The Rush Before The Storm: Assessing The Role Of Fear Of Covid-19 Toward Panic Buying Behaviors In The Covid-19 Pandemic In Indonesia

*Ilmi Durotun Nasiha¹, Lusy Asa Akhrani¹

¹Department of Psychology, Faculty of Social Science and Political Science, University of Brawijaya, Malang, Indonesia

*Presenting author (ilmi.nasiha@gmail.com)

ABSTRACT

Background: COVID-19 is an infectious disease caused by a type of coronavirus discovered in 2019. This phenomenon has a major impact on lives globally. Public anxiety and fear of the virus create a new lifestyle that must be controlled by individuals. One of the behavioral impacts that occur during a pandemic is panic buying.

Method: This study uses quantitative methods with simple regression data analysis techniques. The study used a purposive sampling technique. Subject criteria and this study is Indonesian citizens (WNI) who were affected by the COVID-19 pandemic both (economically, educationally, socially, healthily, and others). The scale used to measure fear of COVID-19 is the Fear of COVID-19 Scale with a reliability of 0.82. Panic Buying Scale with the reliability of 0.945.

Result: This study aims to examine the role of fear of COVID-19 in panic buying behavior during the COVID-19 Pandemic in Indonesia. This study involved 990 respondents who are people in Indonesia. The results showed that there was a role from Fear of COVID-19 to Panic Buying behavior during the COVID-19 pandemic in Indonesia.

Conclusion: Based on the results of research conducted by researchers on 990 respondents who are Indonesian citizens (WNI), at least 18 years old and affected by the COVID-19 pandemic, it can be concluded that there is a role for fear of COVID-19 to behavior panic buying in the community during the COVID-19 pandemic in Indonesia. The study had a positive and significant role in panic buying behavior.

Keywords: COVID-19, fear of COVID-19, panic buying.