

COMMUNITY CONSUMPTION BEHAVIOR IN WEST NUSA TENGGARA PROVINCE DURING THE COVID-19 PANDEMIC

ABSTRACT

Aims: This study aims to identify the consumption behavior of people in West Nusa Tenggara Province during the COVID-19 pandemic.

Study design: This research is quantitative descriptive

Place and Duration of Study: The location of this research was carried out in West Nusa Tenggara Province which consists of 10 regencies/cities namely West Lombok Regency, Central Lombok Regency, East Lombok Regency, North Lombok Regency, West Sumbawa Regency, Sumba Regency, Dompu Regency, Bima Regency, Mataram City, City of Bima. Duration of Study starts October 2021 - December 2021.

Methodology: With a sample of 100 respondents. Collecting data using a questionnaire. Then to analyze the data using the three box method.

Results: The results showed that the consumption behavior of the people in West Nusa Tenggara Province, which was seen from primary needs, showed that the average need index reached 82% or in the high category, where more people chose to buy masks during the pandemic. Then for secondary needs, the average need index reaches 65% or in the medium category, where people prefer to set aside money for education costs rather than vacationing with family. Final, In meeting the tertiary needs, people prefer to buy land/buildings. In this case, the tertiary needs are in the medium category with the demand index reaching 50%.

Conclusion: It can be concluded that during the pandemic, the people of West Nusa Tenggara had various consumption patterns. both primary consumption which is in the high category, as well as secondary and tertiary consumption which is in the medium category

Keywords: Consumption Pattern, Primary Consumption, Secondary Consumption, Tertiary Consumption

1. INTRODUCTION

At the end of 2019, the world was shocked by the discovery of a new virus, namely the corona virus or known as covid-19. This virus first appeared in Wuhan Province, China. Its appearance is suspected to be pneumonia with flu-like symptoms in general with symptoms of cough, fever, fatigue, shortness of breath and lack of appetite. But quite different from influenza, the corona virus can develop quickly to cause more severe infections and organ failure and death (Network, 2020). At the same time, the World Health Organization (WHO) announced the corona virus as a pandemic disease, which is a health term that refers to the spread of diseases that attack people in large numbers and occur in many places.

Many countries have made efforts to deal with this virus, one of which is the Government of Indonesia. The Indonesian government has made efforts to combat the corona virus, starting from the lockdown to the application of the Social Restrictions He is Big (PSBB). The existence of COVID-19 in the lives of individuals and communities not only has an impact in the health sector but also has an impact on people's consumption behavior. According to Herianto, et al., (2021), during a pandemic period which is full of limitations through social restrictions, it causes vigilance against incoming Covid-19 transmission so that consumers adapt and look for solutions to be able to fulfill their wishes more safely. The public will also adjust their perspective by adopting health protocols to still be able to meet their expectations in consuming. be it primary needs or basic needs, then primary needs, to tertiary needs of the community.

2. LITERATURE REVIEW

2.1 Covid-19 pandemic

Covid-19 is a disease caused by the sars-cov-2 virus with flu-like symptoms in general, including coughing, fever, fatigue, shortness of breath and lack of appetite, which can progress to severe illness and pneumonia, up to cause difficulty breathing. Several steps in dealing with this virus, including maintaining hand hygiene through diligent hand washing with soap and running water or with alcoholic liquids, maintaining a social distance of at least 1 meter from other people, avoiding touching eyes, nose and mouth, maintaining respiratory hygiene by covering mouth, and nose with a tissue or or with your elbow when coughing and sneezing, if you have a fever, cough and difficulty breathing, contact your local health care provider as soon as possible (WHO, 2020).

2.2 Consumption behavior

According to Firmansyah (2018), consumption behavior is a process related to the existence of a purchase transaction does several things, such as search, research, and evaluation of products or services. Where, consumer behavior focuses on the study of personal behavior, groups and members of the community or community that periodically experience changes (Suryani, 2013).

3. RESEARCH METHODOLOGY

This type of research is descriptive quantitative research. The indicators used in this study are primary consumption, namely the tendency to buy basic necessities during a pandemic, including daily food and drinks, masks, hand sanitizers, antiseptic soaps, and vitamins, then secondary consumption, namely the tendency of a person to vacation with family and set aside money for education costs, lastly tertiary consumption, namely the tendency to buy luxury goods such as smartphones, motorbikes or cars, laptops, and land or buildings. As for determining the sample in this study using the Rao formula with the formula:

$$n = \frac{Z^2}{4 (moe)^2}$$
$$n = \frac{1,96^2}{4 (0,1)^2}$$
$$n = 96$$

Description :

n = Number of samples

Z = level of confidence required dalam determination of the sample 95% = 1.96

Moe = Margin of error or maximum error that can be tolerated, usually 10%

From the calculation above, it can be seen that the number of samples used in this study were 96 people. To facilitate the research, the researchers took a sample of 100 respondents. Regarding data collection using a questionnaire. To analyze the data using the three box method. According to Ferdinand (2012) the three box method is divided into three categories as follows:

10.00 – 40.00 = Low

40.01 – 70.00 = Medium

70.01 – 100 = Height

This figure can be seen from the index value which is calculated by dividing the accumulated indicator value by the number of scales used.

4. RESULTS AND DISCUSSION

4.1 Recipient Profile

This research was conducted in West Nusa Tenggara Province covering 10 urban districts namely West Lombok Regency, Central Lombok Regency, East Lombok Regency, North Lombok Regency, West Sumbawa Regency, Sumba Regency, Dompu Regency, Bima Regency, Mataram City, Bima City. The following is the profile of the respondents in this study.

Table 1. Profile of Respondents

Criteria	Amount
Gender	
Man	24
Woman	76
Total	100
Age	
Generation Z (8-23 Years Old)	57
Millennial Generation (24-39 Years Old)	37
Generation X (40-55 Years Old)	6
Total	100
Education	
senior High School	19
3-year diploma	21
Diploma 4/Strata 1	54
Postgraduate (Strata 2/Strata 3)	6
Total	100
Income	
Less Rp. 3,000,000	81
Rp. 3,000,000 – Rp. 5,000,000	12
More Rp. 5,000,000	7
Total	100
Work	
Student/Student	55
Private employees	18
Government employees	11
Entrepreneur/Entrepreneur	7
Honorary staff	8
Does not work	1
Total	100

Source: Processed data (2021)

Based on the table above, 76% of respondents are women. Then based on age, Generation Z is the largest respondent by 57%. Most respondents based on education by 53% namely Diploma 4/Strata 1. Based on income as much as 81% of respondents' income, which is less

than Rp. 3,000,000. Finally, based on work, 55% of the respondents in this study were students.

4.2 Community Consumption Behavior

4.2.1 Community Consumption Behavior Based on Primary Consumption

Below is a table of public consumption behavior based on primary consumption.

Table 2. Community Consumption Behavior Based on Primary Consumption

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	3	20	51	26	400	80%	Tall
2	0	0	11	48	41	430	86%	Tall
3	0	0	22	49	29	407	81%	Tall
4	0	0	25	49	26	401	80%	Tall
5	0	0	17	53	30	413	83%	Tall

Source: Processed data (2021)

Based on the table above, people's consumption behavior when viewed from primary consumption on average has a high level of consumption, which is more than 70.01%. Respondents tend to buy daily basic necessities to meet their needs during the pandemic, including feeding and drinking, masks, hand sanitizers, antiseptic soap, and vitamins.

4.2.2 Community Consumption Behavior Based on Secondary Consumption

Below is a table of public consumption behavior based on secondary consumption.

Table 3. Community Consumption Behavior Based on Secondary Consumption

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	12	34	28	19	7	275	55%	Currently
7	0	3	32	50	15	377	75%	Tall

Source: Processed data (2021)

Based on the table above, the average public consumption behavior based on secondary consumption is in the moderate category, because the average value reaches 60%. This is because more people choose to set aside their money for education costs rather than going on vacation with family. Where the tendency of people to vacation with family is in the medium category and the tendency of people to set aside their money for education costs is in the high category.

4.2.3 Community Consumption Behavior Based on Tertiary Consumption

Below is a table of public consumption behavior based on tertiary consumption.

Table 4. Community Consumption Behavior Based on Tertiary Consumption

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	16	41	25	13	5	250	50%	Currently
9	18	48	20	10	4	234	47%	Currently
10	15	43	24	13	5	250	50%	Currently
11	14	39	28	14	5	257	51%	Currently

Source: Processed data (2021)

From the table above, it can be seen that public consumption behavior based on tertiary consumption averages 50% or is in the medium category. Where people prefer to give land/buildings during a pandemic rather than buying motorbikes/cars, smart phones, or laptops.

4.2.4 Community Consumption Behavior Based on Gender

Below is a table of people's consumption behavior based on gender, namely female.

Table 5. Community Consumption Behavior in Women

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	3	17	40	16	297	78%	Tall
2	0	0	8	36	32	328	86%	Tall
3	0	0	16	36	24	312	82%	Tall
4	0	0	19	36	21	306	81%	Tall
5	0	0	14	37	25	315	83%	Tall
SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	11	30	19	14	2	194	51%	Currently
7	0	3	26	36	11	283	74%	Tall
Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	13	36	14	11	2	181	48%	Currently
9	14	40	13	8	1	170	45%	Currently
10	11	38	14	11	2	183	48%	Currently
11	12	34	18	10	2	184	48%	Currently

Source: Processed data (2021)

Based on the table above, people who are female on average tend to fulfill their primary needs, starting from buying masks, vitamins, hand sanitizers, anti-septic soap, as well as daily food and drinks. This can be seen from the average index in meeting their primary needs, which is above 70% or in the high category. For secondary needs, women are more likely to set aside their money in taking care of the costs of education for goats on vacation with their families during the pandemic. While tertiary needs are in the medium category, this is because the average need index reaches 47%, this proves that people choose to buy smartphones, laptops, land/buildings and motorbikes/cars during the pandemic.

Table 6. Community Consumption Behavior in Men

PRIMARY NEEDS								
---------------	--	--	--	--	--	--	--	--

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	3	11	10	103	86%	Tall
2	0	0	3	12	9	102	85%	Tall
3	0	0	6	13	5	95	79%	Tall
4	0	0	6	13	5	95	79%	Tall
5	0	0	3	16	5	98	82%	Tall

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	4	9	5	5	81	68%	Currently
7	0	0	6	14	4	94	78%	Tall

Tertiary NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	3	5	11	2	3	69	58%	Currently
9	4	8	7	2	3	64	53%	Currently
10	4	5	10	2	3	67	56%	Currently
11	2	5	10	4	3	73	61%	Currently

Source: Processed data (2021)

Based on the table above, the consumption behavior of men in meeting primary needs is in the high category which gets 82%, this proves that men prioritize buying daily food and drink needs, then buying masks, vitamins, finally hand sanitizer and antiseptic soap. For secondary needs, the average is 73% or is in the high category. This proves that men during the pandemic are more likely to set aside their money for education costs and then go on vacation with their family. Lastly, primary needs, with an average of 57%, are in the medium category. Where men are more likely to buy land/buildings than to buy motorbikes/cars.

4.2.5 People's Consumption Behavior Based on Age

Below is a table of people's consumption behavior based on age, with an age range of 8-23 years or known as Generation Z.

Table 7. People's Consumption Behavior in Generation Z

PRIMARY NEEDS

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	3	13	25	16	225	79%	Tall
2	0	0	5	27	25	248	87%	Tall
3	0	0	13	25	19	234	82%	Tall
4	0	0	16	25	16	228	80%	Tall

5	0	0	12	27	18	234	82%	Tall
---	---	---	----	----	----	-----	-----	------

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	8	15	17	11	6	163	57%	Currently
7	0	1	18	28	10	218	76%	Tall

Tertiary NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	12	24	10	7	4	138	48%	Currently
9	12	24	10	7	4	138	48%	Currently
10	9	20	14	9	5	152	53%	Currently
11	9	22	13	8	5	149	52%	Currently

Source: Processed data (2021)

Based on the table above, the average respondents' answers in Generation Z, namely people aged 8-23 years in meeting their primary needs, are in the high category. With the highest score of 87%, where Generation Z prefers masks. Then in meeting secondary needs, Generation Z is more likely to set aside their money for education costs rather than vacationing with family during a pandemic. Finally, in meeting tertiary needs, generation Z prefers to buy laptops during a pandemic rather than buying land, buildings, smartphones, or motorbikes/cars. Then below is a table of people's consumption behavior in the millennial generation, namely the age range of 24-39 years.

Table 8. Community Consumption Behavior in Millennial Generation

PRIMARY NEEDS

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	6	21	10	152	82%	Tall
2	0	0	4	18	15	159	86%	Tall
3	0	0	7	21	9	150	81%	Tall
4	0	0	7	21	9	150	81%	Tall
5	0	0	4	22	11	155	84%	Tall

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	3	18	9	6	1	95	51%	Currently
7	0	2	12	19	4	136	74%	Tall

Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	4	19	11	2	1	88	48%	Currently
9	5	22	9	1	0	80	43%	Currently
10	5	21	9	2	0	82	44%	Currently
11	4	16	13	4	0	91	49%	Currently

Source: Processed data (2021)

From the table above, it can be concluded that the millennial generation, namely people aged 24-39 years in meeting their primary needs, is in the high category. Where the millennial generation prefers to buy masks rather than vitamins, daily food and drink needs, hand sanitizers and antiseptic soaps. For secondary needs, millennials prefer to set aside their money for education costs rather than going on vacation with family. Then in meeting tertiary needs, the results of the needs index are in the medium category with the highest index value of 49% where the millennial generation during the pandemic tends to buy land/buildings and smartphones instead of buying motorbikes/cars and laptops.

Table 9. People's Consumption Behavior in Generation X

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	1	5	0	23	77%	Tall
2	0	0	2	3	1	23	77%	Tall
3	0	0	2	3	1	23	77%	Tall
4	0	0	2	3	1	23	77%	Tall
5	0	0	1	4	1	24	80%	Tall

SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	1	2	2	0	17	57%	Currently
7	0	0	2	3	1	23	77%	Tall

Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	1	2	1	2	0	16	53%	Currently
9	1	2	1	2	0	16	53%	Currently
10	1	2	1	2	0	16	53%	Currently
11	1	1	2	2	0	17	57%	Currently

Source: Processed data (2021)

From the table above, it can be concluded that generation X, namely people aged 40-55 years in meeting their primary needs, is in the high category. Generation X prioritizes buying vitamins during the pandemic and then buying food and the daily minimum, masks, hand sanitizers, and antiseptic soap. Generation X in meeting secondary needs prioritizes setting aside their money for education costs, and then on vacation with family. In terms of meeting tertiary needs, generation X prefers to buy land/buildings rather than smartphones, motorbikes/cars, and laptops.

4.2.5 Community Consumption Behavior Based on Education

Below is a table of public consumption behavior for respondents whose education background is high school

Table 10. Consumption Behavior of People With High School Education Background

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	1	8	4	6	72	76%	Tall
2	0	0	3	6	10	83	87%	Tall
3	0	0	4	6	9	81	85%	Tall
4	0	0	4	7	8	80	84%	Tall
5	0	0	4	7	8	80	84%	Tall
SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	4	4	6	2	3	53	56%	Currently
7	0	0	7	7	5	74	78%	Tall
Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	4	7	5	1	2	47	49%	Currently
9	4	7	5	1	2	47	49%	Currently
10	5	4	5	2	3	51	54%	Currently
11	4	5	5	2	3	52	55%	Currently

Source: Processed data (2021)

The table above shows that in terms of consumption behavior, people with a high school background on primary needs show a high category. People with high school backgrounds tend to buy masks during the pandemic. Then in meeting secondary needs, they prefer to set aside their money for education costs, then go on vacation with family. Lastly, for tertiary needs, they prefer to buy land/buildings, and less to buy laptops. The table of public consumption behavior is presented for respondents whose education background is Diploma 3 as below.

Table 11. Consumption Behavior of People With Diploma 3 Educational Background

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	2	12	7	89	85%	Tall
2	0	0	1	8	12	95	90%	Tall
3	0	0	1	12	8	91	87%	Tall
4	0	0	1	12	8	91	87%	Tall
5	0	0	1	12	8	91	87%	Tall

SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	2	8	5	5	1	58	55%	Currently
7	0	0	7	10	4	81	77%	Tall

Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	2	12	3	3	1	52	50%	Currently
9	2	12	4	3	0	50	48%	Currently
10	2	13	2	4	0	50	48%	Currently
11	1	11	5	4	0	54	51%	Currently

Source: Processed data (2021)

Based on the table above, the consumption behavior of people with a Diploma 3 educational background in meeting primary needs is in the high category. Where the majority of respondents prefer to buy new masks then buy hand sanitizers, antiseptic soaps, vitamins, lastly daily food and drinks. In meeting secondary needs, people with a Diploma 3 educational background prefer to set aside their money for new education costs rather than going on vacation with family. Then for tertiary needs, people prefer to buy land/buildings, then return to smartphones, motorbikes/cars, and laptops. Below is also a table of public consumption behavior for respondents whose educational background is Diploma 4/Strata 1.

Table 12. Consumption Behavior of People With Educational Background Diploma 4/Strata 1

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	2	8	32	12	216	80%	Tall
2	0	0	7	30	17	226	84%	Tall
3	0	0	14	28	12	214	79%	Tall
4	0	0	17	27	10	209	77%	Tall
5	0	0	10	31	13	219	81%	Tall

SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	5	8	16	12	3	132	49%	Currently
7	0	2	16	30	6	202	75%	Tall

Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	10	19	14	9	2	136	50%	Currently
9	11	27	8	6	2	123	46%	Currently
10	7	24	14	7	2	135	50%	Currently
11	9	21	15	7	2	134	50%	Currently

Source: Processed data (2021)

From the table above, it can be seen that people who have a Diploma 4/Strata 1 educational background to fulfill their primary needs are in the high category. Where they prefer to buy masks, just buy vitamins, daily food and drinks, hand sanitizers, and anti-septic soap. In meeting their secondary needs, they prefer to set aside their money for education costs rather than having to take a vacation with their family. Then for tertiary needs it is in the medium category with an average of 49%. This proves that people with a Diploma 4/Strata educational background prefer to buy land/buildings, laptops and smartphones during the current pandemic.

Table 13. Community Consumption Behavior With Postgraduate Education Background (Strata 2/Strata3)

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	2	3	1	23	77%	Tall
2	0	0	0	4	2	26	87%	Tall
3	0	0	3	3	0	21	70%	Currently
4	0	0	3	3	0	21	70%	Currently
5	0	0	2	3	1	23	77%	Tall

SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	4	1	0	0	12	40%	Low
7	0	1	2	3	0	20	67%	Currently

Tertiary NEED									
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION	
	1	2	3	4	5				
8	0	3	3	0	0	15	50%	Currently	
9	1	2	3	0	0	14	47%	Currently	
10	1	2	3	0	0	14	47%	Currently	
11	0	2	3	1	0	17	57%	Currently	

Source: Processed data (2021)

Based on the table above, in meeting the primary needs of people whose educational background is postgraduate (strata 2/strata 3), they are included in the high category, with an average need index reaching 76%. It can be seen that people are more likely to buy masks during the pandemic. Then for secondary needs, people prefer to set aside their money for education costs rather than for vacations with family. Finally, in meeting the tertiary needs of people whose education background is post-graduate (strata 2/strata 3), they prefer to buy land/buildings rather than buying motorbikes/cars and laptops.

4.2.6 People's Consumption Behavior Based on Income

Below is a table of people's consumption behavior with an income level of less than Rp. 3,000,000.

Table 14. Consumption Behavior of People With Income Levels Less Than Rp. 3,000,000

PRIMARY NEEDS									
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION	
	1	2	3	4	5				
1	0	0	16	40	22	318	79%	Tall	
2	0	0	9	37	35	350	86%	Tall	
3	0	0	18	38	25	331	82%	Tall	
4	0	0	21	38	22	325	80%	Tall	
5	0	0	14	42	25	335	83%	Tall	

SECONDARY NEED									
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION	
	1	2	3	4	5				
6	10	24	23	17	7	230	57%	Currently	
7	0	2	27	38	14	307	76%	Tall	

Tertiary NEED									
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION	
	1	2	3	4	5				
8	14	32	19	11	5	204	50%	Currently	
9	15	40	14	8	4	189	47%	Currently	
10	12	35	18	11	5	205	51%	Currently	

11	11	33	22	10	5	208	51%	Currently
----	----	----	----	----	---	-----	-----	-----------

Source: Processed data (2021)

based on the table above, the average index of primary needs in people with an income level of less than Rp. 3,000,000 fall into the high category. Where the index of need for each indicator is more than 70%, this also shows that more people choose to buy masks. Then in meeting secondary needs, people tend to set aside money for education costs. Finally, in meeting tertiary needs, people prefer to buy laptops and land/buildings rather than motorbikes/cars. Then below is presented a table of public consumption behavior with an income level of Rp. 3,000,000 – Rp. 5,000,000

Table 15. Community Consumption Behavior With Income Level of Rp. 3,000,000 – Rp. 5,000,000

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	2	7	3	49	82%	Tall
2	0	0	2	5	5	51	85%	Tall
3	0	0	4	5	3	47	78%	Tall
4	0	0	4	5	3	47	78%	Tall
5	0	0	2	6	4	50	83%	Tall
SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	9	2	0	0	25	42%	Currently
7	0	1	3	8	0	43	72%	Tall
Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	1	8	3	0	0	26	43%	Currently
9	2	7	3	0	0	25	42%	Currently
10	2	7	3	0	0	25	42%	Currently
11	2	5	4	1	0	28	47%	Currently

Source: Processed data (2021)

From the table above, it can be concluded that respondents with an income level of Rp. 3,000,000 – Rp. 5,000,000 in meeting their primary needs prefer to buy masks. Then in meeting their secondary needs, they prefer to set aside money for education costs rather than vacationing with their families. Finally, in meeting the tertiary needs, the index is mostly 47% where people tend to buy land/buildings. Below is also presented a table of consumption behavior of people with income levels of more than Rp. 5,000,000

Table 16. Consumption Behavior of People with Income Levels of more than Rp. 5,000,000

PRIMARY NEEDS								
---------------	--	--	--	--	--	--	--	--

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	2	4	1	27	77%	Tall
2	0	0	0	6	1	29	83%	Tall
3	0	0	0	6	1	29	83%	Tall
4	0	0	0	6	1	29	83%	Tall
5	0	0	1	5	1	28	80%	Tall

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	1	3	2	0	20	57%	Currently
7	0	0	2	4	1	27	77%	Tall

Tertiary NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	1	1	3	2	0	20	57%	Currently
9	1	1	3	2	0	20	57%	Currently
10	1	1	3	2	0	20	57%	Currently
11	1	1	2	3	0	21	60%	Currently

Source: Processed data (2021)

The table above explains that the consumption behavior of people with an income level of more than Rp. 5,000,000 in meeting primary needs is in the high category. Where people prefer to buy masks, hand sanitizers and antiseptic soaps during a pandemic. In meeting their secondary needs, they prefer to set aside money for education costs rather than having to set aside money for a vacation with their family. Then in meeting tertiary needs, people prefer to buy land/buildings rather than buying smartphones, motorbikes/cars, and laptops.

4.2.7 People's Consumption Behavior Based on Employment

Below is a table of people's consumption behavior based on occupation, namely as a student.

Table 17. People's Consumption Behavior Based on Work as Students/Students

PRIMARY NEEDS

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	2	13	24	16	219	80%	Tall
2	0	0	5	26	24	239	87%	Tall
3	0	0	13	24	18	225	82%	Tall
4	0	0	16	24	15	219	80%	Tall

5	0	0	12	26	17	225	82%	Tall
---	---	---	----	----	----	-----	-----	------

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	8	15	15	11	6	157	57%	Currently
7	0	1	16	29	9	211	77%	Tall

Tertiary NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	10	21	11	9	4	141	51%	Currently
9	11	23	10	7	4	135	49%	Currently
10	8	20	13	9	5	148	54%	Currently
11	8	22	12	8	5	145	53%	Currently

Source: Processed data (2021)

Based on the table above, people's consumption behavior based on work, namely as students in meeting primary needs is in the high category. Where many people choose to buy masers during the pandemic. In meeting their secondary needs, they prefer to set aside money for education costs rather than having a vacation for their family. And in meeting their tertiary needs, they prefer to buy laptops during the pandemic. Then below is a table of public consumption behavior based on occupation, namely as a private employee.

Table 18. People's Consumption Behavior Based on Occupation as Private Employees

PRIMARY NEEDS

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	1	3	9	5	72	80%	Tall
2	0	0	1	8	9	80	89%	Tall
3	0	0	4	9	5	73	81%	Tall
4	0	0	4	9	5	73	81%	Tall
5	0	0	2	10	6	76	84%	Tall

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	2	8	4	3	1	47	52%	Currently
7	0	1	4	10	3	69	77%	Tall

Tertiary NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	3	8	5	1	1	43	48%	Currently
9	4	9	5	0	0	37	41%	Currently
10	4	8	5	1	0	39	43%	Currently
11	2	7	7	2	0	45	50%	Currently

Source: Processed data (2021)

Based on the table above, people's consumption behavior based on work, namely as private employees in meeting primary needs, prefers masks, with a need index reaching 89% or in the high category. Then they also choose to set aside money for education costs rather than having to take a vacation during this pandemic to meet secondary needs. Finally, in meeting their tertiary needs, they tend to buy land/buildings and smartphones rather than having to buy motorbikes/cars and laptops. Then below is a table of public consumption behavior based on occupation, namely as a civil servant.

Table 19. People's Consumption Behavior Based on Occupation as Civil Servants

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	1	8	2	45	82%	Tall
2	0	0	2	6	3	45	82%	Tall
3	0	0	2	6	3	45	82%	Tall
4	0	0	2	6	3	45	82%	Tall
5	0	0	2	6	3	45	82%	Tall

SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	5	3	2	0	28	51%	Currently
7	0	0	3	7	1	42	76%	Tall

Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	2	5	2	2	0	26	47%	Currently
9	2	5	2	2	0	26	47%	Currently
10	2	5	2	2	0	26	47%	Currently
11	2	4	3	2	0	27	49%	Currently

Source: Processed data (2021)

From the table above, it can be seen that people's consumption behavior based on occupation, namely as civil servants in meeting primary needs is in the high category. Where they tend to buy their daily food and drink needs, buy masks, hand sanitizers, antiseptic

soaps, and vitamins. Then in meeting secondary needs, they are more likely to set aside money for education costs rather than for vacations with family. Finally, in meeting their tertiary needs, they are more likely to buy land/buildings, then buy smartphones, motorbikes/cars, and laptops. Below is also presented a table of people's consumption behavior based on occupation, namely as entrepreneurs/entrepreneurs.

Table 20. People's Consumption Behavior Based on Occupation as Entrepreneurs/Entrepreneurs

PRIMARY NEEDS								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	2	4	1	27	77%	Tall
2	0	0	1	5	1	28	80%	Tall
3	0	0	1	5	1	28	80%	Tall
4	0	0	1	5	1	28	80%	Tall
5	0	0	1	4	2	29	83%	Tall
SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	1	2	3	1	0	18	51%	Currently
7	1	3	2	1	0	17	49%	Currently
Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	1	2	4	0	0	17	49%	Currently
9	1	4	2	0	0	15	43%	Currently
10	1	4	2	0	0	15	43%	Currently
11	2	2	2	1	0	16	46%	Currently

Source: Processed data (2021)

From the table above, it can be concluded that people's consumption behavior based on occupation, namely as entrepreneurs/entrepreneurs in meeting their primary needs prefer to buy masks, hand sanitizers, and antiseptic soaps. Then in terms of meeting secondary needs, they are more likely to vacation with family. Lastly, in meeting their tertiary needs, they are more likely to buy smartphones and land/buildings. Below is also presented a table of people's consumption behavior based on occupation, namely as temporary workers.

Table 21. People's Consumption Behavior Based on Occupation as Honorary Workers

PRIMARY NEEDS								
---------------	--	--	--	--	--	--	--	--

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	1	5	2	33	83%	Tall
2	0	0	2	2	4	34	85%	Tall
3	0	0	2	4	2	32	80%	Tall
4	0	0	2	4	2	32	80%	Tall
5	0	0	0	6	2	34	85%	Tall

SECONDARY NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	0	4	2	2	0	22	55%	Currently
7	0	0	5	2	1	28	70%	Currently

Tertiary NEED

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	0	5	2	1	0	20	50%	Currently
9	0	6	1	1	0	19	48%	Currently
10	0	6	1	1	0	19	48%	Currently
11	0	4	3	1	0	21	53%	Currently

Source: Processed data (2021)

Based on the table above, people's consumption behavior based on occupation, namely as temporary workers in meeting primary needs is in the high category, because the needs index value is more than 70%. This is evidenced by 85% of the people buying masks and vitamins during the pandemic. Then in meeting secondary needs, they prefer to set aside money for education costs rather than vacationing with their families. Finally, the average tertiary needs index is 50% or is in the medium category. Where people buy more land/buildings during the pandemic. Below is also presented a table of people's consumption behavior based on occupation, namely not working.

Table 22. People's Consumption Behavior Based on Work, Namely Not Working

PRIMARY NEEDS

STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
1	0	0	0	1	0	4	80%	Tall
2	0	0	0	1	0	4	80%	Tall
3	0	0	0	1	0	4	80%	Tall
4	0	0	0	1	0	4	80%	Tall
5	0	0	0	1	0	4	80%	Tall

SECONDARY NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
6	0	0	1	0	0	3	60%	Currently
7	0	0	1	0	0	3	60%	Currently

Tertiary NEED								
STATEMENT	ALTERNATIVE ANSWER					TOTAL SCORE	INDEX	DECISION
	1	2	3	4	5			
8	0	0	1	0	0	3	60%	Currently
9	0	1	0	0	0	2	40%	Low
10	0	0	1	0	0	3	60%	Currently
11	0	0	1	0	0	3	60%	Currently

Source: Processed data (2021)

Based on the table above, the number of respondents whose status is not working is 1 person. The results of this study indicate that the average primary needs index reaches 80% or the high category, where he will buy daily food and drinks, then buy masks, hand sanitizers, antiseptic soaps, and vitamins during the current pandemic. Then in meeting tertiary needs, he will set aside money for education costs and vacation with his family. Finally, in meeting tertiary needs, it shows that he will tend to buy smartphones, laptops, and land/buildings rather than motorbikes/cars.

5. CONCLUSION

Based on the description above, it can be concluded that the consumption behavior of the people in West Nusa Tenggara Province, which is seen from primary needs, shows the average need index reaches 82% or is in the high category, where people prefer to buy masks during the pandemic. Then for secondary needs, the average need index reaches 65% or in the medium category, where people prefer to set aside money for education costs rather than vacationing with family. Finally, in meeting the tertiary needs, the community prefers to buy land/buildings. In this case, the tertiary needs are in the medium category with the demand index reaching 50%.

REFERENCES

- Ferdinand, A. Management Research Methods. Semarang; Diponegoro University Publishing Agency; 2012.
- Firmansyah, MA. Consumer Behavior (Attitudes & Marketing). Yogyakarta: Depublish; 2018.
- Herianto, H., Lala, AAT, & Nurpasila, N. Consumption Behavior Before and During the Covid-19 Pandemic in Indonesia: A Comparative Study. Journal of Islamic Economics and Finance Studies. 2021:2(1), 94-109.
- Network, MNKID (2020). Social Services to Minimize Contagious Effects (Corona Virus Spread Cases in Indonesia). J Sos Hum Applied. 2020:2(2), 117-25.
- Suryani, T. Consumer Behavior in the Internet Age. Jakarta: Graha Ilmu; 2013.
- WHO. Advice for the public. <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-publi>; 2020.