

ABSTRACT

The COVID-19 pandemic was first detected in China, Wuhan, in December 2019, then named Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-COV2), and caused Coronavirus Disease-2019 (COVID-19). Coronavirus Disease 2019 (COVID-19) is a new type of disease virus that has never been identified before in humans. To prevent COVID-19, among others, by washing hands, using hand sanitizer, keeping distance and always using masks when doing activities. This study aims to find out the influence of information overload on intention to make unusual purchases through perceived severity in the people of Bandung during the COVID-19 pandemic.

This research uses quantitative methods with descriptive research types and causality. Sampling using non probability sampling technique with purposive sampling method to 100 respondents of Bandung city with a population of 2,510,103.00 people. Data analysis techniques use descriptive analysis and path analysis.

The results showed descriptive analysis of information overload and perceived severity variables fall into a very high category and intention to make unusual purchases fall into the high category. In addition, the variable information overload has a significant effect on perceived severity of 46.92%. Information overload has a significant effect on the intention to make unusual purchases by 6.25%. Perceived severity has a significant effect on the intention to make unusual purchases by 19.80%. Information overload affects indirectly the intention to make unusual purchases through perceived severity by 30.48%.

Keywords: *Information Overload, Perceived Severity, Intention to Make Unusual Purchases, Pandemic COVID-19*