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