

THE EFFECT OF FINANCIAL LITERACY, LIFESTYLE AND INCOME ON CONSUMER BEHAVIOR OF STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS OF MUHAMMADIYAH UNIVERSITY OF NORTH SUMATRA

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Abstract: The purpose of this study was to determine and analyze the effect of financial literacy, lifestyle and income on consumptive behavior in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra, either partially or simultaneously. The approach used in this study is an associative approach. The population in this study were all students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra. The sample in this study using the Slovin formula amounted to 74 students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra. Data collection techniques in this study used interview techniques, documentation studies, observations, and questionnaires. The data analysis technique in this study uses Multiple Linear Regression Analysis Test, Hypothesis Testing (t Test and F Test), and Coefficient of Determination. The data processing in this study used the SPSS (Statistical Package for the Social Sciences) software program version 24.00. The results of this study prove that partially and simultaneously financial literacy, lifestyle and income have a significant effect on consumptive behavior in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

Keywords: Financial Literacy, Lifestyle, Income Consumptive Behavior

Introduction

Technology and the development of the times have brought changes to the habit of using money, where people now focus more on the pleasure and enjoyment that are considered to be fulfilled in order to feel comfortable and have their existence recognized in society. Including students as teenagers who prefer to shop, spend all the money they have to meet the needs of socialization or relationships and are able to follow the fashion trends of today's youth. The financial ability that is owned is not only about being able to generate sufficient income to meet the needs of life, but also the ability to manage finances wisely and appropriately, making the right decisions in using money (Gunawan et al., 2019). Consumptive behavior is a behavior that is no longer based on rational considerations but because of desires that have reached an irrational level. Consumptive behavior is inherent in a person if the person buys something outside of their needs (need) or purchases are based more on the desire factor (want). Consumptive behavior of female students often occurs in the consumption of well-known and famous cosmetics among them, generally referred to as branded cosmetics (Sumartono, 2015).

The implications of consumer behavior on the formation of an ethical community life are that a person who behaves as a consumer feels that what he has is not enough. This encourages individuals to meet higher standards of needs than functional needs. This makes individuals busy prioritizing personal interests and do not have time to think about the interests of others, let alone sharing some of their possessions with others as taught by religion. Another impact is that individuals will fulfill their needs in all unethical ways, including committing criminal acts such as theft, corruption, and others (Mayasari & Naomi, 2008).

Furthermore, the factor that can influence student consumer behavior is lifestyle. Today's people's lifestyle has changed and developed along with the times. In the past, people did not really

care about appearance and lifestyle, but now the situation is different. Lifestyle has penetrated all groups, including students. We also cannot reject the current changes and developments. However, lifestyle has become an icon of modernity and is a choice for us to select and choose what are the most important needs for students so as not to fall into the current of the times. More modern information knowledge, and makes students' lifestyles change starting from clothing, socializing and other activities that often affect their activities (DR Pulungan & Febriyanti, 2018). Lifestyle is always related to efforts to make oneself exist in a certain way and different from other groups (Gunawan & Chairani, 2019). Here there is a consumption behavior that is the impact of the development of the times, where individuals experience dissatisfaction. A lifestyle that follows trends usually has the aim of looking the same as other product users or from within wanting more attention from other individuals (Adlin, 2006).

Literature Review

Consumer Behavior

Consumptive behavior can be interpreted as an act of using a product that is not finished, meaning that before a product is finished, someone has used the same type of product from another brand or it can be said, buying goods because of the prizes offered or buying a product because many people use the goods. According to (Wahyudi, 2013), Consumptive behavior is a person's behavior that is no longer based on rational considerations, materialistic tendencies, a great desire to have luxurious and excessive items and the use of everything that is considered the most expensive and driven by all desires to fulfill the desire for pleasure alone, according to (Udayanti, 2018) there are several factors that influence a student's consumptive behavior, including: 1). Financial literacy, is a basic need for everyone to avoid financial problems. 2). The quality of education plays an important role in improving people's welfare. The quality of the nation's life is very important to create a nation that is intelligent, peaceful, open and democratic. Therefore, educational reform must be carried out to improve the quality of national education. 3). Self-control, is an individual's ability to be sensitive to reading the situation of themselves and their environment. In addition, there is also the ability to control and process behavioral factors according to the situation and conditions According to (Tambunan, 2007), consumer behavior is usually used to refer to consumer behavior that uses a monetary value greater than its production value for goods and services that are not basic necessities.

Financial Literacy

(Brigham, F. Eugene & Houston, 2011) "A person's ability to obtain, understand, and evaluate relevant information for decision making by understanding the financial consequences it causes. In practice, if the company's calculation results have a high solvency ratio, this will result in a higher risk of loss, but also have the same opportunity to make a profit. Conversely, if the company has a lower solvency ratio, it certainly has a lower risk of loss, especially the low rate of return when the economy is high. Financial literacy is divided into four aspects consisting of basic financial knowledge, savings and loans (saving & borrowing), protection (insurance), and investment. Basic financial knowledge that includes expenses, pocket money, assets, debts, equity, and risk. Student financial literacy is formed through a process that is influenced by several factors. Ansong and Gyensare in (Hikmah & Rustam, 2020) stated that financial literacy is influenced by several factors including: 1) Age 2) Work Experience 3) Mother's Education 4) Major. Meanwhile, according to Margaretha and Pambudi in (NNSRT Dewi et al., 2018) it has been found that there are 3 factors that influence a person's financial literacy, including: 1) Gender 2) GPA 3) Parental income.

Lifestyle

Lifestyle is a basic driver that influences individual needs and attitudes, also influences purchasing activities and product usage. Thus, lifestyle is a major aspect that influences a person's decision-making process in purchasing a product. According to (Sunarto, 2015), defining lifestyle or life style is a person's life pattern to understand these forces we must measure the main AIO (activities, interests, opinions) dimensions of consumers activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), opinions (about themselves, social issues, business, products). The lifestyle of a society will be different from other societies. In fact, from time to time the lifestyle of an individual and a particular community group will move

dynamically. The purpose of lifestyle according to (Sunarto, 2013) shows how people live, how they spend money and how they allocate their time. The lifestyle dimension is a classification of consumers based on AIO activities, interests and opinions. According to (Kasali, 2007), lifestyle factors from market researchers who adopt a lifestyle approach tend to classify consumers based on activity variables, interests and opinions.

Income

Income can be defined as the total amount of money received by a person or household during a certain period (usually one month). Income can be in the form of wages/salaries, or labor income, income from assets such as rent, interest and dividends, and transfer payments or receipts from the government such as social benefits (e.g. scholarships) or unemployment insurance (Herlindawati, 2017). According to the Central Statistics Agency (BPS), income is wages and salaries for hours worked or work completed, overtime pay, all bonuses and allowances, calculations of unworked hours, bonuses paid irregularly, awards, and similar payment values. Meanwhile, household income according to the Central Statistics Agency (BPS) is the income received by the household concerned, both from the income of the head of the household and the income of household members. Based on this understanding, income is the total amount of money received in the form of salary, wages, rent, interest, profit and so on together with allowances, pension money received per month.

HYPOTHESIS

Financial literacy is closely related to financial management where the higher the level of financial literacy of a person, the better the financial management of that person. Family financial management is based on the socio-economic status of the parents including the level of education of the parents, the type of work of the parents, the level of income of the parents, the social position of the parents and the student's pocket money (Gunawan et al., 2020). The level of financial literacy is very important for every individual, because if an individual has a good level of financial literacy (well literate) then the individual will be able to manage their finances well. The term financial literacy refers to a set of skills and knowledge of an individual that enables him/her to make the right and effective decisions through an understanding of finance (Gupta & Singh, 2013).

Lifestyle is a person's life pattern to understand these forces must measure the main AIO (activities, interests, opinions) dimensions of consumer activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), opinions (about themselves, social issues, business, products) (Sunarto, 2013). The lifestyle of a society will be different from other societies. In fact, from time to time the lifestyle of an individual and a particular community group will move dynamically. Lifestyle does not change quickly so that in a certain period of time the lifestyle is relatively permanent (Setiadi, 2013). A person's gross income comes from wages, business enterprises, and various investment returns. Income is income before taxes and can be measured based on income from all sources, the largest component of total income is wages and salaries. Family or household income can be interpreted as income obtained from several sources of income, namely the husband's income combined with the wife's income. Families with available income will demonstrate more responsible financial behavior, considering that available income provides the opportunity to manage finances wisely and appropriately, and individuals will seek relevant information for maximum results. Consumer behavior is an individual's lifestyle expressed through actions and habits, also describes how individuals integrate with their environment and reflects individuals in doing and behaving. In addition, consumer behavior can also mean an individual's lifestyle expressed in activities, interests and income in spending their money and how to spend time.

The hypothesis in this study is:

1. Financial literacy has a significant influence on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.
2. Lifestyle has a significant influence on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.
3. Income has a significant influence on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.

- 4. Financial literacy and lifestyle together have a significant influence on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.

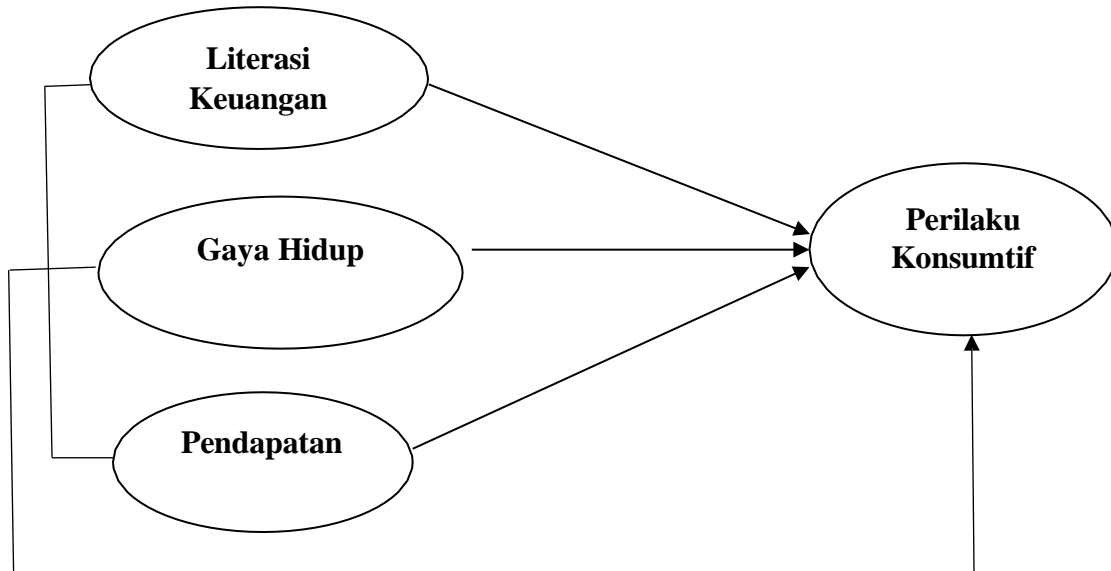


Figure: Conceptual Framework

Method

Type of research is survey research, because it takes samples from one population . This research uses an explanatory research approach, which aims to explain the causal relationship between research variables and test hypotheses. (Juliandi et al., 2015) This study uses an associative and quantitative approach , an associative approach is an approach to determine the relationship of influence or influence between the two variables, namely the independent variable and the dependent variable . Then the data collected in quantitative form. The population in this study were all students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, batch 2018 to batch 2019, totaling 289 students concentrating in financial management. This sampling uses the Nonprobability Sampling method using the Incidental sampling technique , which is a sampling determination technique based on coincidence, anyone who happens to meet the researcher can be used as a sample (Sugiyono, 2018).

Results and Discussion

A. Classical Assumption Test

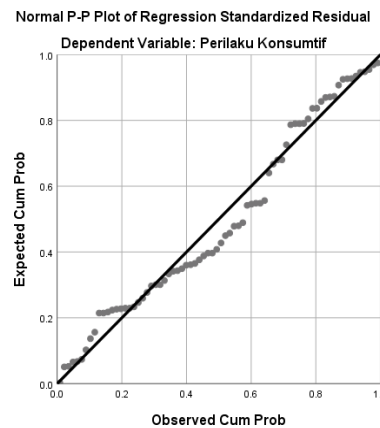
1. Normality Test

In determining whether the regression model meets the normality assumption, 2 methods are used, including the following:

a. PP Plot Regression

This test aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution or not.

Figure 1. Normality Test of Normal PP Plot Regression Standardized Residual



In Figure 1. the results of the influence of data normality show that in the normal plot graph, the points are seen spreading close to the diagonal line. So it can be concluded that the histogram graph or regression model is normally distributed, so it is worthy of analysis.

b. Kolmogorov Smirnov

Table 1. Kolmogorov Smirnov One-Sample Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		74
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.29754213
Most Extreme Differences	Absolute	.094
	Positive	.094
	Negative	-.088
Test Statistics		.094
Asymp. Sig. (2-tailed)		.173 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on table 4.6 above, it can be seen that the KS values of the financial literacy, lifestyle, income and consumer behavior variables have been normally distributed because each variable has a probability of more than 0.05, namely $0.094 > 0.05$.

The value of each variable that has met the established standards can be seen in the *Asymp. Sig. (2-tailed)* row from the row, the *Asymp. Sig. (2-tailed)* value is 0.173. This shows that the variable is normally distributed.

2. Multicollinearity Test

The multicollinearity test is used to test whether there is a strong correlation between the independent variables in the regression model (Juliandi, 2015).

Table 2. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Financial Literacy	.313	3.197

Lifestyle	.346	2,893
Income	.316	3.169
a. Dependent Variable: Consumptive Behavior		

From table 4.7 it can be seen that the financial literacy variable has a tolerance value of 0.313

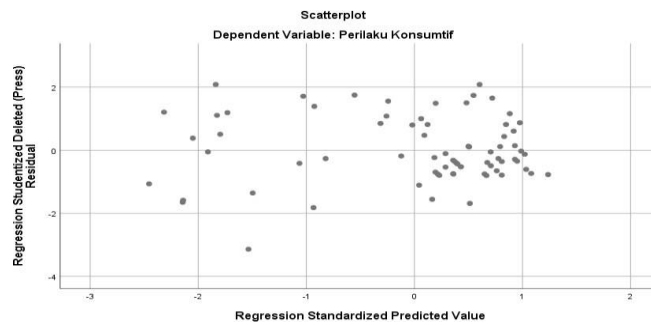
> 0.10 and a VIF value of $3.197 < 5$. The lifestyle variable has a tolerance value of $0.346 > 0.10$ and a VIF value of $2.893 < 5$. The income variable has a tolerance value of $0.316 > 0.10$ and a VIF value of

$3.169 < 5$ Variables. From each variable has a tolerance value > 0.1 and a VIF value < 5, thus it can be concluded that there is no symptom of multicollinearity in this study.

3. Heteroscedasticity Test

This test aims to test whether in the regression model, there is inequality of variance from the residuals of one observation to another. To find out whether or not heteroscedasticity occurs in the regression model of this study, the analysis carried out is by using an informal method. The informal method in testing heteroscedasticity is the Scatterplot graphic method.

Figure 2. Results of Heteroscedasticity Test



Based on Figure 4.2 above, it can be seen that the data (points) are spread evenly above and below the zero line, do not gather in one place, and do not form a particular pattern so that it can be concluded that there is no heteroscedasticity in this regression test.

4. Autocorrelation Test

Autocorrelation aims to test whether in a linear regression model there is a correlation between the nuisance error in period t and the error in period t-1 (previously). If there is a correlation, then it is called an autocorrelation problem. A good regression model is free from autocorrelation. One way to identify it is by looking at the *Durbin Watson* (DW) value: The results of the autocorrelation test can be seen in the following table:

Table 3. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.949 ^a	.900	.895	2.34626	1,456
a. Predictors: (Constant), Income, Lifestyle, Financial Literacy					
b. Dependent Variable: Consumptive Behavior					

From the table above, the Durbin Watson value (calculated DW) is 1.164. Thus, there is no autocorrelation in the regression model because the DW is between -2 and +2, meaning there is no autocorrelation.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Coefficients ^a				
	Unstandardized Coefficients	Standardized Coefficients		

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.302	1,359		-.223	.825
	Financial Literacy	.295	.077	.258	3.815	.000
	Lifestyle	.411	.079	.335	5.201	.000
	Income	.488	.076	.435	6.455	.000

a. Dependent Variable: Consumptive Behavior

Based on table 4. above, the multiple linear regression equation is formulated as follows: $Y = \alpha + B_1 X_1 + B_2 X_2 + B_3 X_3 + e$

$$Y = -0.302 + 0.295 X_1 + 0.411 X_2 + 0.488 X_3$$

The interpretation of the above regression is as follows:

1. The constant of 0.302 shows that if all independent variables of financial literacy, lifestyle and income are assumed to be zero, then the value of consumer behavior is -0.302.
2. The financial literacy regression coefficient value of 0.295 shows that if the financial literacy variable value... increases , then consumer behavior increases by 0.295 assuming the other independent variables are zero
3. regression coefficient value of 0.411 shows that if the lifestyle variable value increases , then consumer behavior increases by 0.411 assuming the other independent variables are zero.
4. regression coefficient value of 0.488 shows that if the income variable value increases , then consumer behavior increases by 0.488 assuming the other independent variables are zero.

Partial Test

The t-test (Partial) is used to test whether the independent variables individually have a dominant influence with a significance level of 5%.

Table 5. t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.302	1,359		-.223	.825
	Financial Literacy	.295	.077	.258	3.815	.000
	Lifestyle	.411	.079	.335	5.201	.000
	Income	.488	.076	.435	6.455	.000

a. Dependent Variable: Consumptive Behavior

Based on table 5. Financial literacy has a significant level of 0.000 <0.05 and $t_{hitung} = 3.815 > t_{tabel} = 1.994$, lifestyle has a significant level of 0.000 <0.05 and $t_{hitung} = 5.201 > t_{tabel} = 1.994$, Income has a significant level of 0.000 <0.05 and $t_{hitung} = 6.455 > t_{tabel} = 1.994$. It can be concluded that partially the variables of financial literacy, lifestyle and income have a significant effect on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra .

Simultaneous Test

The F (Simultaneous) test is used to test whether the independent variables simultaneously have a significant effect on the dependent variable with a significance level of 5%.

Table 6. F-Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3459.250	3	1153.083	209,464	.000 ^b
	Residual	385,345	70	5.505		
	Total	3844.595	73			

a. Dependent Variable: Consumptive Behavior
 b. Predictors: (Constant), Income, Lifestyle, Financial Literacy

Based on the results of Table 6. above, it can be seen that the results of the F test show a calculated F value of $9.989 > F$ table of 2.80 with a significance of $0.000 < 0.05$. So it can be concluded that a significance level smaller than 0.05 indicates that the variables CR, DAR and TATO simultaneously have a significant effect on ROA, in other words Current Ratio, Debt to Asset Ratio and Total Asset Turnover simultaneously affects the level of Return On Asset in consumer goods industry sector companies listed on the Indonesia Stock Exchange directly. From the results above, it can be seen that the value F_{hitung} 2209.464 with a significance level of 0.000. While the value F_{tabel} is known to be

3.13 based on these results, it can be seen that $f_{hitung} > f_{tabel}$ ($209.464 > 3.13$) means H_0 rejected. So it can be concluded that financial literacy, lifestyle and income together have a significant effect on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra .

Determination Test (R-Square)

The R-square value of the coefficient of determination is used to see how the variation in the value of the dependent variable is affected by the value of the independent variable. The value of the coefficient of determination is between 0 and 1. If the R-square value is closer to one, the greater the influence of the independent variable on the dependent variable. The following are the results of the statistical test.

Table 7. Results of the Detemniation Coefficient Test (R-Square)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.900	.895	2.34626
a. Predictors: (Constant), Income, Lifestyle, Financial Literacy				
b. Dependent Variable: Consumptive Behavior				

Based on the table above, it can be seen that the value of R square is 0.90 which means 90% and this states that the variables of financial literacy, lifestyle and income are 90% to influence the variable of consumer behavior. Furthermore, the difference of $100\% - 90\% = 10\%$. This shows that 10% is another variable that does not contribute to the research of consumer behavior.

Discussion

1. The Influence of Financial Literacy on Consumptive Behavior

Based on the research obtained regarding the influence of financial literacy on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, the results of the partial hypothesis test show that the value t_{hitung} for the financial literacy variable is 3.815 and t_{tabel} with $\alpha = 5\%$ it is known to be 1.994, thus t_{hitung} is greater than t_{tabel} and the significant value of financial literacy. of $0.000 < 0.05$ means that from the results it can be concluded that H_0 is rejected (H_a is accepted) shows that financial literacy has a significant influence on consumer behavior among students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra .

This shows that financial literacy can improve consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, where the level of financial literacy possessed by students is not good so that students are less able to distinguish between needs and wants so that students tend to behave consumptively. Financial literacy is closely related to financial management where the higher the level of financial literacy of a person, the better the financial management of that person. Family financial management is based on the socio- economic status of parents including the level of education of parents, the type of work of parents, the level of income of parents, the social position of parents and student pocket money (Gunawan et al., 2020) . Financial literacy is not limited to the understanding of knowledge, skills and beliefs about existing financial institutions, products and services, but attitudes and behaviors also have an influence on improving financial literacy in order to realize community welfare (OJK, 2017) . The level of financial literacy is very important for every individual, because if an individual has a good level of financial literacy (well literate) then the individual will be able to manage their finances well. The

term financial literacy refers to a set of individual skills and knowledge that enables them to make the right and effective decisions through an understanding of finance (Gupta & Singh, 2013). The results of this study are in line with the results of previous studies conducted by (Qurota'yun, 2019) and (Udayanthi, 2018) concluded that financial literacy has a significant effect on consumer behavior.

2. The Influence of Lifestyle on Consumptive Behavior

Based on the research obtained regarding the influence of lifestyle on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, the results of the partial hypothesis test show that the value t_{hitung} for the lifestyle variable is 5.201 and t_{tabel} with $\alpha = 5\%$ it is known to be 1.994, thus t_{hitung} is greater than t_{tabel} and the significant value of lifestyle. of $0.000 < 0.05$ means that from the results it can be concluded that H_0 is rejected (H_a is accepted) shows that lifestyle has a significant effect on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra. This shows that lifestyle can increase consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, where with a high lifestyle, students who always want to exist and do not want to be left behind so that students tend to prioritize desires, lifestyle compared to needs. Lifestyle or life style is a person's life pattern to understand these forces must measure the main AIO (activities, interests, opinions) dimensions of consumer activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, recreation), opinions (about themselves, social problems, business, products) (Sunarto, 2013). The lifestyle of a society will be different from other societies. In fact, from time to time the lifestyle of an individual and a particular community group will move dynamically. Lifestyle does not change quickly so that in a certain period of time the lifestyle is relatively permanent (Setiadi, 2013). The results of this study are in line with the results of previous studies conducted by (Pulungan & Febriyanti, 2018), (Patricia, 2014) and (Alamanda, 2018) which concluded that lifestyle has a significant influence on consumer behavior.

3. The Influence of Income on Consumptive Behavior

Based on the research obtained regarding the influence of income on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, the results of partial hypothesis testing show that the value t_{hitung} for the income variable is 6.455 and t_{tabel} with $\alpha = 5\%$ it is known to be 1.994 so t_{hitung} is greater than t_{tabel} and the significant value of income is $0.000 < 0.05$ meaning that from these results it can be concluded that H_0 is rejected (H_a is accepted) shows that income has a significant effect on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra. This shows that income can increase consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, where with the remittances obtained, students are unable to manage them properly, where students use their income less carefully so that students are less able to control their finances, thus students will tend to behave consumptively. A person's gross income comes from wages, business companies, and various results from investments. Income is income before taxes and can be measured based on income from all sources, the largest component of total income is wages and salaries. In addition, there are many other categories of income, including rental income, government subsidy payments, interest income, and dividend income. Family or household income can be interpreted as income obtained from several sources of income, namely the husband's income combined with the wife's income. Families with available income will demonstrate more responsible financial behavior, considering that available income provides the opportunity to manage finances wisely and appropriately, and individuals will seek relevant information for maximum results. The results of this study are in line with the results of previous studies conducted by (Ratna, 2015) and (Fajirin, 2021) which concluded that income has a significant effect on consumer behavior.

4. The Influence of Financial Literacy, Lifestyle and Income on Consumptive Behavior

Based on the research obtained regarding the influence of financial literacy, lifestyle and income on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, the results of the simultaneous hypothesis test showed

that the value F_{hitung} was 2209.464 with a significance level of 0.000. While the value F_{tabel} known to be 3.13 based on these results it can be seen that $F_{hitung} > F_{tabel}$ ($2209.464 > 3.13$) means H_0 rejected. So it can be concluded that financial literacy, lifestyle and income together have a significant effect on consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra. This shows that financial literacy, lifestyle and income can increase consumer behavior in students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra. Where with the lack of understanding of students in managing finances and the high lifestyle of students so that students will tend to behave consumerist. Consumer behavior is an individual's lifestyle expressed by actions and habits, also describes how individuals integrate with their environment and reflect individuals in doing and behaving. In addition, consumer behavior can also mean an individual's lifestyle expressed in activities, interests and income in spending their money and how to spend time. Financial literacy is closely related to financial management where the higher the level of financial literacy of a person, the better the financial management of that person. Family financial management based on the socio-economic status of parents includes the level of education of parents, the type of work of parents, the level of income of parents, the social position of parents and student pocket money (Gunawan et al., 2020). The lifestyle of a society will be different from that of other societies. In fact, from time to time the lifestyle of an individual and a particular community group will move dynamically. Lifestyle does not change quickly so that at a certain time the lifestyle is relatively permanent (Setiadi, 2013). Income is a reward received by production factors in a certain period of time. The reward for that time can be in the form of rent, wages/salaries, interest or profit. Personal income can be interpreted as all types of income, including income obtained without providing any activity, received by residents of a country. Understanding the aspects of financial attitudes in managing finances because each type of financial attitude is different in how to manage its finances.

Conclusion:

Based on the research results and discussions that have been presented previously, the following conclusions can be drawn from the research on the Influence of Financial Literacy, Lifestyle and Income on Consumptive Behavior of Students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

1. Partially, financial literacy has a significant influence on consumer behavior among students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.
2. Partially, lifestyle has a significant influence on consumer behavior among students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.
3. Partially, income has a significant effect on consumer behavior among students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.
4. Partially, financial literacy, lifestyle and income together have a significant influence on consumer behavior in students of the Faculty of Economics and Business, University of Muhammadiyah North Sumatra.

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