



Lifestyle Analysis, Pocket Money and Financial Literacy on Consumptive Behavior

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ABSTRACT

This study aims to determine how the influence of lifestyle, pocket money and financial literacy on consumptive behavior partially and simultaneously in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. This research is a quantitative research with data collection using a questionnaire. The population in this study were students of the Department of Management, Faculty of Economics and Business, University of Muhammadiyah North Sumatra in 2018. The sample in this study amounted to 100 respondents. The sampling technique used is simple random sampling method. Primary data processing using Statistical Package for Social Science (SPSS) analysis technique with multiple regression analysis method. The results of this study conclude that individually (partial) lifestyle on consumptive behavior has a positive and significant effect, pocket money and financial literacy have no significant effect on consumptive behavior while simultaneously lifestyle, pocket money and financial literacy have a positive and significant effect on consumptive behavior.

Keywords: lifestyle, pocket money, financial literacy, consumptive behavior

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INTRODUCTION

The development of the current era of globalization is very influential on increasing the cost of living, where the price of staple commodity commodities is unstable and is driven by an ever-increasing inflation rate. This aims to avoid consumptive behavior. Increasing consumption patterns for a product tends to make a consumptive behavior .

Consumptive behavior is a person's tendency to behave excessively in buying something irrationally and prioritizing wants rather than needs (Wahyuni et al., 2019). A consumptive behavior spends money to buy the goods and services they want regardless of the needs that should be met first. If a person's needs are not met, it will interfere with the survival of that person. This consumptive behavior can happen to anyone, including students.

Consumptive behavior can occur in students because generally students are in their teens and their self-stability is still unstable, making it difficult to control themselves. Conditions in which students consume goods/services without any planning will also encourage high consumptive behavior, the spontaneity that occurs to consume goods/services due to good packaging, discounts, or when the student experiences "black eyes" can have consequences for the act of consuming in a different way. extravagant (Yola & Agus, 2021) .

Based on observations or observations made using an online pre-survey questionnaire in February 2022 to 50 students regarding consumptive behavior of students of the Faculty of Economics and Business Muhammadiyah University of North Sumatra below, students are indicated to have consumptive behavior, even though students are selective in consuming goods/services and have applied economic principles but it is still seen that students do not have a priority scale in consuming. The results show that the level of student desire to buy something reaches 50%, the level of students who shop online reaches 74%, then many students buy goods to maintain their appearance by 62%, then students buy something because they follow the trend reach 14%, and many students buy goods which is not needed reaches 20%. It can be concluded that the consumptive level of students at the Faculty of Economics and Business, Muhammadiyah University of North Sumatra tends to be high because students always fulfill their needs and desires so that they get satisfaction for themselves.

The phenomenon of consumptive behavior will certainly continue to grow, due to factors that can lead to the emergence of consumptive behavior, one of which is lifestyle . According to (Setiadi, 2010) Lifestyle is broadly defined as a way of life that is identified as a way of life by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves. and also the world around him (opinion).

According to Lina & Rosyid in (Anggraini & Santhoso, 2019) states that there is a shopping center that serves various brands from abroad. Then, there are fast food restaurants which often make individuals prefer western food over food from local products, as well as cafes which tend to be used by teenagers as a place to socialize and have dates. Adolescents' high awareness of new and branded products causes them to tend to imitate new styles. This pattern of behavior is reinforced by the many youth magazines, advertisements, and other media that directly or indirectly exploit a luxurious and flashy lifestyle .

Most of the students like to buy trending clothes or branded goods. The goal is to look fashionable because they are prestigious if they don't follow a booming trend. According to Kanserina, student lifestyle can also be influenced by friends, both friends on

social media and those in the real world. Through social media, students can see trendy dress styles which make students interested in buying clothes to make them look fashionable, as well as their peers who look cool, students tend to follow the style of their friends.

Based on the results of a pre-survey conducted on 50 students of the Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara, the lifestyle that occurs in students also tends to be high because not a few students buy something to maintain their appearance, the percentage of which reaches 62%. Likewise with current trends, 14% of students who buy goods follow trends so that they always look fashionable and cool. Then the number of students who shop online reaches 74% of students, they shop to fulfill their lifestyle. There are also many students who buy something because they want the percentage to reach 50%. There are also many students who spend their time shopping at the mall or hanging out at cafes with their friends once a month reaching 34%, then there are 3 times a month students who go to malls or hang out at cafes as much as 40%, and those who go to malls or hanging out in cafes more than 5 times a month as much as 20%. It can be concluded that the lifestyle of students at the Faculty of Economics and Business, Muhammadiyah University of North Sumatra tends to be high, that students often like to spend their pocket money to fulfill their lifestyle .

Factors that influence consumptive behavior besides lifestyle is pocket money . Pocket money is income earned by children from their parents, where pocket money can affect how a person's consumption patterns are. In general, the higher the pocket money , the higher a person's consumption activities (Krisdayanti, 2020) . This pocket money has a close relationship with consumption. Students who earn quite a lot of pocket money each month usually have a high consumption level, in addition to buying everything they need they will also fulfill their desires such as buying clothes, accessories or items they like.

Based on the results of a pre-survey conducted on 50 students of the economics and business faculties of Muhammadiyah University of North Sumatra regarding monthly pocket money income obtained from parents or other income reaching more than IDR 3,000,000. Students who get pocket money starting from IDR 1,000,000 to IDR 2,000,000 per month reach 82% or about 41 students, while students who get pocket money starting from IDR 2,000,000 to IDR 3,000,000 only 10% or around 5 students while students who get pocket money of more than IDR 3,000,000 are 8% or around 4 students. This proves that the pocket money of students majoring in management at Muhammadiyah University of North Sumatra is relatively high, it can be seen that student pocket money can influence lifestyle and consumptive behavior.

Based on the results of a pre-survey conducted on 50 students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, students also received additional pocket money, which reached 70% of students who had additional pocket money obtained from various things, such as additional pocket money from brothers, sisters, relatives or other income. the results of observations on the additional pocket money of students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra reach up to more than IDR 1,000,000 per month. Students who get additional pocket money starting from IDR 100,000 to IDR 500,000 reach 82% or around 41 students, then students who get additional pocket money starting from IDR 500,000 to IDR 1,000,000 reach 10% or around 5 students while students who get pocket money of more than IDR 1,000,000 per month reaches 8% or about 4 students as well. It can be concluded that additional student pocket money can meet lifestyle and consumptive behavior .

In this case students must be able to manage their own finances well and be responsible for the decisions they make. One thing that needs to be considered is how to manage finances, financial management can inhibit excessive consumptive behavior in students. So this is where the role of financial literacy is very important for people's understanding of finance. Good financial literacy will make students smart, who can sort goods, manage finances well and plan for the future (Prihastuty, 2018) . However, in reality, students rarely apply the financial management knowledge they have acquired in their daily lives. So that students tend to be careless in using and spending (consuming) the finances they have.

The role of financial literacy becomes more important when looking at the current economic conditions. Students really need skills from financial literacy to manage financial resources effectively and efficiently for life welfare. According to (Kumalasari & Soesilo, 2019) who said that financial literacy of students will influence in terms of making decisions, including in making decisions to consume. Students who have high financial literacy will be able to choose the goods or services they consume according to their needs, and vice versa. Students who have good knowledge and skills in managing their personal finances and with the support of a good environment around them, especially the campus and family will help students to absorb all positive financial behaviors, students are able to access all financial products and services properly to manage their personal finances or even being able to transmit positive financial behavior patterns to families and the surrounding environment so that the achievement of financial inclusion in students is declared successful (Pulungan & Ndururu, 2019) .

METHOD

This type of research is survey research, survey research is research that aims to collect data by examining samples from an available population (Juliandi et al., 2015) . In this study, researchers used research with quantitative methods with an associative approach. According to (Juliandi et al., 2015) quantitative research is data analysis of data that contains certain numbers or numbers. The associative approach according to (Sugiyono, 2012) is a research question that asks the relationship between two or more variables. The associative research method is a study that seeks a causal relationship between the independent variables, namely lifestyle , pocket money and financial literacy, and the dependent variable, namely consumptive behavior .

The population used in this study were students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, Class of 2017-2018, namely 680 students from 3 study programs at the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.

The sample in this research is 100 students. The method used is Simple Random Sampling , namely taking sample members from the population at random without regard to the existing strata in the population.

The data collection technique used in this study is a questionnaire (questionnaire). According to (Sugiyono, 2012) a questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. Questionnaires can be in the form of closed or open questions/statements, can be given to respondents directly or sent by post, or the internet.

The analytical method used in this research is using quantitative data analysis methods. Quantitative data analysis method is a data method that uses the calculation of numbers which will later be used to make a decision in order to solve the problem and the

data obtained is analyzed using theories that are generally accepted, while the analytical tools used in research is to use multiple linear regression, classical assumption test, as well as testing the hypothesis and the coefficient of determination using the SPSS 25 application.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

This analysis technique is used to examine the effect of the independent variables on the dependent variable . The statistical test tool used is the IBM SPSS 25 program.

The multiple linear regression equation is as follows:

$$Y = \beta + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + \epsilon$$

Table 2. Multiple Linear Regression Results

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
1 (Constant)	12,767	3,784	
<i>Financial Knowledge</i>	.214	.113	.257
<i>Financial Attitudes</i>	.300	.175	.216
<i>Financial Literacy</i>	.255	.097	.357

a. Dependent Variable: *Financial Management Behavior*

Based on the results of the regression measurements shown in Table 2 above, the regression equation formed is: $Y = 17.853 + 0.538X_1 + 0.037X_2 + 0.034X_3$

The classical assumption tests used in this study are the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test. The normality test is used to determine whether the confounding or residual variables in the regression model have a normal distribution or not (Juliandi et al., 2015) . The normally distributed data can be seen through the p-plot graph. According to a good regression model, data is normally distributed or close to normal.

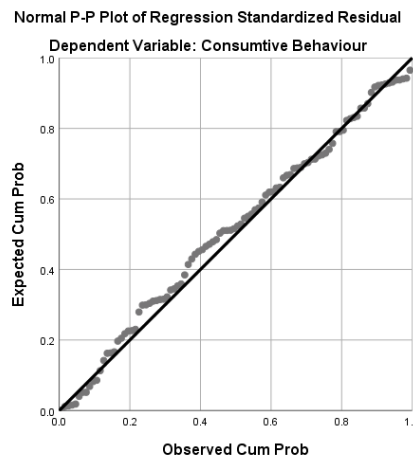


Figure 1 Normality test results

In addition, the criteria for determining whether or not the data is normal can be done using the Kolmogorov Smirnov method. If the significance value is > 0.05 , the data is normally distributed, and vice versa, if the significance value is < 0.05 , the data is not normally distributed.

Table 3. Kolmogorov Smirnov test results

		Unstandardized Residuals
N		100
Normal Parameters ^{a,b}	Means	.0000000
	std. Deviation	5.51878600
	Most Extreme Differences	
	absolute	.066
	Positive	.045
	Negative	-.066
Test Statistics		.066
asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on table 3 of the Kolmogorov Smirnov normality test the results obtained are significant at 0.200. A significance value of $0.200 > 0.05$ means that the data is normally distributed.

Multicollinearity aims to determine whether there are independent variables that have a regression model, or to determine whether there is a correlation among independent variables. In this study it was carried out by comparing the *tolerance value* and the *variance inflation factor* (VIF) value with the required value for tolerance being greater than 0.01 and for VIF less than 10.

Table 3 Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
		tolerance	VIF
Model			
1	(Constant)		
	Lifestyle	.983	1.017
	PocketMoney	.903	1.107
	Financial	.891	1.122
	Literacy		

a. Dependent Variable: Consumptive Behavior

Based on table 3 the results of the multicollinearity test can be seen in the Coefficients table, the tolerance and VIF columns can be seen above. The VIF value for the *Lifestyle variable* is 1.017 with a Tolerance of 0.983, the VIF for the *Pocket Money variable* is 1.084 with a tolerance of 0.903 and for the *Financial Literacy variable* it is

1.122 with a tolerance of 0.891. Because the Tolerance values of the three variables are > 0.10 and the VIF of the two variables is < 10, it can be said that there is no multicollinearity in the two independent variables.

This heteroscedasticity test is used to test whether in the regression model, there is an inequality of residual variance from another observation. If the residual variance from one observation to another observation remains, then it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. Heteroscedasticity detection can be performed using the scatter plot method using the ZPRED value (predictive value) and SPRESID (residual value) (Juliandi et al., 2015) .

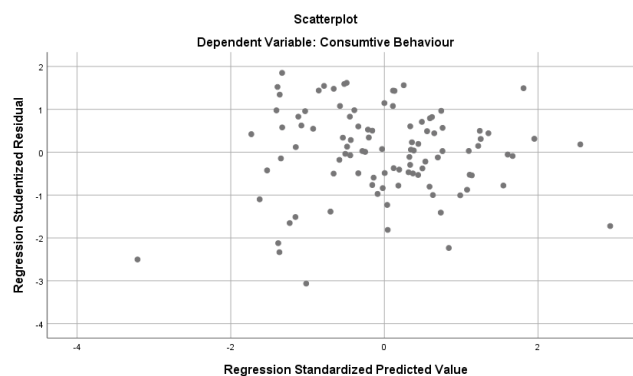


Figure 2. Heteroscedasticity Test

Based on Figure 2 above, it can be seen that the distribution of residuals is irregular and does not form a pattern. This can be seen in the scattered points or plots. The conclusion that can be drawn is that there is no heteroscedasticity. To prove the hypothesis is accepted or rejected, partial testing (t test) or simultaneous testing (F test) is carried out.

The t test used in this analysis is used to assess the capacity of each independent variable (Sugiyono, 2019). Another explanation for the t test is to test whether the independent variable (X) has a significant or insignificant relationship, either partially or independently, to the variable dependent (Y) with a significance level in this study using an alpha of 5% or 0.05.

making criteria :

H0 is accepted if: $t_{table} < t_{count} < t_{table}$, at $\alpha = 5\%$, $df = n-2$

H0 is rejected if: $t_{count} \geq t_{table}$ or $-t_{count} < -t_{table}$, $df = nk$

Table 4. Partial Test (t-test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	17,853	7.173		2,489	.015
	Lifestyle	.538	.105	.466	5.105	.000
	PocketMoney	.037	.154	.023	.241	.810
	Financial Literacy	.034	.092	.035	.363	.717

a. Dependent Variable: Consumptive Behavior

F Test (Simultaneous)

The F test or also called the simultaneous significant test is intended to see the overall ability of the independent variables, namely incentives and motivation to be able to or explain the behavior or diversity of the dependent variable, namely work productivity. The F test is also meant to find out whether all variables have a regression coefficient equal to zero (Sugiyono, 2019).

The criteria for the simultaneous test are as follows:

- 1) If $F_{count} > F_{table}$, then H_0 is rejected and H_a is accepted.
- 2) If $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected.

Table 5. Simultaneous Test (Test F)
ANOVA ^a

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	820517	3	273,506	8,708	.000 ^b
	residual	3015.243	96	31,409		
	Total	3835760	99			

a. Dependent Variable: Consumptive Behavior

b. Predictors: (Constant), Financial Literacy, Lifestyle, Pocket Money

Determinant Coefficient (R²)

The R-Square value of the coefficient of determination is used to see how the variation in the value of a dependent variable is affected by the variation in the value of an independent variable. The value of the coefficient of determination is between 0 and 1. If the correlation value is -1 or 1 it indicates that there is a perfect relationship between the two variables, while the correlation coefficient value of 0 indicates the relationship between the two variables is not perfect at all (Sugiyono, 2019).

Table 6. Test of the Coefficient of Determination (R)
Summary Model ^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.463 ^a	.214	.189	5,604

a. Predictors: (Constant), Financial Literacy, Lifestyle, Pocket Money

b. Dependent Variable: Consumptive Behavior

DISCUSSION**Influence of Lifestyle on Consumptive Behavior**

Lifestyle is a person's ability to spend time on their money-spending habits to gain social recognition. Based on the results of testing the research hypothesis about the influence of lifestyle (X 1) on consumptive behavior (Y) obtained t table of 1.66088, and the acquisition of t count value of 5.105 with meaning that $t_{count} > t_{table}$ with a significant value of $0.000 < 0.05$. From these results it can be concluded that H_0 is rejected. This shows that there is a significant influence between the lifestyle variable (X 1) on the consumptive behavior variable (Y) in Student Faculty of Economics and Business UMSU.

The results of this study are in line with previous research conducted by (Kusumaningtyas & Canda Sakti, 2017) , (Anggraini & Santhoso, 2017), (Pulungan & Febriaty, 2018) and (Alamanda, 2018) which states that there is an influence of lifestyle on consumptive behavior. This has the implication that the higher a person 's lifestyle , the higher a person's consumptive behavior. This is in line with the theory explained by (Suyanto, 2013) that lifestyle is related to efforts to make oneself exist in a certain way and be different from other groups.

Pocket money is money given by parents to be able to meet daily needs and needs. Based on the results of testing the research hypothesis about the effect of pocket money (X_2) on consumptive behavior (Y) obtained t table of 1.66088 , and the acquisition of t count value of 0.241 with meaning that t count < t table with a significant value of $0.810 < 0.05$. From these results it can be concluded that H_0 is accepted. This shows that there is no significant effect between the pocket money variable (X_2) on the consumptive behavior variable (Y) in Student Faculty of Economics and Business UMSU.

The results of this study are not in line with research (Kumalasari & Soesilo, 2019) , (Rozaini & Harahap, 2019) and (Hidayah & Bowo, 2019) which say that pocket money has a significant effect on consumptive behavior. So far, I have not found previous studies that are in accordance with the results of my research. According to the authors in this study there are still many students who use their pocket money properly and appropriately, so there is no consumptive behavior or behavior that likes to be extravagant or likes to waste money in order to maintain prestige or look good in the eyes of others. They are able to control themselves to be frugal and not spend their money on things that don't need to be spent so that the pocket money is good and regular and should also be enough for one month. For students who receive pocket money that is not too high, their financial management will be better, this is because they are required to be able to control their finances well so that they prefer to live frugally by saving in order to have a reserve fund so that it can be used at any time when a need arises. urgent. As stated by Assyfa, (2020) The goal is to give pocket money as a learning medium for individuals so that they are able to manage their finances properly.

Financial literacy is a person's ability or a series of knowledge processes in organizing or managing and making personal financial decisions effectively and efficiently to achieve prosperity in the future . Based on the results of testing the research hypothesis about the effect of financial literacy (X_3) on consumptive behavior (Y) obtained a t table of 1.66088 , and the acquisition of a calculated t value of 0.363 with meaning that t count < t table with a significant value of $0.717 < 0.05$. From these results it can be concluded that H_0 is accepted. This shows that there is no significant influence between the financial literacy variable (X_3) on the consumptive behavior variable (Y) in Student Faculty of Economics and Business UMSU.

The results of this study are not in line with previous studies examined by (Mawo, Thomas, 2017) , (Qurotaa'yun & Krisnawati, 2019) and (Pulungan & Febriaty, 2018) which state that financial literacy influences consumer behavior. student. From the analysis of the data obtained that students have a level of financial literacy in the good category. However, this can be assessed as not having a direct effect on the consumptive behavior of students because based on testing the hypothesis, this could be students who migrate or do not have a good understanding of financial literacy but are not applied to everyday life, thus financial literacy becomes does not really affect the increase and decrease in consumptive behavior .

The results of this study are in line with research (Winarta et al., 2019) , (Deviyanti, 2018) and (Kurnia & Hakim, 2021) which state that financial literacy has no effect on consumer behavior. This can be caused by several factors, for example financial circumstances. Someone with a strong financial situation could have high financial literacy, already saving the money he has and has also invested his assets, however still have remaining funds . The remaining funds are used to buy goods actually not needed, but just to wash the eyes. Someone could understand the importance of saving and investing, but decide not to doing both of those things and using existing funds for those things consumptive.

Consumptive behavior is a person's behavior in buying or consuming goods in excess so that a person prioritizes desires rather than needs which are only to fulfill pleasure or self-satisfaction. Based on the results of testing the research hypothesis about the influence between Lifestyle (X1) , Pocket Money (X2) and Financial Literacy (X3) Against Consumptive Behavior (Y) obtained an F table of 2 .70 and a calculated F value of 8.708 with a probability of 0.000. Because the probability is much smaller than 0.000 and Fcount > Ftable , this indicates that there is a significant influence between the Lifestyle (X1) and Pocket Money (X2) variables. and Financial Literacy (X3) Against Consumptive Behavior (Y) in Students of the Faculty of Economics and Business UMSU.

This is in line with previous research conducted by (Yola & Agus, 2021) , (Rismayanti & Oktapiani, 2020) , (Silalahi, 2020) and (Kumalasari & Soesilo, 2019) which state that the Lifestyle (X1) , Pocket Money (X2) and Financial Literacy (X3) influence simultaneously Against Consumptive Behavior (Y). This is in accordance with the results of the study that the higher the number of students' pocket money , the higher a person's lifestyle , in other words, a large amount of pocket money can make students free to improve the lifestyle they want to carry out, both in terms of activities and interests so that consumptive behavior occurs . Students who have good financial literacy will be careful and selective in spending their money, so that they are more rational and do not behave consumptively. However, on the other hand, if they lack financial literacy, they will tend to be wasteful and lead to consumptive behavior.

But Lifestyle, Pocket Money and Financial Literacy is not the main variable that influences consumptive behavior , but it exists several other factors beyond the variables not examined in this study which may influence student consumptive behavior .

Discussion following hypothesis 1, write scientific findings obtained from the results of research that has been done but must be supported by adequate data. The scientific findings referred to here are not the research data obtained. These scientific findings must be explained scientifically, including What scientific findings were obtained? Why does that happen? Why are variable trends like that? All of these questions must be explained scientifically, not only descriptive, if necessary, supported by adequate underlying scientific phenomena (John 2015; Mega et al., 2017). Also, it should be explained the comparison with the results of other researchers who are almost the same topic. Research results and findings must be able to answer the research hypotheses in the introduction.

CONCLUSION

Based on the results of research and discussion on Lifestyle, Pocket Money and Financial Literacy on Consumptive Behavior For students of the Faculty of Economics and Business UMSU, it can be concluded as follows: Based on the results of the study indicate that there is a positive and significant influence Lifestyle (X 1) to Consumptive Behavior (Y). Based on the results of the study, it shows that there is no positive and significant

effect of Pocket Money (X2) on Consumptive Behavior (Y). Based on the results of the study, it shows that there is no positive and significant influence on Financial Literacy (X3) towards Consumptive Behavior (Y). Based on the results of the study, it shows that simultaneously there is a positive and significant influence on Lifestyle (X1), Pocket Money (X2) and Financial Literacy (X3) to Consumptive Behavior (Y).

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