

# E-COMMERCE HYPERREALITY ON PRIVATE WORKERS' CONSUMER BEHAVIOR: A COMPARISON IN SURABAYA CITY (INDONESIA) AND DUBLIN CITY (IRELAND)



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## Abstract

This study aims to determine the effect of e-commerce hyperreality on the consumer behavior of private employees in Surabaya City and Dublin City. This study uses a quantitative correlational approach. Correlation research is a study that aims to see the form of relationship between two variables. The sample of this study consisted of 50 respondents, consisting of private employees in Surabaya City and five private worker informants in Dublin City, Ireland. The instrument in this study was a questionnaire consisting of 24 questions covering the identity of the respondents, the intensity of accessing e-commerce, interest in the image displayed by e-commerce, the type of goods purchased, and the amount of funds spent to buy goods on e-commerce. Data were analyzed using descriptive statistics to identify the characteristics of respondents, as well as Pearson correlation and Linearity Test to evaluate the relationship and influence of e-commerce hyperreality on consumer behavior. The results showed that private workers in Surabaya City used e-commerce more often than private workers in Dublin City. Private workers in Surabaya City have the reason that e-commerce prices are cheaper than those in offline stores. This study contributes to national and international literature by focusing on the influence of e-commerce on consumer behavior in the context of urban society. Practically, the data findings in this study can be used by the entire community to be wiser in using e-commerce, in the sense of buying goods based on needs, not because discounts and good-looking images tempt them.

**Keywords:** E-Commerce Hyperreality, Consumptive Behavior, Urban Society

## INTRODUCTION

The presence of e-commerce has significantly contributed to changing the consumption patterns and lifestyles of the Indonesian people. E-commerce users are predicted to continue to increase every year. Statista Market Insights data shows that the number of e-commerce users in Indonesia in 2022 reached 178.94 million. Statista also estimates that this increase will continue to grow to 244.67 million users in 2027. This means there has been a significant increase in new users in several years. People are facilitated in buying the goods they want through e-commerce.

Ireland is also a country with large e-commerce users. This is evidenced by Statista (2024) data, which states that as many as 4,803,748 Irish residents have an average annual e-commerce spending of €2,767. Data on similarweb (2025) states that e-commerce is often used in Ireland, such as Amazon.uk.co, Donedeal.ie, Temu.com, Anpost.com, and Ticketmaster.ie. Statista (2024) explains that in early 2024, 70 percent of consumers said that Irish people buy more clothes, such as clothes, bags, and shoes online.

E-commerce is a process of buying, selling or exchanging goods, services and information through the internet network that makes it easy for potential consumers to buy what they want and take advantage of the already available facilities (Farichin and Rusadi 2022). However, in reality, e-commerce is currently triggering the emergence of consumer behavior among people in Indonesia. Consumer behavior is a learning process that involves a person or group when choosing, buying, and using a product, service, idea, or experience to satisfy needs and desires (Solomon et al. 2012). So someone is said to have consumer behavior if they buy goods, services, or food just to satisfy their desires without caring about whether the goods they buy are actually needed. Consumer behavior can also be associated with rational choices in society.

Today's consumer behavior is supported by the ease of technology and various promotional strategies carried out by sellers in e-commerce. Gamification elements on e-commerce platforms, such as cashback and point systems, can increase consumer engagement and accelerate purchasing decisions (Sun, et al, 2022). In addition, recommendations based on algorithms and user reviews can increase the perception of the value of a product. Therefore, it can strengthen an individual's purchasing motivation, even though the item is not included in urgent needs (Huang & Benyoucef, 2020). Not only in Indonesia, a study conducted by Faheem Bukhari et al. explained that in Pakistan, people also look at the appearance of the products they will buy. A significant and positive

correlation exists between consumer purchase intentions for imported Western food and product attributes. These product attributes, such as packaging, taste, and freshness, substantially influence consumer attitudes (Bukhari et al., 2023).

The various images and advantages of e-commerce make people always dependent on buying goods that are not their needs. According to research by Chao and Chien (2021), Dependence on e-commerce is caused by a personalized shopping experience that stimulates consumer emotional satisfaction and increases impulse purchases. The easier an application is to use and the more visually appealing it is, the more likely users are to make impulse purchases (Li, et al, 2023). Advertisements displayed on e-commerce and continuing to appear on social media create a special interest in people to buy an item without considering the priority scale in managing finances. The appearance or branding of a product, its price, value, and access to information influences people's demand for goods in virtual markets or online shops (Niar, 2018). The many products with discounts offered online will affect people's consumption behavior. The satisfaction from shopping on e-commerce can also be displayed in the item or store rating column. This will certainly be a separate assessment for application users. This is supported by research conducted by (Noermartanto, 2022) which shows that design variables, information quality, and product reviews significantly influence purchasing decisions in online shop applications. This encourages many e-commerce businesses to provide attractive offers, including discounts and easy payments, to attract customer interest (Gunawan et al., 2022). Therefore, sellers compete to sell their merchandise on e-commerce and provide attractive promos to reach more buyers..

The dependence of society on e-commerce is caused by the existence of rational choices that are often influenced by marketing techniques that attract consumers to make irrational decisions. Such as scarcity and flash sale strategies that create time pressure in decision-making (Fadel & Konis, 2024). A study conducted by Wang, et al. (2023), also stated that the FOMO (fear of missing out) effect created includes marketing strategies based on exclusivity and flash sales can significantly increase the consumer behavior of e-commerce users. The most dominant variable in influencing consumer behavior is the lifestyle variable. This is due to the lifestyle of today's society, which is changing rapidly in a relatively short time. Consumptive behavior influenced by lifestyle tends to cost much money because it not only meets needs but is more directed at fulfilling demands (Zahra & Anoraga, 2021).

This study uses the basic thinking of Jean Baudrillard regarding the Theory of Simulacra and Coleman regarding the Theory of Rational Choice. The process of the term hyperreality begins with simulacra. Simulacra was born from the technology, information and globalization system that continues to experience sustainability. Simulacra is born in a world order already filled with models with total operational functions. Simulacra is founded based on imitation, image, and duplication of something already existing (Baudrillard, 1994; Choi & Kim, 2020). Meanwhile, Coleman's Theory of Rational Choice emphasizes that individuals, in carrying out an action, will utilize their resources to achieve the desired goals (Coleman, 2008). The hypotheses in this study are 1. (H0) There is no influence of public trust in e-commerce on the consumer behavior of private workers in Surabaya, 2. (H1) There is an influence of the level of public trust in e-commerce on the consumer behavior of private workers in Surabaya.

From the study of social reality and supported by studies conducted by previous research discussing e-commerce and consumer behavior, there is still a research gap in understanding hyperreality's influence on private workers' consumer behaviour. Most previous researchers have studied more promotion factors, discounts, and ease of transactions. Few studies have examined the comparison of e-commerce use that influences the perceptions and consumption decisions of private workers in Surabaya City and Dublin City. Therefore, this study aims to analyze the comparison of the influence of e-commerce use on consumer behavior, through a different perspective from previous studies, which focused on how the influence of e-commerce hyperreality shapes consumption patterns among private workers in Surabaya City and Dublin City. This is supported by e-commerce users, who continue to increase every year. In addition, Surabaya City is one of the cities with the largest immigrant population in Indonesia, which can affect the consumption patterns of its people. Meanwhile, Dublin City is Ireland's capital, which has a high population density and purchasing power, making researchers want to compare consumer behavior in Surabaya City and Dublin City.

## RESEARCH METHODS

This study is a quantitative correlational study. Correlational research is a study that determines the relationship and level of relationship between two or more variables (Fraenkel et al., 2012). This study uses a correlational method because it connects two variables: the level of public trust in e-commerce and the level of consumer behavior. The

level of public trust is variable X (Free Variable) and consumer behavior is variable Y (Dependent Variable). This study was conducted in the cities of Surabaya and Dublin, Ireland. The population of this study included all private employees working in Surabaya and informants who were private workers in the city of Dublin. The sampling technique in this study used probability sampling with an area sampling technique. Probability sampling is a sample drawing that gives equal opportunities to respondents, and area sampling is a sample drawing based on region. The sample criterion in this study was 50 respondents who worked as private employees. Each was divided into 10 respondents from North Surabaya, East Surabaya, South Surabaya, West Surabaya, and Central Surabaya. The data collection technique used was a questionnaire. While in Dublin City, five informants were the subjects of the study. The five informants were taken based on several criteria, namely: 1) private workers in Dublin City and 2) e-commerce users. The instruments in this study were tested using validity and reliability tests. The validity test in this study used Bivariate Pearson (Product Moment Pearson). At the same time, the reliability test used Cronbach's Alpha. Based on the results of the validity test of Variable X and Variable Y, all question items in the questionnaire in this study were declared valid because the significant value was less than 0.05. The reliability test results of variable X showed that Alpha on each attribute of the analysis factor was smaller than N of items, which was 0.897, so all items of the analysis factor could be declared reliable. While the reliability test on variable Y showed that Alpha on each attribute of the analysis factor was smaller than N of, which was 0.909 so all items of the analysis factor could be declared reliable.

## **RESULTS AND DISCUSSION**

### **Results**

#### **1. General Description of Respondents**

From the data obtained in the field, it is known that the study's respondents in Surabaya amounted to 50 people, with the proportion of samples between male and female genders being the same, namely 25 men and 25 women. As many as 84% of the education level of the respondents studied was D3/D3/S1. As many as 40% of respondents stated they had less than 1 million per month, and 12% had expenses above 3 million rupiah. Meanwhile, informants in the city of Dublin,

Ireland, amounted to 5 private workers who worked in several companies in the city of Dublin and were e-commerce users.

## 2. Frequency of Answer Scores for E-Commerce Hyperreality Variables

**Table 1.1 Frequency of Trust in E-Commerce Hyperreality Variables in Surabaya**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	15	30.0	30.0	30.0
	MEDIUM	27	54.0	54.0	84.0
	HIGH	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Table 1.1 shows, related to the descriptive test, that 54% or 27 respondents have a moderate level of trust in e-commerce, 30% or 15 respondents have a low level of trust in e-commerce, and the remaining 16% or eight people have a high level of trust in e-commerce. It can be interpreted that the level of trust private workers in Surabaya have towards the hyperreality displayed by e-commerce is classified as moderate.

The frequency data of the trust variable in the hyperreality of e-commerce is supported by a frequency table that shows the reasons for using e-commerce. The following is a frequency table of the reasons for using e-commerce:

**Table 1.2 Frequency of Reasons for Accessing E-Commerce in Surabaya**

Reason Options for Accessing E-Commerce	Often	Occasionally	Never	Total
Lazy to leave the house	38	9	3	50
Tempted by discounts	23	17	10	50
Tempted by live stores	18	15	17	50
Prices are cheaper than in offline stores	43	7	0	50
There are beautiful dates (such as 12.12)	31	14	5	50

Table 1.2 above shows the frequency table of reasons respondents often access e-commerce. Because prices on e-commerce are lower than those in offline stores, 43 respondents often chose this reason. In addition, the option of the reason being lazy to leave the house makes 38 respondents choose to shop using e-commerce. Then, the option of the reason for the existence of beautiful date promos such as 12.12 is also a reason for 31 respondents to access e-commerce

often. It can be interpreted that private workers in Surabaya buy goods on e-commerce because the prices are affordable and practical, and there are many discounts.

### 3. Frequency of Answer Scores for Consumptive Behavior Variables

**Table 1.3 Frequency of Consumptive Behavior Variables**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	LOW	4	8.0	8.0	8.0
	MEDIUM	5	10.0	10.0	18.0
	HIGH	41	82.0	82.0	100.0
	Total	50	100.0	100.0	

Table 1.3 shows that respondents with a high level of consumer behavior are 82% or 41 people. As many as 10% or five people have moderate consumer behavior, and as many as 8% or four people have low levels of consumer behavior. It can be interpreted that the consumer behavior of private workers in Surabaya is relatively high.

The frequency data of the variable level of consumer behaviour is supported by several frequency tables, such as types of goods purchased and reasons for buying goods outside of needs. The following is a frequency table of the two indicators:

**Table 1.4 Frequency of Types of Goods Purchased in Surabaya**

<b>Types of Goods Purchased</b>	<b>Often</b>	<b>Occasionally</b>	<b>Never</b>	<b>Total</b>
Electronics	13	34	3	50
Branded clothing (clothes, shoes, bags, watches)	37	12	1	50
Jewelry/gold	6	20	24	50
Hobby support tools	27	18	5	50
Self-care tools (Makeup/skincare)	32	14	4	50

Table 1.4 shows the types of goods that respondents often buy. Buying clothes such as clothes, shoes, bags, and watches is the most frequently purchased with 37 respondents. Then buying personal care products such as make-up and skincare is also quite a lot because 32 respondents often buy these items. This

shows that many private workers in Surabaya still prioritize items outside their needs or investment items.

**Table 1.5 Frequency of Reasons for Purchasing Tertiary Goods or Goods Beyond Needs**

<b>Reasons for Buying Goods</b>	<b>Often</b>	<b>Occasionally</b>	<b>Never</b>	<b>Total</b>
Increase prestige	6	15	29	50
Improve appearance	24	18	8	50
Fill collection	17	10	23	50
Goods are on sale	36	13	1	50
As a form of self-reward	28	19	3	50

Table 1.5 shows the reasons respondents buy goods that are not necessities. As many as 36 respondents most often buy because the goods are discounted. In addition, the reason as a form of self-reward is often done by respondents, with 28 respondents choosing this reason. This shows that private workers in Surabaya more often prioritize discounts and entertainment alone or self-reward over their needs.

#### 4. Statistical Test

This study uses various statistical tests to test the research hypothesis, such as the Linearity Test, Pearson Product Moment Correlation Test, and Correlation Coefficient Test (R). The linearity test is a statistical test conducted to see whether or not the research hypothesis is accepted. It is conducted through the test of linearity in the SPSS 21 application.

##### Linearity Test

**Tabel 1.6 Linearity Test**

<b>Tabel 1.6 Linearity Test</b>			Sum of Squares	df	Mean Square	F	Sig.
CONSUMER BEHAVIOR * E-	Between Groups	(Combined) Linearity	3423,980	29	118,068	1,706	,109
			2294,140	1	2294,140	33,140	,000



COMMERCE HYPERREALITY	Deviation from Linearity	1129,840	28	40,351	,583	,907
	Within Groups	1384,500	20	69,225		
	Total	4808,480	49			

Table 1.6 shows that there is a linear relationship between the dependent variable, the level of public trust in e-commerce, symbolized by "X," and the independent variable, consumer behavior, symbolized by "Y." The Deviation from linearity value produces 0.907, which means that the research hypothesis is accepted because the significance value of the deviant from linearity is more than 0.05.

### Pearson Correlation Test

**Table 1.7 Pearsons Product Moment Correlation Test**

<b>Table 1.7 Pearsons Product Moment Correlation Test</b>		E-Commerce Hyperreality	Consumptive Behavior
E-COMMERCE HYPERREALITY	Pearson Correlation	1	.691**
	Sig. (2-tailed)		,000
	N	50	50
CONSUMER BEHAVIOR	Pearson Correlation	.691**	1
	Sig. (2-tailed)	,000	
	N	50	50

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Table 1.7 is a table of Pearson Product Moment statistical tests used to determine the direction of the relationship between x and y. The calculation results produce a positive correlation value of 0.691, which indicates a positive relationship between public trust in e-commerce and the consumer behavior of private workers in Surabaya. The direction of the positive relationship itself means that the higher the level of hyperreality a person has, the higher the consumer behavior of private employees in Surabaya will be.

### Correlation Coefficient Test R

**1.8 Correlation Coefficient Test (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 <sup>a</sup>	,477	,466	7,238

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a. Predictors: (Constant), HIPPERREALITAS E-COMMERCE

b. Dependent Variable: PERILAKU KONSUMTIF

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Table 1.8 is a correlation coefficient test table used to determine the strength of the relationship between variables X and Y. Then the R square test was carried out, which produced a value of 0.477 or 44.7%, which means that "the level of public trust in e-commerce" affects variable Y "consumer behavior" by 44.7%. While the rest ( $100\% - 44.7\% = 55.3\%$ ) is influenced by other variables outside this regression equation or variables that are not studied.

## 5. E-Commerce used in Ireland

Based on data from the five informants, the e-commerce frequently used in Ireland are Amazon and Temu.com. Both e-commerce have their advantages and disadvantages. According to informant MA, Temu.com is cheaper than other e-commerce. Therefore, informant MA uses Temu.com more often for online shopping. This is also supported by informant FR, who prefers to use Temu.com for online shopping because it is cheaper than other e-commerce.

*"When shopping online in Ireland, I use Temu.com more often because it is cheaper than other e-commerce. Moreover, Amazon is expensive because it follows the UK market." (Informan MA)*

Although Temu.com has the advantage of cheaper prices, it also has disadvantages, namely that the goods sent are of poor quality. Informant FR conveyed this, explaining that the goods on Temu.com are indeed cheap, but the quality of the goods sold is not good because most of them are from China.

*"The downside of Temu.com is that the quality of the goods is often bad because they usually send Chinese goods." (Informan FR)*

Meanwhile, informants L, A, and HY use Amazon e-commerce more often. The three informants argued that Amazon is more trustworthy and the goods sold are better. Although it has disadvantages, namely high prices and long delivery.

*"I prefer to use Amazon because it is trusted and the goods are good because it follows the UK market." (Informan A)*

*"I use Amazon more often because the goods are good from the UK, the only downside is that it is more expensive because it follows the pound sterling exchange rate, while in Ireland they use the euro." (Informan L)*

*“If I shop online, I trust Amazon more, even though the application is new, but the goods are UK quality. The downside is that the delivery is long.”*  
(Informan HY)

From several informants' statements, the e-commerce often used in Dublin City are Amazon and Temu.com. Both e-commerce have their advantages and disadvantages. Amazon has the advantage that the goods sold are of good quality and are taken from the United Kingdom market. However, the goods sold on Amazon are relatively expensive because of the difference in currency between the United Kingdom and Ireland. The United Kingdom uses the Pound sterling, while Ireland uses the Euro, which has a higher exchange rate. Amazon also has the disadvantage that the delivery of goods is relatively long compared to other e-commerce. Meanwhile, the Temu.com e-commerce has the advantage of cheaper prices, but the disadvantage is that the quality of the goods sold is not good.

## 6. Use of E-Commerce in Ireland

Based on data obtained in the field, Informants in Dublin City stated that they use e-commerce for various reasons. The following are statements from informants in Dublin City.

*“I definitely buy things from e-commerce once a week, such as digital games, badminton equipment, clothes, and daily necessities. It is more practical to buy things from e-commerce. I do not have to go out, especially since my job is so busy that I do not have time to shop at conventional stores”* (Informan L)

*“Sometimes I buy things from conventional stores when I'm free, but more often I shop from e-commerce because it's more practical.... For items that are often bought from e-commerce, they are usually daily necessities; for luxury items like bags and shoes, I prefer to buy them at conventional stores because I can check the items directly”* (Informan HY)

*“... about once a month I buy things from e-commerce.... Usually I buy sandals, shoe cleaners, and gloves... If it's urgent stuff that I need right away, I prefer to buy it at offline stores, because e-commerce takes a long time to ship”* (Informan MA)

*“Usually, I do not buy things from Amazon very often, I usually buy things from daily necessities; if I buy branded items from e-commerce here, it is not worth it because it is expensive because I get them from the UK market, if you*

*want something cheap, there are other e-commerces, but there are many that don't have the quality. good... that's why if you buy branded goods like shoes and bags, it's better to buy them directly at the mall" (Informan A)*

*"Here, it's better just to buy the necessary items on e-commerce, like gloves, masks, and casual clothes. I'm afraid it won't be a dud for branded goods. Indeed, buying online is more practical, but when it comes to buying important or branded goods, it's better to buy directly in the store" (Informan FR)*

The statements from the five informants explained that private employees in Dublin City do not use e-commerce very often to buy the goods they want. Private employees in Dublin City usually access e-commerce to buy daily necessities because it is more practical and does not require leaving the house. Although using e-commerce is more practical, private employees in Dublin City prefer buying luxury goods such as bags, shoes, and branded clothes at conventional stores because they can directly ensure the quality of the goods they buy. Likewise, private employees in Dublin City prefer to buy goods urgently needed at conventional stores because the delivery of goods via e-commerce is relatively long.

## Discussion

### 1. Basic Concepts of Rational Choice Theory (Coleman)

According to Coleman, individuals act rationally based on calculations of profit and loss, incentives, and personal goals in a particular social structure. He divides the analysis into three levels, namely:

- 1) Individual Action (Micro-level). At this level, individuals are rational agents who have goals.
- 2) Social Structure (Meso-level). At this level, norms, institutions, or rules shape individual behavior.
- 3) Collective Consequences (Macro-level). At this level, the accumulation of individual actions that form broader social patterns.

### 2. Analysis Using Coleman's Boat (Macro → Micro → Macro)

Coleman uses the Macro → Micro → Macro approach to see how individual decisions impact social structures:

- a. Macro Level (E-Commerce Market Structure and Consumer Culture in Surabaya). At this level, the dominance of e-commerce platforms creates

hyperreality, such as product images that are more attractive than reality, fake reviews, and FOMO. In addition, consumer culture will continue to increase due to online shopping.

- b. Micro Level (Individual Rational Decisions - Private Workers). At this level, private workers in Surabaya and Dublin consider the benefits of discounts, promos, and ease of transactions before buying. For them, the actions taken may be rational, even though the hyperreality structure of e-commerce is conditioning them.
- c. Macro Level (Collective Impact on Surabaya Society). This level is an accumulation of individual decisions forming a more impulsive mass consumption pattern. A new social norm has also been formed at this level: high consumption is part of a modern lifestyle.

### **3. Basic Concept of Hyperreality (Jean Baudrillard)**

Baudrillard said that in postmodern society, hyperreality mixes people's lives up. Some interactions cross each other, overlap, and create a chaotic consumer society situation (Baudrillard, 1994). This is because the hyperreality produced by technology has defeated real reality, and technology is now a new reference model for society. The results of this study support Baudrillard's statement that the hyperreality of technology can create a consumer society. This is evidenced by the correlation calculation results on the variable of the level of public trust in e-commerce (X) and the variable of consumer behavior (Y). The correlation calculation results show a correlation value that is in the same direction and has a positive value of 0.691. The correlation value shows a strong relationship between variables X and Y.

### **4. Connecting Coleman's Theory with E-Commerce Hyperreality and Consumer Behavior**

#### **a. Phenomenon of Hyperreality in E-Commerce**

Hyperreality (Jean Baudrillard) E-commerce creates a false reality where products are displayed more attractively than reality through manipulated photos, fake reviews, and significant discounts. Marketplaces such as Tokopedia, Shopee, and Lazada create the illusion of greater needs than real needs, and the Flash Sales, Free Shipping, and Cashback systems manipulate consumer perceptions of price and urgency of purchase. There is a striking difference between private workers in Surabaya City and Dublin City. Private workers in Surabaya City are easily

tempted by the hyperreality displayed by e-commerce. Meanwhile, private workers in Dublin City are not easily tempted by the hyperreality displayed by e-commerce in buying goods on e-commerce but buy on e-commerce because they need the goods. Goods purchased on e-commerce are also not luxury goods. In buying luxury goods, private workers in Dublin City prefer to buy at conventional stores because they can see the quality of the goods directly.

#### **b. Private Workers as Rational Agents in E-Commerce**

According to Coleman, private workers in Surabaya City and Dublin City as rational individuals will:

- 1) Calculate the benefits and losses before buying,** such as comparing prices between e-commerce platforms, comparing the quality of goods to be purchased, calculating discount or cashback benefits, and using specific payment methods to get bigger incentives (eg PayLater). Private workers in Dublin City always consider the quality of the goods rather than being tempted by discounts given by e-commerce, but this differs from private workers in Surabaya City, who are easily tempted by e-commerce discounts.
- 2) Influenced by the social structure of e-commerce.** Private workers in Surabaya City tend to be more easily influenced by personalized advertising and social media algorithms (Instagram Ads, TikTok Shop) than private workers in Dublin City. In addition, social norms about consumption (trendy, FOMO—Fear of Missing Out) make it easier for private workers in Surabaya City to buy goods on e-commerce just to follow the trend. The ease of digital transactions without physical money also increases impulsiveness which makes private workers in Surabaya and Dublin decide to shop at e-commerce.
- 3) Produces a collective consumer pattern.** If the majority of private workers adopt impulsive shopping habits, then there is a normalization of consumer behavior. The structure of the e-commerce market is getting stronger and regulates people's shopping habits. Impulsive shopping habits result in many private workers in Surabaya still prioritizing items outside of their needs such as branded bags, watches, and clothing collections rather than buying items they need. This habit creates dependence on e-commerce such as being more confident in shopping at e-commerce because it is practical not to have to leave the house and the prices of goods on e-commerce are cheaper than in

markets or offline stores.

Baudrillard (1994) also said that the advertising media in various online store applications can make people forget real reality. Trust in online stores ultimately influences the increase in consumerism in society without regard to which goods or services should be purchased. Alternatively, it is said that hyperreality in e-commerce can also change society in determining a rational choice for their survival. Coleman's rational choice theory emphasizes that individuals, in taking action, will utilize the resources they have to achieve the desired goals. In Coleman's rational choice theory, two important things are actors and resources. Resources are owned by actors, either in the form of goods or as support in achieving a goal. Others cannot measure a person's rational actions; only the person himself can (Coleman, James. S, 2008). In this context, the reality shown by private workers in Surabaya is the action to shop for the goods they want more often through e-commerce for various reasons such as more practical and cheaper prices. The quality of the goods sold on e-commerce cannot be seen or touched directly because they are only displayed through photos. Seeing this, people should not readily believe in low prices on e-commerce. It is possible that the quality of the original goods does not match what is shown in the advertising photo. This is different from private workers in Dublin City, who are not tempted by discounts and product displays on e-commerce. Private workers in Dublin City use e-commerce to buy daily necessities only; for luxury goods such as bags, shoes, and branded clothes, they prefer to buy at malls or conventional stores because they know the quality of the goods directly. Private employees in Dublin City do not simply believe the advertisements and discounts displayed on e-commerce because they have had bad experiences buying goods on e-commerce. However, the goods that arrive are very different from the products displayed in e-commerce. This is what causes them to lose confidence in buying luxury goods on e-commerce.

## **CONCLUSION**

The study's results stated that hypothesis 0 was rejected because the results were found with a correlation value in the same direction and positive at 0.691. This means there is a strong relationship between the public trust level (X) and the consumer behavior (Y) variable. Trust in lower prices and the many discounts on e-commerce make private workers in Surabaya City dependent on continuing to access and buy goods on e-commerce rather than in markets or offline stores. This makes private workers in

Surabaya prioritize buying goods outside their needs, such as branded bags, watches, and clothing collections, rather than buying goods they need because discounts tempt them.

In addition, based on the results of the Linearity Test, the Deviation from the Linearity Sig value is 0.907. So, it can be concluded that there is a significant linear relationship between the variable Level of Public Trust in E-Commerce (X) and the variable Consumptive Behavior (Y). This is because 0.907 is greater than 0.05. So the higher the public trust in e-commerce, the higher the consumer behavior. The high trust private workers in Surabaya have in buying goods through e-commerce also increases consumer behavior. The trust in routine discounts given by e-commerce makes private workers in Surabaya often shop for goods that are not needed for reasons of discounts rather than buying urgent necessities. Shopping for goods on e-commerce is also not rational because they buy goods without looking at the quality of the goods and only looking at the discount. This condition is different from private workers in Dublin City, who are not so affected by the hyperreality displayed by e-commerce. In buying goods on e-commerce, private workers in Dublin City consider their needs more. Private workers in Dublin City prefer to buy goods in conventional stores because they can see directly the quality of the goods. E-commerce in Ireland is also unlike e-commerce in Indonesia, which often provides significant discounts. This results in the hyperreality displayed by e-commerce in Indonesia and Ireland being different. Therefore, e-commerce users in Ireland are also relatively low compared to those in Indonesia.

Looking at the data on the influence of e-commerce usage on consumer behavior, this study still has shortcomings, namely access to information in other cities in Ireland besides Dublin City. Further research on consumer behavior and e-commerce hyperreality is expected to dig deeper into the relationship between the level of education and the amount of salary of private workers or the broader community with the consumer behavior carried out. Comparative studies with other countries and cities can also provide insight into how e-commerce hyperreality affects private workers in different places. In addition, it is expected to be input for the public to be wiser in buying goods or services based on needs, not because discounts and good image displays tempt them. In addition, it is hoped that the public will be wiser in using online shopping sites or e-commerce. Exploration of the role of government in overcoming rapid technological advances is also a concern, especially in identifying the community's consumer behaviour in the country's current economic conditions, which are not doing well.



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