Second, Reliability Test. This test is carried out by means of one shot or measurement only once. SPSS software provides facilities for reliability testing with the Cronbach Alpha statistical test. Here the reduction is only once and then the results are compared with other questions or measure the correlation between answers to questions. A construct or variable is said to be reliable and acceptable if it gives an Alpha value > 0.6 (Sekaran, 1992). Based on the results of the reliability test can be shown in Table 2.

Based on Table 2, it shows that the reliability test was carried out on the question items that were declared valid. A variable is said to be reliable or reliable if the answers to questions are always consistent. Of the three instruments that have Cronbach's alpha value greater than 0.6, namely Panic Buying, Impulse Buying and Muslim Consumer Behavior which are declared reliable or meet the requirements.

Outer Model Testing (Measurement Model)

This research model will be analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. First, Composite Reliability. The outer model can be measured in addition to assessing convergent validity and discriminant validity, it can also be done by looking at construct reliability or latent variables as measured by composite reliability values. The construct is declared reliable if the composite reliability has a value > 0.7, then the construct is declared reliable. The SmartPLS output results for the composite reliability value can be shown in Table 3. From the results of the SmartPLS output in Table 4.8, the composite reliability value for the 2 variables is above the value of 0.70. With the resulting value, 1 construct variable does not have good reliability in accordance with the minimum required value limit.

Testing the Inner Model (Structural Model)

After testing the outer model that has met, the next step is testing the inner model (structural model). The inner model can be evaluated by looking at the r-square (reliability indicator) for the dependent construct and the t-statistical value of the path coefficient test. The higher the r-square value, the better the prediction model of the proposed research model. The path coefficients value indicates the level of significance in hypothesis testing.

Analysis of Variant (R2) or Test of Determination, namely to determine the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in Table 4. Based on the r-square value in Table 4.9, it shows that babying implications and Muslim consumer behavior are able to explain the variability of panic buying by 46.9%, and the remaining 53.1% is explained by other constructs outside those studied in this study. Meanwhile, Muslim Consumer Behavior and service innovation are able to explain the variability of the panic buying construct by 75.6%, and the remaining 24.4% is explained by other constructs outside the ones studied in this study.

Hypothesis testing is carried out based on the results of the Inner Model (structural model) test which includes r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. The hypothesis testing of this research was carried out with the help of the SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rule of thumb used in this study is t-statistic > 1.96 with a significance level of p-value 0.05 (5%) and a positive beta coefficient. The value of testing the hypothesis of this study can be shown in Table 5.

The test results show that there is an effect of panic buying on impulse buying, this can be seen from the t statistic of 2.186> 1.96 and p-value of 0.029 panic buying which tends to make impulsive purchases. This is supported in his research (Harahap et al., 2021). panic buying has a positive and significant effect on impulse buying. This is because excessive fear of a staple makes housewives make excessive spontaneous purchases (Kurniawan, 2022). Panic buying on Muslim consumer behavior has a positive effect seen from the t statistic of 16.614> 1.96 and p-value 0.000 panic buying that occurred due to the Covid 19 pandemic. This is in line with research (Inda Liya, 2021) which says panic, fear and anxiety Anxiety followed by buying behavior during this pandemic is called panic buying. With Muslim consumer behavior that is influenced by the culture, social and personal of the individual consumer. Then in his research (Ayunda et al., 2019) there is no term panic buying for Muslim consumers based on research conducted by cultural factors that have a positive and significant influence on consumption decisions for Muslim consumers. and lastly, Muslim Consumer Behavior on Impulse Buying has an effect with a t statistic of 2.520> 1.96 and a p-value of 0.012. This research is also supported by research (Liya, 2021) this is ideally shopping according to their needs, but, many people are shopping based on desires that often appear suddenly without planning when shopping, Muslim consumers should not have to spend all of their net income for the consumption of goods and services (Alfani, 2020).

Table 1. Validity Test

Variable	Indicator	R hitung	R tabel 5%	Description
Panic buying	Y1.1	0,52159	0.195	Valid
	Y1.2	0,404671	0.195	Valid
	Y1.3	0,337892	0.195	Valid
	Y1.4	0,436824	0.195	Valid

	Y1.5	0,49297	0.195	Valid
	Y1.6	0,437163	0.195	Valid
	Y1.7	0,573484	0.195	Valid
	Y1.8	0,572153	0.195	Valid
	Y1.9	0,560274	0.195	Valid
Impulse buying	X1.1	0,550515	0.195	Valid
	X1.2	0,51204	0.195	Valid
	X1.3	0,65807	0.195	Valid
	X1.4	0,628307	0.195	Valid
	X1.5	0,575117	0.195	Valid
	X1.6	0,50548	0.195	Valid
	X1.7	0,441651	0.195	Valid
	X1.8	0,592197	0.195	Valid
Behavior Of Muslim Consumers	Z1.1	0,199597	0.195	Valid
	Z1.2	0,212905	0.195	Valid
	Z1.3	0,205477	0.195	Valid
	Z1.4	0,516674	0.195	Valid
	Z1.5	0,612859	0.195	Valid
	Z1.6	0,671504	0.195	Valid
	Z1.7	0,617323	0.195	Valid
	Z1.8	0,601485	0.195	Valid
	Z1.9	0,518254	0.195	Valid

Source: Primary Data Processed (2022)

Table 2. Reliability Test

	Cronbach's Alpha	Composite Reliability	Description
IMPLSBUY	0,780	0,783	Reliable
PNCBUY	0,801	0,797	Reliable
PRKM	0,709	0,680	Reliable

Source: Primary Data Processed (2022)

Table 3 Construct Reliability and Validity

	Composite Reliability
IMPLSBUY	**0,783**
PNCBUY	**0,797**
PRKM	**0,680**

Source: Primary Data Processed, 2022

Table 4. Hypothesis test

	Original Sample	Sample Mean (M)	Standard Deviation	T Statistics (|O/STDEV|)	P Values
PNCBUY -> IMPLSBUY	0,302	0,296	0,138	**2,186**	**0,029**
PNCBUY -> PRKM	0,705	0,719	0,042	**16,614**	**0,000**
PRKM -> IMPLSBUY	0,324	0,355	0,129	**2,520**	**0,012**

Source: Primary Data Processed, 2022

CONCLUSION

The test results show that there is an effect of panic buying on excessive impulse buying on a staple food, making housewives make excessive spontaneous purchases. Panic buying on Muslim consumer behavior has a positive influence due to the Covid 19 pandemic. Panic, fear and anxiety followed by buying behavior during this pandemic are called panic buying and cultural factors. Muslim Consumer Behavior towards Impulse buying, there are many people who shop based on desires that often appear suddenly without planning when shopping, Muslim consumers should not have to spend all of their net income for the consumption of goods and services.

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