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**Rationality and Irrationality in the Consumption Behavior of the Vespa Lovers Community in Madiun City**

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**Abstract**

Rationality in behavior Consumption occurs when a person is able to consider all aspects or choices that give the highest utility in carrying out consumption activities. The purpose of this study was to determine the rationality and irrationality in consumption behavior carried out by members of the Vespa lovers community and the factors that influence it. This study uses a qualitative approach to the type of phenomenological research. Sources of data used in this study are primary data, obtained from the field. Data collection techniques through observation, interviews and documentation with informants. The informants who were sampled in this study were community members, with the selection of informants using purposive sampling and snowball sampling, namely 8 members of the Scooter Madiun Club community. For the validity of the data in this study using source triangulation, with the aim of believing that the data obtained are valid data. The results of the research are consumption behavior carried out by members of the Vespa community; there are six out of eight informants who are classified as rational. Rationality in consumption behavior carried out by community members is like buying the needs of their Vespa vehicles according to what is needed. Meanwhile, there are two informants who act irrationally in carrying out consumption activities. Irrationality in consumption behavior carried out by community members, namely some members make purchases according to their wishes, buy an item that is less useful for their vehicle needs, and do not consider the quality and price of an item before consumption. Rational and irrational actions are influenced by several factors, namely in terms of age, they can distinguish between income and needs, work, and also personality who has hobbies or can be called a factor in oneself.

**Keywords:** rationality, irrationality, consumption behavior, vespa community

**1. Introduction**

Consumption activities carried out by every human being are the goal of fulfilling needs. Fulfillment of needs is a human achievement in life, although the types are different, the basic needs of every human being have the same characteristics or characteristics. According to an American psychiatrist known as Abraham Maslow, the fulfillment of human needs can be grouped into 5 types which are arranged according to the priority of their strengths(Asaf, 2020). Maslow also explained that the needs that are on the first priority need to be met before moving on to the next needs. A person will not be able to meet the second need if the first need has not been met or the third until the second can be met, and so on. Abraham Maslow revealed that the hierarchy of needs theory is a theory about human needs that have levels (Muhibin & Marfuatun,

2020). According to Maslow, humans will be driven to fulfill the most needed needs according to time, circumstances, and their own experience in following a hierarchy. Then Maslow also classified human needs into five basic needs which are described in the form of a pyramid of levels starting from physiological needs, security, belonging and love, self-esteem and self-actualization needs.

Every human being in achieving the fulfillment of needs is carried out with various efforts, this is done both individually and in groups. A person is fulfilling his needs by doing consumption. Consumption is a form of consumer activity carried out to spend or use the value of goods or services (Furqon, 2018; Herianto et al., 2021). The factors that influence self-consumption are internal and external factors. Where internal factors come from yourself or personal consumers such as motivation, lifestyle, income level and others. While external factors come from outside the consumer's personal life such as the influence of family, friends, spouse, environment and the price of goods or the price of services. One's consumption activities are closely related to consumer behavior, where consumers are the main actors of consumption actions. Consumer behavior is an action taken by a consumer in making a decision when carrying out consumption activities. The factors that influence consumer behavior are almost the same, namely motivation, personality, spending, attitudes, and consumer perceptions (Lisma & Haryono, 2016). There are two types of motivation in consumption activities, namely rational purchase motivation and irrational purchase motivation. While the consumption strategy carried out is divided into two types, namely making consumption plans such as a priority scale or list of needs to be purchased, and some do not make consumption plans (Kusuma & Hardinto, 2019).

People who do consumption are usually called consumers, the behavior they do is like buying goods and services. The theory of consumer behavior is a description of how consumers allocate their income among the various goods and services available to maximize their welfare (Pyndick & Daniel, 2014:72). Consumer behavior is an action that is directly involved in obtaining, consuming, and disposing of products and services, including the decision process that precedes this action (Sumarwan, 2011:4). Study Suprihati & Utami (2015) states that the factors that influence consumer behavior include age group, education level, type of work, income level and prestige factor. Everyone has different consumption behavior based on the level ranging from age, occupation and income. Consumer behavior is usually defined as the pattern or way a person allocates his income for consumption activities. The income of a consumer can be allocated to determine decisions in meeting needs, wants and saving. Pindyck (2018:90) states that when a person has income, but does not have the skills to manage his income, problems will arise in his finances. This financial problem will result in a person's consumption behavior that tends to be irrational. Putri *et al.* (2016) stated that rationality has a direct effect on financial literacy, meaning that the higher financial literacy, the higher the influence on rationality and the higher rationality will reduce consumptive behavior.

The potential that exists in humans is the ability to think, humans have the ability to think rationally while also being able to think irrationally (Sasmita, 2015). A person's decision to consume goods and services can determine his decision which is motivated by rationality and irrationality in economic behavior. Based on the results of Kusuma & Hardinto (2019) research

that there are two types of consumption motivation, namely rational purchase motivation and irrational purchase motivation. Meanwhile, the consumption strategy is divided into two types, namely making consumption plans such as a priority scale or list of needs to be purchased, and some do not make consumption plans. Sasmita added that irrational thoughts are a fact of human life that is formed through illogical experiences and learning processes, which are obtained from parents, family, society and culture. Anggraini & Legowo (2018) study suggests that there are two types of rationality, namely instrument rationality and value rationality. The rationality of the instrument is shown through the existence of several reasons to consume and to work. Meanwhile, value rationality is shown through consumption actions because of prestige and fear of being inferior to those around them. Consumption caused by prestige can lead to irrational actions in one's consumption behavior (Suprihati & Utami, 2015). Factors that influence consumer behavior include age group, education level, type of work, income level and prestige factor. Therefore, these factors can influence a person before making a decision in consumption behavior. According to Situmorang & Lestari (2019) all irrational and rational considerations have a significant effect on one's decisions, but have not made rational considerations a factor that weakens irrational considerations.

Technological advances that have developed rapidly, make it easier for someone to carry out consumption activities as well as make purchases of goods such as buying clothes, accessories, household equipment to classic motorbikes that can be accessed online. Talking about classic motorbikes, there is a community of motorbike lovers from classic to modern in Indonesia, especially in Madiun City. Judging from the community of classic vehicle lovers in Madiun City, there is a community of Vespa lovers whose members come from various circles from their teens to their 60s. Based on the results of Rifardi (2017) research that the reasons someone joins a community include a hobby of driving and a love of motorbikes, an opportunity to add insight and experience, and add friends. During the initial observations, the researchers found the phenomenon that there were several Vespa vehicles that used excessive accessories and were also not in accordance with the use of the driver when driving. Another phenomenon is that there are community members who are still studying as students or students. Where a student or students do not have their own income or are still asking for money from their parents to meet the needs of their vehicle, for example to take a tour. There are also community members who have worked in their productive age, some are civil servants to entrepreneurs. Each individual has different needs, so their consumption is different.

There are several previous studies that are very relevant as consideration to support this research related to rationality and decision-making factors. Based on research by Anggraini & Legowo (2018)), there are two types of rationality, namely instrument rationality and value rationality. The rationality of the instrument is shown through the existence of several reasons to buy a cellphone, namely for consumption and for work. While the rationality of value is shown through the act of buying a cellphone because of prestige and fear of being inferior to the surroundings. While decision making in consumption can be influenced by several factors such as buying motivation, emotional, prestige, income and so on. Krisnanto (2017) study states that brand image can increase equity so that loyalty will also increase, this can increase purchasing decisions for Vespa and its accessories. Accordingly, purchasing decisions can also be influenced by brand

image, equity and loyalty. In addition, the quality of the vespa is related to the price which can influence a person's decision. According to Dibb *et al.*(2021)stated that emotions can help individuals to navigate complex decision-making processes, but can also act as a barrier to sound financial decisions. This will take effect when emotions exacerbate the need for instant gratification, causing individuals to abandon their financial commitments, with possible long-term losses.

Several studies above show the rationality of consumption behavior and decision-making factors in general in society. When referring to some of the studies above, the research gap of this research can be seen from 2 aspects, namely, from the uniqueness of the research subject, namely the Vespa community and the relationship between research subjects with the rationality of consumption behavior and decision-making factors. Based on this, the urgency of research on the rationality and irrationality of consumption behavior in the Vespa community is basically to change the preferences and mindset of the community regarding the behavior of the motorcycle community which tends to be negative. In general, society's picture of the motorcycle community is that they indoctrinate motorcycle members to be brutal, just wasting money, spending time and energy with things that are not useful. Based on the background that has been described, the focus of this research is to analyze the rationality and irrationality of the Vespa lovers community in Madiun City in carrying out consumption activities related to the needs of Vespa vehicles based on self-control abilities, the ability to access information, and the ability to think logically as well as factors that influence consumption behavior. Limitations in this study are the determination of informants to dig up information and willing to take the time to be interviewed. The limitation in this study is the focus on the rationality and irrationality of consumption behavior in the Vespa lovers community in Madiun City. The scope of this study only includes members of the Vespa lovers community who live in Madiun City so that it does not necessarily describe the same results between the research location and other locations with the same problem

## **2. Method**

### *2.1. Data Types and Sources*

This research uses a qualitative approach with a phenomenological type of research. This is because the data generated and the discussion are in the form of verbal sentences arranged in the analysis of data taken from informants. The informants in this study were members of the Vespa lovers community in Madiun City. Sources of data used in this study is primary data, obtained from the field in the form of interviews and observations. Data collection in this study is in locations that are frequently visited by community members, in order to obtain the phenomenon to be reviewed. Data collection techniques through observation, interviews and documentation with informants. Researchers interviewed informants, namely members of the Vespa lovers community and made observations about their consumption behavior directly. Data were obtained directly from informants taken from members of the Scooter Madiun Club in Madiun City.

## *2.2. Population and Sample*

The research location is in an area that is often visited by the Vespa lovers community in Madiun City and its surroundings. The informants who were sampled in this study were members of the Scooter Madiun Club with approximately 117 members. The age of the community members is from their teens to their 60s. Grouped from the age of 17-23 years approximately 19 people, the age group from 24-48 which has the most members is about 57 people. While the age of more than 49 years tends to be a lot and it can be said that there are 41 senior members. Criteria for informants in this study that are used as a reference are members of the Madiun Scooter Club in Madiun City. The selection of informants in this study used purposive sampling and snowball sampling, namely 8 members of the Madiun Scooter Club who became research informants. With these 8 informants, researchers have obtained information in accordance with the research objectives.

## *2.3. Data Analysis Method*

Data collection through observation, interviews and documentation with members of the Vespa lovers community has been completed. The next stage of data will be analyzed using the stages of data reduction, data presentation and drawing conclusions or data verification. For the validity of the data in this study using source triangulation. Triangulation technique is a technique of seeking information from different sources in order to avoid data bias. Researchers checked the data by triangulating sources through several different sources such as conducting interviews with close friends or family of the informant. Triangulation in this study was carried out with the aim of believing that the data obtained were valid data.

## **3. Results & Discussion**

### *3.1. Characteristics of the Informant Community of Vespa Lovers in Madiun City*

The informants in this study were members of the Madiun Scooter Club community in Madiun City. Researchers make observations to help and determine the informants who will be used as research. A total of 8 community members were selected based on considerations in accordance with the research criteria. Based on research by Riyansyah *et al.* (2020) that the average age of motor community members is adulthood, so they can control their actions or behavior. The criteria for determining informants are members of the Scooter Madiun Club community starting from those who are still studying (high school / vocational and college), entrepreneurs, and also permanent workers or civil servants. In accordance with Yuliagustin *et al.* (2020) stated that community is a social group in a society consisting of several individuals who interact with each other in a certain environment and generally have the same interests, for example, similar interests, similar professions, similarity in religion, similarity in residence, and others. For the criteria of researchers in determining informants who are around 19-45 years old. According to Nurbanaat & Desiningrum (2018), it is stated that someone who is a member of a motorcycle community cannot be separated from their role as individuals in early adulthood. Early adulthood is usually carried out by individuals who are in the final stages of university education, thinking about work, and thinking about home life. The key informants will be selected according to the criteria determined by the researcher. The key informants determined in this research are informants who know more about the Scooter Madiun Club (SMC) community and who can know about consumption activities regarding Vespa needs. In addition, key informants also meet

the main criteria of the research subject, namely members of the Scooter Madiun Club (SMC) community in Madiun City.

### *3.2. Rationality and Irrationality of the Community of Vespa Lovers in Madiun City*

Rationality in consumption behavior carried out by community members is like buying a Vespa vehicle according to what is needed. For example, such as side oil, fuel, servicing and also buying vehicle accessories to support their needs. On the other hand, community members have searched for information and considered the quality, benefits and priorities before making a purchase of an item. This is in accordance with Firmansyah *et al.*(2012)statement that the more open a person's mind is to reality, the more rational the individual is. Therefore, it is rational if it is designed to achieve certain goals optimally. While it is said that someone acts irrationally then experiences an influence in thinking and emotions on him and maintains illogical behavior. Irrationality in consumption behavior carried out by community members, namely some members make purchases according to their wishes, buy an item that is less useful for their vehicle needs, and do not consider the quality and price of an item before consumption. This action is in accordance with Hamdan (2018)study that consumers choose goods that are not based on need, but rather on prestige or prestige. Radjab (2014)states that the action is said to be completely irrational due to the lack of logical considerations, ideology or other rationality criteria. So most items are consumed only because of a momentary desire and have their own satisfaction value for members of the vespa lover community.

### *3.3. Factors Affecting Consumption Behavior*

Based on the results of the study, researchers saw that the factors that influenced the consumption behavior of members of the Vespa lovers community were factors from themselves. Other influencing factors such as age, occupation, and personality who have a hobby of vespa. Community members aged 23-49 years where the informant already has income, although the income is different, the informant is able to prioritize the needs that are prioritized to be fulfilled first. In accordance with Setiadi (2010:10-14) statement a person's lifestyle is a lifestyle that is expressed by a person's activities, interests and income. It can be said that the informant's lifestyle can be influenced by the activities, interests and income they have. The more influential factor is the person who has a hobby of vespa. This factor cannot be denied, the hobby that has been embedded in this information will be difficult to understand by ordinary people or people who do not have a fondness for antique motorcycles. Ordinary people will say that the actions taken by members of the vespa lover community are irrational because they have different preferences from the informants. However, people who understand that the activities carried out by the informants are in accordance with the portion of the needs required for their Vespa vehicles will argue that the activities carried out are rational. This is in accordance with the statement of Martono (2018:5)which defines that only people who think logically can give the right reasons.

## **4. Conclusion**

Based on the results of the discussion, rationality and irrationality in the consumption behavior of the Vespa lovers community in Madiun City tend to be rational in consuming. This is evidenced by the fact that there are six out of eight informants who are considered rational in

carrying out consumption activities. Rationality in consumption behavior carried out by community members is like buying the needs of their Vespa vehicles according to what is needed. For example, such as side oil, fuel, servicing and also buying vehicle accessories to support their needs. On the other hand, community members have searched for information and considered the quality, benefits and priorities before making a purchase of an item. There are two informants who act irrationally in carrying out consumption activities. Irrationality in consumption behavior carried out by community members, namely some members make purchases according to their wishes, buy an item that is less useful for their vehicle needs, and do not consider the quality and price of an item before consumption. Irrational consumption is carried out according to community members because they have their own satisfaction in consuming their vehicle needs. Informants are satisfied with what they are doing even if it is irrational. However, overall consumption behavior carried out by members of the Vespa lovers community in Madiun City can be said to be rational. Rational and irrational actions are influenced by several factors, namely in terms of age, they can distinguish between income and needs, work, and also personality who has hobbies or can be called a factor in oneself. The results of this study can be used as knowledge as well as experience for community members so that in carrying out their consumption behavior they can consider rational and irrational. Therefore, community members are expected to further improve their abilities and apply logical thinking skills before acting in consumption activities. It aims to make community members more rational in their consumption behavior both in daily life and in meeting their vehicle-related needs.

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