

# THE ANALYSIS OF CONSUMPTIVE BEHAVIOR IN STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS MAKASSAR STATE UNIVERSITY

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## THE ANALYSIS OF CONSUMPTIVE BEHAVIOR IN STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS MAKASSAR STATE UNIVERSITY

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### Abstract

This study aims to determine the effect of lifestyle and self-concept on consumptive behavior in students of the Faculty of Economics, Makassar State University. The population in this study were 2757 students of the Faculty of Economics, Makassar State University and a sample of 96 students was drawn. This study uses a type of quantitative research with a regression approach. Data collection techniques were carried out by observation, interviews, documentation and distributing questionnaires (questionnaires). The analysis technique used is multiple linear regression. The results showed that partially, the lifestyle variable (X1) had a positive effect on consumptive behavior (Y) with a value of T count (5.732) > T table (1.985) and the self-concept variable (X2) had a positive effect on consumptive behavior (Y) with a value of T count (3.175) > T table (1.985), while simultaneously the lifestyle variable (X1) and self-concept (X2) had a positive effect on consumptive behavior (Y) with a value of F count (51.087) > F table (3.10).

Keywords: *Consumptive Behavior, Lifestyle, and Self-Concept*

### 1. INTRODUCTION

The influence of globalization that has led to the emergence of consumptive behavior in Indonesia among adolescents and young people is very evident in big cities such as Jakarta, Surabaya, Bandung, Jogjakarta, and Makassar. In Indonesia, there are many public and private universities that are no longer a secret that the existence of these educational institutions is not merely a place to gain knowledge, but also a place for popularity and shaping self-image in order to maintain existence in order to gain meaningful social recognition among students. This has then created a change in lifestyle, starting from the way of dressing, food consumed, branded goods, and others. Consumerism has become a lifestyle trend for teenagers, based on an online survey 82.5% of respondents said that teenagers always follow trends without knowing any motives, while young women are very easily or more easily exposed to excessive consumptive nature.

Based on the observations obtained in the field, one form of consumptive behavior that is often carried out by students is the habit of eating and hanging out in fast food restaurants, as expressed by a student named NS he said state that "I often snack a lot on food such as burgers and the like, as well as drinks too, if it's a burger I usually buy a burger at Burger King or KFC, usually when I'm bored or often hang out with friends too because the place is comfortable and the food is good in the throat "continued recognition from NS said "actually eating at home is more economical but because there are often promos it is tempting to eat there."

Other observations made found that discounts and trend items also affect the consumptive behavior of students. As stated by a student named YH she states that "sometimes I am consumptive, for example buying skincare even though the stock is still there just because there is a discount. Sometimes if there are trending items, I also buy them, it feels good because I have items that are in demand now, usually the money I spend to buy products like that is around Rp.200,000."

The desire to always look attractive, follow trends, have sophisticated electronic goods, as well as habits such as hanging out in slang places, watching movies in theaters, karaoke, shopping for expensive products and other pleasures is a reality that occurs among students today [1].

This high consumptive behavior has then transformed into a shopaholic trend (excessive shopping that does not match the needs) in students. The large number of students in big cities in Indonesia makes students a promising market share for business people. The lifestyle can be seen from the way they hang out. Consumptive behavior is a behavior that is no longer based on rational considerations, but because of a desire that has reached an irrational level [2]. Consumptive behavior is attached to a person when that person buys something beyond needs but already to the desire factor.

Those who adopt this trend will usually always look good, wearing branded fashion (ranging from clothes, bags, shoes, etc.), wearing a model that is happening (usually loved by female students), following the times very quickly (usually like to change the brand of gadget used, the brand of glasses, etc.), and the average way appearance tends to show an upper-middle standard of living. In making a buying decision is not easy, many factors can influence it. Both from internal factors / from within consumers or external influences, namely stimuli carried out by companies and companies must be able to identify consumer behavior, in order to win the competition. Purchasing decisions can be influenced by the environment, especially consumer behavior.

It is undeniable that changes in the social environment often require an increase in lifestyle. Lifestyle is a characteristic of the modern world. Therefore, anyone who lives in modern society will always experience changes in behavior patterns. One of them is the consumptive behavior that occurs in Indonesia is a lifestyle change that has hit teenagers and young people, the majority of whom are students. This consumptive pattern is then considered very worrying when it has left and even eliminated productive lifestyles.

Apart from lifestyle factors, another thing that also determines student consumption patterns is self-concept. Individuals who have a negative self-concept will tend to want to be

different and be said to be better than others will change their appearance by buying trendy and luxurious items to support their appearance, the goal is to be seen favorably by others and as a means of covering up their shortcomings [3].

Self-concept is a view of oneself that includes dimensions of knowledge about oneself, expectations about oneself, and judgments about oneself. Unlike personality, self-concept is not an innate factor, but self-concept develops in a person through experience, learning, and interaction with others. Self-concept is all the feelings, beliefs and values that individuals know about themselves and the influence in relationships with others. Self-concept is a comprehensive evaluation of both perceptions or views of oneself. Self-concept is self-identity as a basic scheme consisting of an organized collection of beliefs and attitudes towards oneself.

Buying something to fulfill a need is actually not a problem and has even become commonplace or commonplace in everyday life, as long as the purchase is really shown to meet the basic needs of life and is really needed or primary needs. For example, buying a cellphone for a communication tool. But what will be a problem when in an effort to meet these needs a person or especially a student develops behavior that leads to consumptive patterns such as having a communication device that exceeds the need or always changing the cellphone on the grounds of following trends. People's desire in the modern era of life to consume something seems to have lost touch with real needs [4]. Buying nowadays is often done excessively as a person's attempt to obtain a certain pleasure or happiness, although the actual happiness obtained is only pseudo.

Students who behave consumptively experience changes in consumption patterns, where there is a biased boundary between basic needs and tertiary needs. The changing consumption patterns of students result in students not being careful in managing finances, which is not based on a priority scale, but is influenced by friends and their environment. As a result, this creates a dilemma between fulfilling basic needs, which in reality are more important, and fulfilling lifestyle needs to meet the symbols accepted by their environment.

Students who are actually academics who should prioritize their academic needs to support the lecture process, but because of the times, they have become complacent about the consumptive lifestyle. The lack of awareness to determine the priority scale in buying a product ultimately has an impact on the purchase or consumption of products that are not too important for a student.

Lifestyle is broadly identified by how people spend their time (activities) what they consider important in their environment (interests), and what they think about themselves and the world around them. important in their environment (interests), and what they think about themselves and the world around them [6]. Lifestyle shows how a person lives life, spends money, and utilizes his time. Lifestyle in the economic view shows how an individual allocates his income and what his consumption patterns are [7].

Lifestyle is a pattern of actions that distinguishes one person from another. Lifestyle is part of the daily social life of the modern world. One of the lifestyles seen today is the hedonic

lifestyle. According to Chaney, a hedonic lifestyle is a pattern of life whose activities are to seek pleasure, such as spending more time outside the home, playing more, enjoying the city crowd, enjoying buying expensive items that he likes, always wanting to be the center of attention.

Lifestyle is a habit of how a person spends time, utilizes time and how to use his money in fulfilling his pleasure. The hedonic lifestyle is one of the terrible lifestyles and makes people only think about the things they like so that they become selfish in managing their lives. Lifestyle is influenced by what is around him, such as the proliferation of shopping centers, people around him, activities he likes and so on.

Self-concept is a view of oneself that includes dimensions of knowledge about oneself, expectations about oneself, and judgments about oneself. Unlike personality, self-concept is not an innate factor, but self-concept develops in a person through experience, learning, and interaction with others. Self-concept is all the feelings, beliefs and values that individuals know about themselves and the influence in relationships with others. Self-concept is a comprehensive evaluation of both perceptions or views of oneself. Self-concept is self-identity, a basic scheme consisting of an organized collection of beliefs and attitudes towards oneself [8].

Self-concept is a picture that a person has of himself formed through experiences gained from interactions with the environment [9]. According to him, self-concept is not an innate factor but develops through experience. Fitts [9] suggests that self-concept is an important aspect in a person because self-concept is a frame of reference in interacting with the environment. He added that self-concept can affect a person's behavior, because the appearance of behavior is related to ideas about himself. Self-concept is an image, assessment, perception, and expectations of a person about his or her quality both in physical, psychological and social terms [10]. Self-concept is formed through experiences gained from interactions with the environment. Relationships with other people and other people's reactions to themselves will affect a person's self-concept.

## 2. RESEARCH METHOD

This research is quantitative research, namely research that uses data in the form of numbers that are analyzed using statistical analysis. This study aims to determine whether or not there is an influence of lifestyle on consumptive behavior in students of the Faculty of Economics, Makassar State University. Measurement of variables in this study, using a questionnaire prepared based on a Likert scale. So, the data collected using a list of questions and each question (indicator) submitted as a measuring tool is quantitative.

The data analysis technique used is quantitative method. The method obtained from the list of questions that have been processed with numbers and discussion through statistical calculations. To facilitate the calculation of hypothesis testing, the authors use a questionnaire that is guided by a Likert scale using five categories.

The population in this study were active students of all majors at the Faculty of Economics, Makassar State University starting from the 2016-2019 batch. Based on data from the Bureau of Academic and Student Affairs of FEB UNM in 2022, the number of active students of the

Faculty of Economics, Makassar State University starting from class 2018-2022, so the population in this study was 2757 students.

The sample in this study were some active students of all major at the Faculty of Economics, Makassar State University starting from the 2018-2022 batch. The sample is part of the number and characteristics possessed by the population. Determination of the sample size in this study using Cluster Sampling. This technique is used when the population does not consist of individuals, but consists of groups of individuals or clusters. The area sampling technique is used to determine the sample when the object to be studied or the data source is very broad. The number of samples in this study were 100 people.

The validity test is used to measure whether an instrument is valid or not for the variable under study. An instrument is said to be valid if it is able to measure and obtain data from the variables under study precisely. The validity test in this study is to correlate between the instrument item scores in a factor, and correlate the factor scores with the total score. The analysis in the validity test in this study used the Part Whole Correlation formula because in the Product Moment correlation formula from Karl Pearson there is still a gross influence from the items so it is necessary to make a re-correction to eliminate this influence. Reliable is an index that shows the extent to which a measurement tool can be trusted. If the measuring device is used twice or more to measure the same symptoms and the results are relatively consistent, then the measuring device is reliable.

The classical assumption test used in this research consists of normality, heteroscedasticity, autocorrelation and multicollinearity test. The normality test is used to determine whether the data obtained is normally distributed or not. The normality test aims to test whether the dependent variable and the independent variable have a normal distribution. In this study, researchers used the one sample Kolmogorov-Smirnov test, with a significance level of 5% or the data is said to be normally distributed if the significance value is > 5%.

Multicollinearity test is used to determine whether there is a very strong or perfect relationship between independent variables (X). To find out whether multicollinearity occurs or not, the VIF (Variance Inflation Factor) test is used. With the criteria if the VIF value is < 4 then there is no multicollinearity, while if the VIF value > 4 then there is multicollinearity. Requirements in research that uses regression techniques, the data must not be multicollinearity.

The autocorrelation test aims to test whether or not there is a correlation in the regression model between the use of period t and the usage error in period t-1 (previous), in period t-1 (previous). With the condition that if the regression is free from autocorrelation, the regression model is good. In this study using the Durbin Watson (D-W) test. The heteroscedasticity test is used to determine the difference in error variance for each X variable. Good regression analysis requires that no heteroscedasticity or homoscedasticity occurs. In this study, researchers used the Glesjer test with the help of the SPSS program. The Glesjer test is a way of regressing the square value of the error on all independent variables, if the test results of the F significance

value  $\leq 0.05$  then it shows heteroscedasticity, while if the significance value of  $F \geq 0.05$  then there is no heteroscedasticity.

To test the hypothesis, partial and simultaneous tests and the coefficient of determination (R<sup>2</sup>) test are used.

### 3. RESULTS AND DISCUSSION

#### 3.1 Life style toward consumptive behavior

Lifestyle is a person's behavior in expressing activities, interests and opinions in the sense that it can be seen from the activities he likes to do, what he thinks about himself and his surroundings and cares about it. Consumptive behavior occurs when the lifestyle adopted by a person becomes no longer limited and irrational.

In the lifestyle variable, the interest indicator is the indicator with the most points where in one of the questions "I take the time to do things that I enjoy" there are 40 respondents who agree and 32 respondents who strongly agree, and only 1 respondent who strongly agrees. respondents who strongly agree, and only 1 respondent who strongly disagrees. It can be concluded that respondents' lifestyles are influenced by the things they enjoy, including buying products that they enjoy.

Apart from interests, activities also determine a person's lifestyle a lot, someone who spends a lot of time in shopping places, for example, malls, cafes, or entertainment venues tends to do more shopping activities so that the intensity of shopping is also high. The lifestyle referred to here is how a person shows his life to others, how a person uses his money and how a person manages his time to get what he wants. Wahidah [11] explains that currently students will be more concerned with external appearance, self-esteem, and how to keep up with developments in the surrounding environment so that they are equal to others. The existence of technological advances with all the conveniences that develop on social media makes it easier for someone, especially students, to get information about what is trending.

According to the <sup>24</sup> results of this study, it is in line with the theory put forward by Hawkins [12] explaining that a person's lifestyle affects his needs and desires and behavior, including buying behavior. In addition, Hawkins [12] also said that lifestyle is often used as a guide in buying something. The conclusion is that lifestyle determines the individual in having a certain shopping attitude according to the lifestyle adopted. The existence of prestige and self-confidence of generation Y who is experiencing development of both cognition, affection and conation so that they tend to be curious about the new things they observe, making them consumptive behavior. Previous research conducted by Hariyono [13] and Pawanti [9], <sup>15</sup> proves that lifestyle affects consumptive behavior. This shows that the lifestyle of students at the Faculty of Economics and Business, Makassar State University determines their consumptive behavior, where a high lifestyle will lead to high consumption patterns and cause consumptive behavior.

### 3.2. Self-concept towards consumptive behavior

A person's self-concept can be seen through a person's assessment of himself. A person's assessment of himself includes an assessment of everything he has, namely: an individual's assessment of his physical condition, thoughts, feelings and attitudes possessed by the individual; an individual's assessment of the social role he plays; and an assessment of the principles that give meaning and direction to one's life.

In the self-concept variable, the moral indicator is the indicator with the most points where in one of the questions "I want to benefit others" there are 20 respondents who agree and 63 respondents who strongly agree, and no respondents who answered strongly disagree. It can be concluded that one of the respondents' self-concepts is determined by the moral aspect, meaning that respondents want to have a self-concept that can benefit others. Apart from the moral aspect, the physical aspect also determines a person's self-concept, who wants to have a physical self-concept seen well by others will tend to buy products to make their physical appearance look better.

Self-concept is very important to control one's behavior. According to Heni [14], the characteristics of a positive self-concept are being confident in one's own ability to overcome problems, feeling equal to others, receiving praise without shame, being aware that everyone has a diversity of feelings, desires and behaviors that are not approved by society and being able to develop themselves because they are able to reveal bad aspects of their personality and try to change them. Students who have a positive self-concept can understand and accept a number of various facts about themselves, both deficiencies and advantages. A positive view of oneself, will help students avoid negative things including consumptive behavior and not be easily influenced by the social environment, and can further improve the self-concept towards a more positive direction.

This shows that the self-concept of students at the Faculty of Economics, Makassar State University determines their consumptive behavior, where a student who wants to have a good self-concept tends to consume a lot of products to improve his self-concept and this causes consumptive behavior.

## 4. CONCLUSION

Based on the results of research and discussion of the Effect of Lifestyle and Self-Concept on Consumptive Behavior in Students of the Faculty of Economics, Makassar State University, it is concluded as follows:

1. Partially, lifestyle affects consumptive behavior in students of the Faculty of Economics, Makassar State University with a value of T count (5.732) > T table

(1.985). The lifestyle variable is the variable that has the greatest contribution with an influence of 35.7%.

2. Partially, self-concept affects consumptive behavior in students of the Faculty of Economics, Makassar State University with a T value of (3.085) > T table (1.985). The self-concept variable has an influence contribution of 16.6%.
3. Simultaneously, lifestyle and self-concept affect consumptive behavior in students of the Faculty of Economics, Makassar State University with a value of Fcount (51.087) > F table (3.10) and a contribution of 52.4% influence.

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