

ABSTRAK

Nama : Evy Muliani
Program Studi : Manajemen
Judul : PENGARUH *UNCERTAINTY* DAN *PERCEIVED SCARCITY* TERHADAP *PANIC BUYING* KEBUTUHAN POKOK DENGAN *ANXIETY* SEBAGAI VARIABEL MEDIASI PADA MASYARAKAT TERDAMPAK BANJIR DI KOTA LHOKEUMAWA

Penelitian ini bertujuan untuk menganalisis pengaruh *uncertainty* dan *perceived scarcity* terhadap *panic buying* kebutuhan pokok dengan *anxiety* sebagai variabel mediasi pada masyarakat terdampak banjir di Kota Lhokseumawe. Latar belakang penelitian ini didasari oleh fenomena bencana banjir bandang yang melanda Kota Lhokseumawe pada akhir November hingga Desember 2025, yang menyebabkan terputusnya rantai distribusi bahan pokok serta memicu ketidakpastian informasi, persepsi kelangkaan barang, dan kecemasan psikologis yang berujung pada perilaku pembelian panik (*panic buying*) di kalangan warga terdampak. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan teknik analisis data menggunakan Structural Equation Model berbasis Partial Least Square (SEM-PLS) melalui perangkat lunak SmartPLS. Data diperoleh melalui penyebaran kuesioner secara langsung kepada 120 responden yang merupakan masyarakat terdampak banjir dan bertindak sebagai pengambil keputusan pemenuhan kebutuhan pangan rumah tangga di Kota Lhokseumawe. Hasil penelitian menunjukkan bahwa *uncertainty* dan *perceived scarcity* berpengaruh positif dan signifikan terhadap *anxiety*. Selain itu, *uncertainty*, *perceived scarcity*, dan *anxiety* secara langsung berpengaruh positif dan signifikan terhadap *panic buying*. *Anxiety* juga terbukti mampu memediasi pengaruh *uncertainty* dan *perceived scarcity* terhadap *panic buying* kebutuhan pokok. Temuan ini mengindikasikan bahwa ketidakpastian situasi dan persepsi kelangkaan barang merupakan pemicu utama kecemasan masyarakat, yang pada akhirnya mendorong perilaku pembelian panik, baik secara langsung maupun melalui mekanisme psikologis berupa *anxiety*.

Kata kunci: *Uncertainty, Perceived Scarcity, Anxiety, Panic Buying*.

ABSTRACT

Name : Evy Muliani

Study Program : Management

Title : *THE EFFECT OF UNCERTAINTY AND PERCEIVED SCARCITY ON PANIC BUYING OF BASIC NECESSITIES WITH ANXIETY AS A MEDIATING VARIABLE IN FLOOD-AFFECTED COMMUNITIES IN LHOKSEUMAWE CITY*

This study aims to analyze the impact of uncertainty and perceived scarcity on the panic buying of basic necessities, with anxiety serving as a mediating variable, among flood-affected communities in Lhokseumawe City. The background of this research is rooted in the flash flood disaster that struck Lhokseumawe from late November to December 2025, which severely disrupted the supply chain of basic goods. This disruption triggered information uncertainty, perceptions of product scarcity, and psychological anxiety, ultimately culminating in panic buying behavior among the affected residents. The research employs a quantitative approach, utilizing Structural Equation Modeling based on Partial Least Square (SEM-PLS) via SmartPLS software for data analysis. Primary data were collected through direct questionnaire distribution to 120 respondents who were flood victims and acted as the primary decision-makers for household food fulfillment in Lhokseumawe City. The findings reveal that uncertainty and perceived scarcity exert a positive and significant influence on anxiety. Furthermore, uncertainty, perceived scarcity, and anxiety directly and significantly impact panic buying. Anxiety is also proven to mediate the relationship between uncertainty and perceived scarcity on the panic buying of basic necessities. These findings indicate that situational uncertainty and the perception of goods scarcity act as primary catalysts for public anxiety, which subsequently drives panic buying behavior, both directly and through the psychological mechanism of anxiety.

Keywords: Uncertainty, Perceived Scarcity, Anxiety, Panic Buying.