

IMPACTS OF COVID-19 PANDEMIC ON CONSUMPTION BEHAVIOR OF COLLEGE STUDENTS IN POLITANI PAYAKUMBUH**Iis Ismawati, Sri Nofianti, Hidayat Rafli and Riva Hendriani**

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Submitted 30 December 2020; Accepted 06 November 2021

ABSTRAK

Covid-19 telah mengubah sistem pembelajaran secara drastis di hampir seluruh perguruan tinggi di Indonesia. Pembelajaran sistem online menyebabkan peningkatan biaya pembelian paket internet dan diperkirakan berdampak pada pola konsumsi makanan dan non makanan mahasiswa. Penelitian ini mengevaluasi perilaku konsumsi mahasiswa Politani Payakumbuh ketika terjadinya Covid-19. Teknik pengumpulan data yang digunakan adalah simple random sampling. Pengumpulan data dilakukan selama bulan Juli-September 2020 dengan menggunakan kuesioner online yang disebarakan melalui grup Whatsapp. Didapatkan pendekatan analisis data deskriptif kuantitatif terhadap 474 responden yang telah mengisi kuesioner. Dua responden dikeluarkan karena datanya tidak lengkap. Hasil penelitian menyebutkan bahwa pandemi Covid-19 berdampak pada penurunan pendapatan orang tua (85%) yang kemudian diikuti dengan pengurangan tunjangan bulanan mahasiswa (98,5%). Penurunan uang saku bulanan diduga karena penurunan pendapatan orang tua. Persentase rata-rata tunjangan bulanan mahasiswa pada interval > Rp. 500.000 menurun dari 42% menjadi 31%. Penurunan pendapatan mahasiswa ini berdampak pada perubahan pola konsumsi makanan dan bukan makanan. Persentase pengeluaran makanan (makanan, minuman, dan makanan ringan) cenderung turun, sedangkan pengeluaran bukan makanan, terutama biaya komunikasi, naik cukup tajam (83%). Penelitian ini juga turut mendukung keberadaan teori asumsi klasik Keynes. Secara praktis kajian ini dapat dijadikan masukan bagi pemerintah dalam menerapkan kebijakan pembelajaran yang efektif di Era New Normal.

Kata kunci: Pandemi Covid-19, Perilaku Konsumsi, Politani Payakumbuh.

ABSTRACT

Covid-19 has drastically changed the learning system in almost all universities in Indonesia. Learning online systems lead to increased expenses for buying internet packages and is thought to have an impact on the food and non-food consumption patterns of students. This research evaluates the consumption behavior of the Politani payakumbuh's Student College in the context of Covid-19 emergence. The data collection technique used was simple random sampling. Data collection was carried out during July-September 2020, using an online questionnaire, distributed via Whatsapp group. Quantitative descriptive data analysis approach to 474 respondents is obtained, who have filled out the questionnaire. Two respondents have been excluded because the data is incomplete. The results of the study stated that the Covid-19 pandemic had an impact on decreasing parental income (85%) and then followed by a reduction in student's monthly allowance (98,5%). The decrease in the monthly student allowance was allegedly due to a decrease in the parents' income. Percentage of students' average

monthly allowance at intervals > IDR. 500,000 decreased from 42% to 31%. This decrease in student income has an impact on changes in food and non-food consumption patterns. The percentage of food (food, drinks, and snacks) expenditure incline to fall, while non-food expenditure, especially communication costs, rose quite sharply (83%). This research also contributes to supporting the existence of Keynes's classical assumption theory. Practically this study can be used as input for the government in implementing effective learning policies in the New Normal Era.

Keywords: Covid-19 pandemic, Consumption behaviour, Politani Payakumbuh.

INTRODUCTION

The online learning system (SPADA) is one of the higher education strategies initiated by the Ministry of Research, Technology, and Higher Education in 2018. One of the goals is to answer the challenges of the Industrial Revolution 4.0 era and increase the gross enrollment rate (APK) of Higher Education in Indonesia. In this era, student dependence on the internet is very high (Abbas et al., 2019). The SPADA applied by Higher Education is currently seen as a pioneer in digital higher education learning, which plays an important role in improving the quality of higher education in Indonesia. As reported by Kuntarto, (2017) that the online interactive learning model (OILM) in the Indonesian language course in several universities was able to increase student absorption by as much as 81% compared to the face-to-face method. For optimal online learning, it is necessary to support facilities and infrastructure on campus such as the availability of sufficient internet access. Due to empirical facts, it is stated that one of the obstacles in the implementation of online learning in several countries is due to the lack of support for infrastructures such as weak signals and a lack of computer skills both among students and lecturers. (Emeka & Nyeche, 2016)

Optimizing the use of the internet on campus is proven to be able to help students complete their final assignments, make it easier to find course materials, encourage students to study independently and study

groups, especially for discussions during exam preparation (Apuke & Iyendo, 2018; Intan Trivena Maria Daeng et al., 2017;). Although it is undeniable that the expansion of internet access on campus also has a negative impact. Zhang, (2017) reports that students consume the internet on campus excessively, it is generally used for playing games, watching movies, reading news, and novels or chatting in class when learning is being carried out.

The emergence of the Covid-19 Pandemic is a driving force for massive online-based learning at various levels of education. Higher education institutions that have never implemented online learning methods are required to adapt to the system. Moreover, it was strengthened by the issuance of a Decree from the Minister of Education and Culture Number 36963 / MPK.A / HK / 2020 dated March 17, 2020 concerning Online Learning and Working from Home. This policy was taken not only to reduce the spread of the virus, but also to keep learning as the core of the educational process going. This social distancing policy has proven to reduce the spread of Covid-19, as implemented in Hubei Province-China, the decline reached 70% (Shen et al., 2020).

Online learning has become an alternative policy implemented by countries in the world in the face of the Covid-19 pandemic. This has led to research examining the impact of online learning on various views and aspects. As an example, The application of online learning has a positive

impact on improving IT skills, social communication, and health behavior (Ulfa & Mikdar, 2020), increasing student learning independence (Firman, 2020), students become more concerned with future studies and careers (Aristovnik et al., 2020).

However, online learning during a pandemic has also been shown to have various negative effects, such as causing psychological illness of students in Bangladesh (Hasan & Bao, 2020), affecting mental health in more than ¼ number of junior high and high school students in China (Zhang et al., 2020), increasing boredom, anxiety, and frustration of students (Aristovnik et al., 2020), increasing stress and poor sleep quality (Fernandes et al., 2020).

The impact of the Covid-19 pandemic on consumption patterns has also been studied by several researchers. Dahiya, Kapil & Potia, (2020) stated that the Covid-19 pandemic in Indonesia had an impact on big drops in out-of-home dining (70%), hotel stays (83%), apparel (61%), and footwear (65%). On the other hand groceries (45%), snacks (7%), household supplies (36%), and home entertainment (21%) were increases. The global phenomenon caused by the Covid-19 pandemic crisis is a shift in consumer behavior in the form of increased use of online and digital channels in shopping, making payments and services (Deloitte, (2020), Stanciu, et al., (2020), and Butu et al., (2020).

Based on some of the studies above, it can be seen that research is still rare that reveals the impact of online learning during the Covid-19 pandemic on consumption patterns, especially among college students. This study aims to determine the impact of online learning on food and non-food consumption patterns in Politani Payakumbuh students.

RESEARCH METHOD

The basic theory used in this research is the classical consumption theory from Keynes where consumption is a function of income level $C = f(Y)$. Where C = consumption and Y = Income. According to Keynes, income is an important determinant of consumption. So in this study, the consumption pattern of students is analyzed through their income level.

This research was conducted in June-September 2020. The research sample was selected purposively which involved all Payakumbuh State Agricultural Polytechnic students who were in Semester II and IV who actively participated in online learning during the Covid-19 Pandemic. The student population based on PDDIKTI data for the odd semester of the 2019/2020 school year is 1,681 people. The data collection technique used a questionnaire that was distributed online using the Google Form application. The distribution of questionnaire links is carried out through the Whatapp Group in each class in 11 Diploma III and IV Study Programs in 3 Departments, namely the Department of Food Crop Cultivation, the Department of Plantation, and the Department of Agricultural Technology.

Based on the results of student responses, there were 476 who filled out the online questionnaire and 474 who filled in completely. The data analysis technique used is descriptive quantitative. The variables analyzed were data on monthly allowances received, parents' income, spending on food, drinks, and snacks as a determinant of food consumption, spending on buying pulses, and the internet as a determinant of non-food consumption both before and after the Covid-19 Pandemic.

RESULT AND DISCUSSION

Respondent Characteristics

Politeknik Pertanian Negeri Payakumbuh is one of the vocational colleges in the field of agriculture which has unique characteristics. The learning characteristics of the vocational colleges are a fairly large proportion of practical than theory. In general, the ratio of practice is 60-70% and theory is 40-30%. The number of respondents who filled out the questionnaire was 474 students with the distribution based on the origin of the study program is presented in Figure 1

Students who come from D3 Agribusiness Study Program are the most respondents who fill out the questionnaire 76 people and then from the D4 Agribusiness Management Study Program 61 people. Meanwhile, the smallest number of respondents was D4 Plantation Management study program, which was 19 students.

General characteristics of respondents based on gender, regional origin, and parent occupation are presented in Table 1.

Base on gender, female respondents dominated, namely 292 people or 62% while male respondents were 182 people or 38%. Then it can be seen that 68% of Payakumbuh Politani students come from West Sumatra

Province. The next largest number of students came from North Sumatra with 104 people and Riau Province with 29 people. The data also shows that there is 1 respondent who comes from the ADIK (Higher Education Affirmations) program students from Papua Indonesia.

However, even though most of the students come from West Sumatra Province, they choose to live in rental houses (63%). Only 30% live with their parents or family and friends. Even though there is a Covid-19 pandemic, students don't go home to live with their parents. The choice of residence is thought to have an impact on consumption patterns. If students live with their parents or family, it is possible that the proportion of consumption, especially for eating, drinking, and housing rent will be reduced

Furthermore, base on scholarship recipients, there were 160 respondents who received scholarships while 314 students did not. Another source of students' income had been thought to affect consumption behavior patterns. This is supported by the results of research by Sandra (2017) which found that there were indications that 2013 Bidikmisi students at Riau University behaved consumptively. Although the level of relationship between the level of income and the behavior of consumer behavior patterns is low.

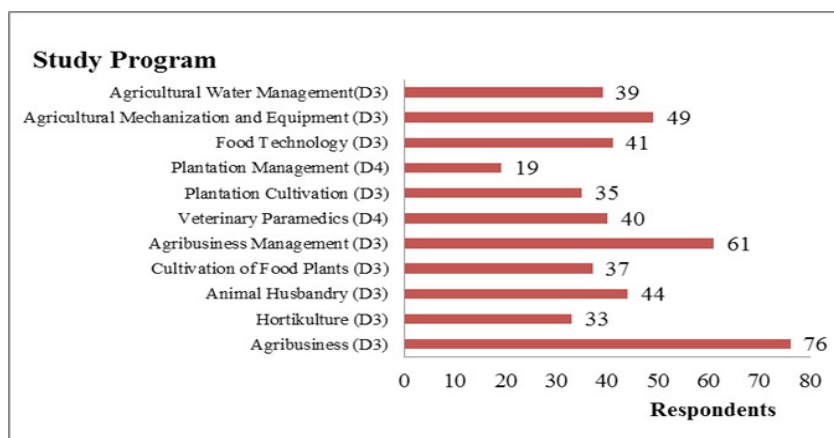


Figure 1. Distribution of respondents according to the origin of the study program
Source: Primary Data

Tabel 1. Respondent Characteristics

Items	amount (n)	%
Gender		
Man	182	38
Woman	292	62
Province of origin		
West Sumatera	323	68,1
North Sumatera	104	21,9
Riau	29	6,12
Bengkulu	3	0,63
South Sumatera	6	1,27
Jambi	5	1,05
West Java	1	0,21
Aceh	1	0,21
Jakarta	1	0,21
Papua	1	0,21
Scholarship grantee		
Yes	160	34
No	314	66
Residency		
Rent	300	63
live with parents	144	30
live with family/friends	29	6
Dormitory	1	1

Source: Primary Data Processed, 2020

Respondent's Income

By the general function of consumption, there was a relationship between expenditure level goods and income. Furthermore, to find out how the consumption pattern of students is, it is necessary to know the level of income. The primary source of student's monthly allowance comes from parents. How to determine the students' income, it is necessary to know their parents' income. The average monthly student parents' income is at most less than IDR 1,500,000, which is 57%.

Base on the poverty line rate set by BPS in 2019, it is IDR 425,250 per capita per month, and the assumption is that one household has an average of 4 to 5 family members, then the average poverty line is IDR 1,990,170 per household per month (BPS, 2019).

Referring to the provisions of the BPS, most of the respondent's families are in the poor category because they have an average monthly income of less than IDR 1,500,000. This is corresponds to the main livelihood of the head of the family, where around 59% of student parents work as farm laborers, freelance labor, construction workers, peasants, and drivers.

The low average income of parents is estimated to have an impact on the income level of students. In this study, student income is proxied from the monthly allowance. Based on Table 2, as many as 274 students or 58% received an average monthly allowance of less than Rp. 500,000. This number could have increased if students received scholarships. As a comparison, the income of Bidikmisi students at Riau University on average is in the interval of IDR. 1,000,001-1,200,000 (Sandra, 2017).

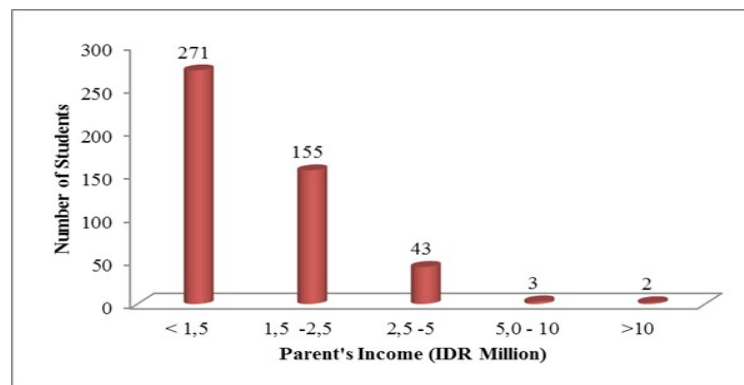


Figure 2. Distribution of Parents' Average Monthly Income
Source: Primary Data Processed, 2020

Students with monthly allowance below IDR 500,000, as much as 50% live with their parents or family and 49% live renting a house. Students who live with their parents should have a lower pocket money than students who rent. However, the results of this study did not illustrate this. It is suspected that this data is the minimum amount of student disposable income to be able to live properly at the Payakumbuh Politani college.

Table 2 describing about the Covid-19 pandemic affects changes in the average monthly income received by students. There was a shift in the number of students with an income below IDR 500,000 during the Covid-19 pandemic. While the number of students with an income interval of IDR 500,000-1,500,000 decrease 50% while income group IDR 1,500,001-. 2,000,000 decreased drastically 70.6%.

This phenomenon shows that the Covid-19 pandemic impacts on a decreased

student income. is presumably due to changes in the student's parents' income. Accordance with respondents' answers who stated that the income of parents were decreasing 83% during the Covid-10 Pandemic (Figure 3).

In line with research conducted by Kurniasih, (2020), which examines the impact of the Covid-19 Pandemic on the welfare of the people of Pontianak City, where household income has decreased sharply between 30-70%. In other words, this pandemic can increase the rate of poverty, due to reduced income.

The results of the report by Martin et al., (2020) support this fact, where after three months of the pandemic it took place, the household poverty rate in the Bay Area of San Francisco increased by 17.1 - 25.9%. The data will be increase again if the household does not receive social security assistance from the government. So the role of the government is needed to reduce the impact of the pandemic on the increase in poverty.

Table 2. Average Monthly Income of Payakumbuh Politani College Students

Income Interval (IDR)	Before Covid-19	During Covid-19	Percentage Change (%)
< 500,000	274	375	36,86
500,000-1.000,000	180	90	-50
1,000,001 – 1,500,000	17	5	-70,6
1,500,001 -2,000,000	1	2	100
> 2.000.001	2	2	0

Source: Primary Data Processed, 2020

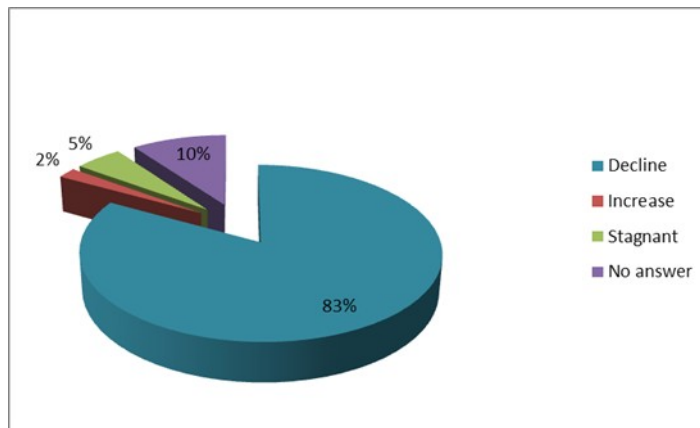


Figure 3. Comparison of Parents' Income Before and During the Covid-19 Pandemic
Source: Primary Data Processed, 2020

Based on Figure 3, almost 90% of students know the conditions of changes in parental income during the pandemic, only 10% don't know. The decrease in parents' income had an impact on lowering student income. The income group of students who are vulnerable to the impact of the Covid-19 Pandemic is an interval of IDR 500,000-1,500,000 because it has decreased very significantly, 50-70%. It suggested that the number of students with incomes below IDR 500,000 has increased, although the percentage is not as big as the decrease in the number of students with income above it.

Student Food Consumption Patterns Before and During Covid-19

The food consumption pattern referred to in this study is the amount of money spent

by students to buy food, drinks, and snacks. Figure 4 shows that there has been a change in student food consumption patterns before and during the Covid-19 pandemic. The food consumption expenditure at IDR 250.000-750,000 falls from 58% to 46%. It's causing an increase in the students' expenditure under IDR 250.000 from 26% up to 42%.

The Covid-19 pandemic has an impact on reducing food expenditure for the interval group above IDR 250,000. This condition occurs because of a decrease in student disposable income as an impact of reduced parental income. At the beginning of the Covid-19 pandemic, economic activity was has disrupted, causing many households to lose their income.

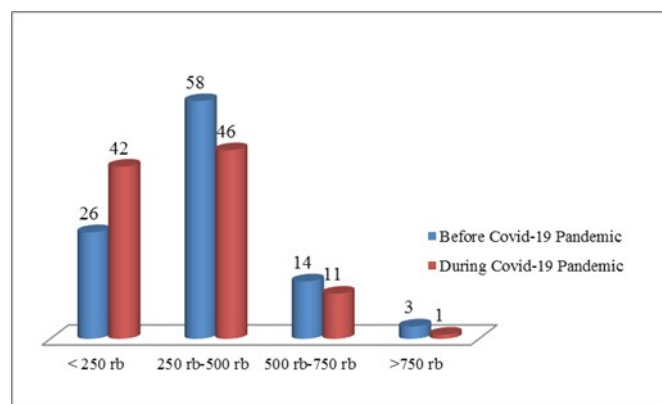


Figure 4. Food Consumption Pattern Percentage of Students College
Source: Primary Data Processed, 2020

Nearly 80% of student expenditure was used to buy staple foods. In line with the research results of Purwantini & Ariani, (2008), in farmer households, the highest food expenditure is for staple foods. According to the previous explanation, most of the parents' livelihoods as farmers with an average income of the lower middle class.

The difference in decreasing student food consumption before and during the Covid-19 pandemic ranges from 20-21 percent. Slightly higher than the research results (Larasati, 2020), which examines the consumption patterns of students returning home during the Covid-19 pandemic in Bandung, where food consumption fell 10% from the original proportion of 30% to 20%. Food is the largest expenditure group compared to other non-food needs.

Students' Non-Food Consumption Patterns Before and During Covid-19

Figure 5 shows that the largest non-food expenditure group of Payakumbuh Politani students before the Covid-19 pandemic was housing rent (45%), communication costs (32%), and the lower expenses are tourism traveling (1%). This proportion changes as the pandemic progresses. Communication costs rose sharply 83% while housing rent fell to 12% and entertainment to 0%. Implementation of an online learning policy at home resulted in a 162% increase in student internet quota needs.

Larasati's research, (2020) shows that the largest non-food expenditures for students in the city of Bandung are laundry (20%), study support activities (15%), entertainment (15%), fashion (10%), communication, and transportation respectively (5%). High laundry expenses are caused by students not having time to wash. Furthermore, the entertainment needs of students in big cities

are quite high, namely 15%, while Politani students are only 1%. This phenomenon illustrates that there are differences in student consumption behavior in small cities and large cities.

This difference is thought to be due to the low enthusiasm for the desire to travel from Politani students, and tourism venues are still limited or a high enthusiasm and enough tourism venues available, but the cost of entry to these tourism venues is relatively low so that expenses remain small.

Another interesting finding from student behavior in the two areas above is that communication costs are much different. Before the pandemic, the percentage of spending on communication among Politani students was 32%, while in Bandung, it was only 5%. After the pandemic, the communication cost for Politani students rose dramatically to 83%. On the other hand, in Bandung only increased by 30%.

According to Larasati, (2020), students in Bandung generally live in boarding houses with Wi-fi facilities. The fees charged by the owner of a boarding house tend to be around IDR 50,000 per month. Meanwhile, even though 63% of Payakumbuh Politani students live in boarding houses, 95% of the internet quota needs are purchased by themselves. It means that there are still very few boarding houses providing wi-fi facilities. Plus internet quota subsidy from the government has not been received by students when the research was conducted.

Furthermore, the non-food expenditure group that fell during the pandemic was the cost of renting a house. The PSBB policy implemented by the government causes students to study at home. So that the cost of renting the house down.

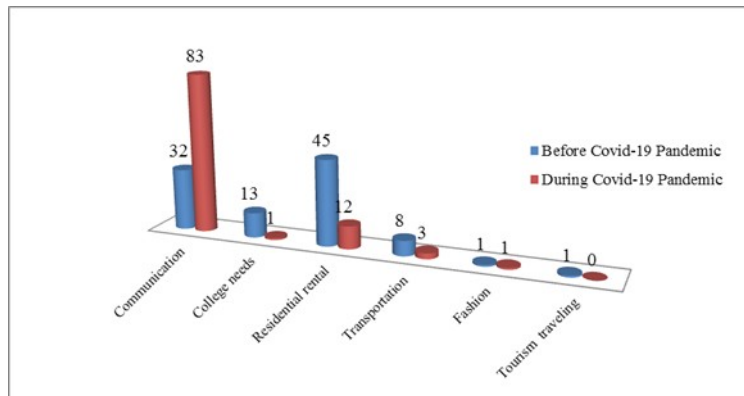


Figure 5. Non- Food Consumption Pattern Percentage of Students College
Source: Primary Data Processed, 2020

The non-food expenditure that has changed significantly with the Covid-19 Pandemic is communication. Figure 6 shows that , sebelum Covid-19 pengeluaran untuk komunikasi Payakumbuh Politani students 58% spend communication costs between IDR 50,000- 100,000 was 58% from all respondents. This result is in line with Herawati's (2012) study of the communication patterns of Marketing Communication students at Binus University. The average communication expense in that year was IDR. 50,000 - 100,000 per month.

When the Covid-19 pandemic occurred, the communication costs of Payakumbuh Politani students for expenditure groups above IDR 100,000 increased. Conversely, the expenditure group under IDR 100,000 was down.

This condition shows that the Covid-19 pandemic has affected increasing student non-food consumption, especially for communication costs. The increase in communication costs is due to the impact of changing learning models, from offline to online. Another hypothesis is that there was a change in the shopping behavior of students during the Covid-19 Pandemic, with more online transactions. This statement was have supported by the results of several previous studies. One of the impacts of the Covid-19 pandemic is a change in people's shopping behavior, where consumers prefer to shop online (Butu et al., 2020 and Stanciu et al., 2020).

Based on Keynesian theory, current income affects current consumption. The decline in student income has had an impact on declining food consumption.

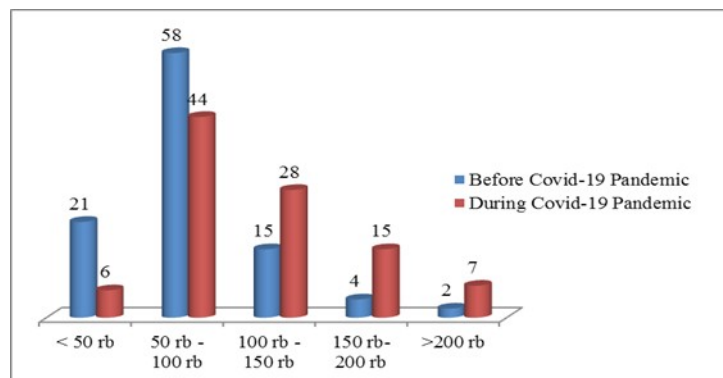


Figure 6. Communication Expenditure Pattern of Students College
Source: Primary Data Processed, 2020

However, due to the high demand for internet quotas, non-food expenditures had increased. The Covid-19 pandemic has an impact on changes in student consumer behavior. There were indications that the implementation of online learning on campus has changed the consumption behavior of students. Through shifting the proportion of food expenditure to non-food (communication)

As can be seen from the explanation above, the health crisis in the form of the Covid-19 pandemic has hit the world globally has paralyzed various aspects of life, especially the economic and education sectors. The presence of the government with some policies in the form of assistance and subsidies is needed. Particularly for poor households with incomes below the standard of living. Meanwhile, for students, adequate free quota assistance from the Ministry of Education and Culture is considered a strategic step in suppressing the increase in non-food consumption, especially communication.

However, this policy has not yet overcome the widespread impact of the Covid-19 Pandemic on the education system, especially in universities. The problem with the education system due to the pandemic is not just the provision of internet quotas. The government still has many problems that must be addressed immediately. Some of them are weak communication infrastructure coverage, unstable networks, and the adaptability of lecturers and students to face the demands of the digital era is still low. This limitation causes disparities in the readiness of higher education institutions to adopt online learning was still high. So the policy of implementing an online learning system needs to be reviewed. The implementation of Blended Learning learning method is an alternative

policy to overcome these disparities. Because this method has a positive effect on vocational student achievement (Jowsey et al., 2020).

CONCLUSION

The decline in parental income due to the Covid-19 pandemic is the cause of students' monthly allowance fall. This change has an impact on the food consumption pattern of Payakumbuh Politani students. The policy of studying online at home causes a decrease in expenditure for the food, drink, and snack group for student groups with an income above IDR 250,000.

Student spending on communication costs has risen sharply during the pandemic, from 32% before the pandemic to 83% during the pandemic. Meanwhile, other non-food consumption, such as house rental, lecture support, transportation, fashion, and traveling has decreased.

The policy to reviving the impact of Pandemic Covid-19 on education must develop comprehensively. The Indonesian system of social protection for students is not only in the form of internet quota subsidies (non-food) but also necessary for food needs. Because food sufficiency will affect the level of student immunity which is important for the prevention of Covid-19. Cooperation and synergy of all stakeholders are needed.

This research was conducted before the communication subsidy policy from the Ministry of Education and Culture was accepted by students. So that changes in the composition and consumption patterns of both food and non-food can change.

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