ABSTRACT

The COVID-19 pandemic has changed people's lifestyle as a consequence

of having to adapt to the 'new normal' situation. One of the significant changes is

the widespread of online learning as a replacement of the traditional offline

learning. Ruangguru, an online learning platform, has become the choice of many

students in developing learning skills amidst the current COVID-19 post-pandemic

conditions. That being the case, this study aimed to identify the influence of

consumer's behaviour to the consumer's purchase decision of Ruangguru's

products during the post-pandemic period using SOR approach, with Situation and

Object as the Stimuli, Consumer as the Organism and Purchase Decision as the

Response.

This study used quantitative method with descriptive approach, by

distributing questionnaires to 100 respondents of whom are consumers who had

used Ruangguru's products during the post-pandemic period. The analysis method

being used is descriptive and causal analysis using SEM-PLS. Data processing is

done by using SmartPLS 3.0 software. This study finds that from the five hypotheses

studied, it can be inferred from the result that consumer's behaviour has positive

and significant influence on the consumer's purchase decision of the Ruangguru's

products.

Key Words: SOR, Situation, Object, Consumer, Purchase Decision

viii