



## PRESS RELEASE

### Kepercayaan Konsumen Indonesia Menurun di Maret 2026, Dipengaruhi Kekhawatiran terhadap Kondisi Ekonomi ke Depan

Jakarta, 10 April, 2026 – Ipsos merilis hasil terbaru dari *Global Consumer Confidence Index (GCCCI)* yang menunjukkan adanya penurunan tingkat kepercayaan konsumen di Indonesia pada Maret 2026. Indeks nasional Indonesia tercatat turun menjadi **59,2**, dari **62,4 pada Februari** dan **62,6 pada Januari 2026**.

Penurunan ini mencerminkan meningkatnya sikap kehati-hatian di kalangan konsumen Indonesia di tengah dinamika global dan ketidakpastian ekonomi yang masih berlangsung. Secara global, kepercayaan konsumen juga mengalami penurunan untuk pertama kalinya dalam hampir satu tahun terakhir, dengan indeks global berada di angka **49,4**.

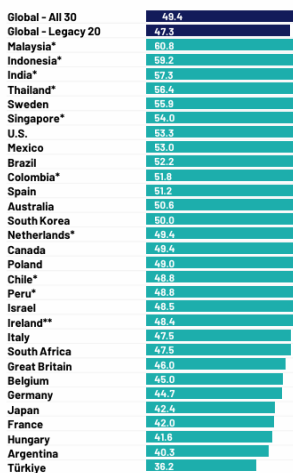
#### Indonesia Masih Dalam Posisi Waspada

Meskipun mengalami penurunan, Indonesia tetap berada di atas ambang batas optimisme (50 poin), yang menunjukkan bahwa secara umum konsumen masih memiliki pandangan yang relatif positif, meskipun semakin berhati-hati terhadap kondisi ekonomi ke depan.

Dari 30 negara yang disurvei, **Malaysia (60,8)** menjadi satu-satunya negara dengan skor di atas 60. Sementara itu, Indonesia (59,2) termasuk dalam 12 negara yang tetap berada di atas ambang 50 poin, bersama negara seperti India dan Thailand.

### Overall Consumer Confidence Index

March 2026



1-month change (vs. February 2026)				1-year change (vs. March 2025)			
Significant losses (-2.0 or less)		Significant gains (+2.0 or more)		Significant losses (-2.0 or less)		Significant gains (+2.0 or more)	
Argentina	-4.4	South Korea	+4.1	Argentina	-7.8	South Korea	+10.6
Netherlands	-4.2	Belgium	+2.4	Netherlands	-5.4	Chile	+8.1
Indonesia	-3.2			Mexico	-5.1	Japan	+6.7
Great Britain	-2.9			Singapore	-3.1	Hungary	+5.8
Israel	-2.9			India	-2.9	Colombia	+5.1
Colombia	-2.9			Belgium	-2.5	Peru	+4.7
Germany	-2.3					Thailand	+4.1
Singapore	-2.3					Canada	+3.9
						Spain	+3.3
						Brazil	+3.2
						Israel	+3.2
						Malaysia	+2.4
						Italy	+2.3

New: Index based on single-month only data  
 \*Global Legacy 20\*: average all 20 long-tracked countries (i.e., excluding the 10 added or modified starting in February 2023)  
 \*\*Country added or modified in February 2023  
 \*\*\*Country added in May 2025



“Indeks Kepercayaan Konsumen Indonesia berada pada titik yang krusial. Penurunan indeks yang terlihat di keempat komponen—Current Situation, Expectations, Investment, dan Jobs—mencerminkan meningkatnya kehati-hatian di kalangan konsumen Indonesia. Namun demikian, posisi yang tetap berada di atas ambang optimisme 50 menunjukkan adanya ketahanan serta kepercayaan yang berkelanjutan terhadap fundamental ekonomi nasional,” ujar **Hansal Savla, Managing Director Ipsos Indonesia**.

## PRESS RELEASE

### Penurunan Terjadi di Seluruh Komponen

Indeks GCCI terdiri dari empat komponen utama, dan pada Maret 2026, Indonesia mencatatkan penurunan di seluruh komponen tersebut:

- **Current Situation (-2,5)**  
Persepsi terhadap kondisi keuangan pribadi saat ini dan ekonomi lokal
- **Expectations (-5,1)**  
Ekspektasi terhadap kondisi keuangan, ekonomi, dan lapangan kerja di masa depan
- **Investment (-2,9)**  
Kepercayaan dalam melakukan pembelian dan investasi
- **Jobs (-2,3)**  
Persepsi terhadap keamanan kerja dan peluang pekerjaan

1-month change															
Current			Expectations			Investment			Jobs						
Current personal financial situation, local economy, employment			Expected future personal financial situation, local economy, employment			Purchasing and investment confidence, personal financial situation and outlook			Job security confidence, job loss experience, employment outlook						
Significant losses (-2.0 or less)		Significant gains (+2.0 or more)	Significant losses (-2.0 or less)		Significant gains (+2.0 or more)	Significant losses (-2.0 or less)		Significant gains (+2.0 or more)	Significant losses (-2.0 or less)		Significant gains (+2.0 or more)				
Argentina	-6.1	South Korea	+5.4	Indonesia	-5.1	India	+5.8	Netherlands	-5.5	South Korea	+4.8	Argentina	-4.1	India	+5.0
Netherlands	-5.3	Belgium	+3.1	Netherlands	-4.4	South Korea	+4.2	Argentina	-4.9	Belgium	+3.1	Germany	-3.9	U.S.	+4.2
Colombia	-5.1	Canada	+2.4	Argentina	-3.0	Hungary	+2.8	Colombia	-4.1	Canada	+2.9	Chile	-3.6	Japan	+3.0
Great Britain	-3.9	Spain	+2.1	Israel	-2.4	South Africa	+2.3	Great Britain	-4.0			Singapore	-3.2	Türkiye	+2.4
South Africa	-3.0			Australia	-2.2			Israel	-3.3			Colombia	-3.1	Belgium	+2.1
Israel	-2.7			Singapore	-2.1			Indonesia	-2.9			Australia	-3.0	South Korea	+2.1
Indonesia	-2.5							South Africa	-2.8			Great Britain	-2.8		
Singapore	-2.5							U.S.	-2.7			Indonesia	-2.3		
U.S.	-2.2							Singapore	-2.6			Israel	-2.2		
Chile	-2.1							Germany	-2.0						
Germany	-2.1							India	-2.0						

Penurunan paling signifikan terjadi pada komponen **Expectations**, yang mengindikasikan meningkatnya kekhawatiran konsumen terhadap kondisi ekonomi di masa depan.

Namun demikian, penurunan kepercayaan konsumen tidak hanya terjadi di Indonesia. Tren ini juga terlihat di kawasan Asia-Pasifik, di mana beberapa negara, termasuk Singapura, mengalami penurunan serupa. Kondisi ini sebagian dipengaruhi oleh dinamika geopolitik global yang terus membentuk persepsi masyarakat terhadap kondisi ekonomi.



## PRESS RELEASE

### About the Study

These findings are based on data from a monthly 30-country survey conducted by Ipsos on its Global Advisor online survey platform and, in India, on its IndiaBus platform. They are first reported each month by LSEG as the Primary Consumer Sentiment Index (PCSI).

The results are based on interviews with over 21,700 adults aged 18+ in India, 18-74 in Canada, Ireland, Israel, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The monthly sample consists of 1,000+ individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals of whom 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Israel, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their populations. India's sample represents a large subset of its urban population – social economic classes A/B/C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of the sample in each country best reflects the demographic profile of the adult population according to the most recent census data.

The global indices and averages reported here reflect the average result for all the countries and markets in which the survey was conducted. They have not been adjusted to the population size of each country or market and are not intended to suggest "total" results.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. The precision of Ipsos online surveys is calculated using a Bayesian credibility interval with a survey of N=1,000 being accurate to +/- 3.5 percentage points and a survey of N=500 being accurate to +/- 5.0 percentage points. For more information on credibility intervals, visit [this page](#).

For the Global Index, significant changes are +/- 0.5 point. For individual countries, significant changes are +/- 2.0 points.

The LSEG/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of their local economy, personal financial situation, savings, and confidence to make major investments. The PCSI metrics reported each month for each of the countries surveyed consist of a "Primary Index" based on all 10 questions below and of several "sub-indices" each based on a subset of these 10 questions.

The publication of these findings abides by local rules and regulations.



## PRESS RELEASE

### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

35 rue du Val de Marne  
75 628 Paris, Cedex 13 France  
Tel. +33 1 41 98 90 00