

THE INFLUENCE OF FINANCIAL LITERACY, SELF-CONTROL, AND THE SOCIAL ENVIRONMENT ON CONSUMPTIVE BEHAVIOR IN URBAN COMMUNITIES IN THE BANYUMAS REGENCY AREA

Margareta Gunata^{1*}, Noor Syaifudin², Hendrian³

Universitas Terbuka, Indonesia^{1,2,3}

Email: 530054567@ecampus.ut.ac.id^{1*}, soib2007@gmail.com², ian@ecampus.ut.ac.id³

Abstract

The main aim of this research is to see the influence of financial literacy, self-control, and social environment on consumptive behavior in urban communities in the Banyumas Regency area. This research was conducted with a quantitative approach. The population in this research is urban communities in the Banyumas Regency area with a sample size of 117 respondents. The collected data will be analyzed using descriptive analysis, correlation, and multiple regression with the help of SPSS software. The results of the analysis show that there is a real influence of financial literacy and self-control on consumptive behavior in urban communities in the Banyumas Regency area. There needs to be awareness of the importance of self-control and a positive social environment in urban communities in the Banyumas Regency area so that they do not engage in excessive consumptive behavior. Apart from that, people must also continue to hone their knowledge and understanding of the concept of risk in finance, skills, motivation, and self-confidence to be able to make effective decisions regarding financial issues. This research was conducted based on empirical phenomena in the field regarding consumptive behavior that often affects the lives of urban communities, especially communities in the Banyumas Regency, which has not been studied previously.

Keywords: Financial literacy, Self-control, Social environment, Consumptive behavior

Introduction

Consumption is the most basic activity that cannot be separated from human life. Consumption is all activities carried out to meet the needs of an individual or group. Samuelson and Nordhaus (1996) in (Putra, 2017) define consumption as the act of spending money to buy goods and obtain services to meet needs and obtain satisfaction. According to (Adji, 2004) consumption behavior when viewed from the perspective of rational considerations (common sense) is divided into two types, namely rational consumption behavior and irrational (irrational) behavior. A consumer's consumption behavior can be said to be irrational if a consumer decides to buy goods without thinking about their use. This behavior is often called consumptive behavior. According to (Tambunan, 2001), consumptive behavior is the desire to consume goods that are actually less necessary in excess to achieve maximum satisfaction. In line with this opinion (Chita et al., 2015) that consumptive behavior is a person's tendency to consume unlimitedly, buying things excessively or unexpectedly.

(Sumartono, 2002) mentions several indicators of consumptive behavior, namely: (1) buying products because of the lure of gifts; (2) buying the product because the packaging is attractive; (3) buying products to maintain appearance and prestige; (4) buying products based on price considerations; (5) buying products just to maintain a status symbol; (6) using the product because of an element of conformity to the advertising model; (7) raises the judgment that buying a product at an expensive price will create a high sense of self-confidence; and (8) tried more than two similar products with different brands.

Many factors can influence the emergence of consumptive behavior, including financial literacy, self-control, and hedonic conformity (Tribuana, 2020). According to the Roberts, Burton, Loris, & Michel, (2021) financial literacy is defined as knowledge and understanding of financial concepts and risks, skills, motivation, and self-confidence in making financial decisions to be applied in economic life. Meanwhile, according to Thionita (2018), financial literacy can be defined as the knowledge or ability to manage finances, good financial literacy can really help to achieve prosperity in financial terms. On the other hand, low financial literacy will have an impact on decision-making in daily life, making it difficult to make decisions that are most beneficial to one's economic well-being (financial well-being), such as having excessive debt (Ningtyas, 2019).

According to research by Mu'amala and Wahjudi (2021), financial literacy is needed to minimize consumptive actions in purchasing goods and services for someone. Someone with high financial literacy will be a smarter consumer, buying or using something by looking at the benefits and drawbacks. Apart from reducing consumptive behavior, someone with good financial literacy is more likely to use their money to prepare for life in the future (Fattah, 2017).

Self-control is the ability to override or change one's inner responses, as well as suppress unwanted behavioral tendencies, and refrain from carrying out these behaviors (Tangney et al., 2018). (Ghufron & Suminta, 2012) say that self-control is the ability to organize, guide, regulate, and direct forms of behavior that can lead individuals toward positive consequences.

Based on the research results of Tribuana, (2020) there is a relationship between self-control and consumptive behavior. This consumptive behavior is considered to arise as a result of an individual's lack of self-control. Other research on the relationship between self-control and consumptive behavior by Dikria & Mintarti, (2016) proves that the self-control variable has a negative effect on consumptive behavior, the higher someone can control themselves, the lower their consumptive behavior will be, conversely, the lower someone can control themselves, the higher high interest in consumptive behavior. Therefore, of course, there is a need for self-control in individuals to reduce consumptive behavior.

Another factor that can be one of the factors that can influence consumptive behavior is the social environment. The social environment can be defined as all social interactions that occur in society, either directly, for example by discussing with friends, or vicariously, namely observing what other people are doing or wearing (Peter and Olson, 2000). The concept of the social environment relates to the influence of other people on consumers in consumption situations, for example, the existence of a group can cause conformity pressure on consumers (Mowen and Minor, 2002). This concept is supported by research by Budanti, Indriayu, & Sabandi, (2017) which states that the social

environment will influence a person's consumption behavior. This indicates that a person will have more rational consumption behavior if the environment provides an example of disciplined consumption behavior. Thus, with the positive influence of the environment, a person will be able to become more rational, especially in consumptive behavior.

The phenomenon that occurs, consumptive behavior, is affecting the lives of many urban communities, especially people in Banyumas Regency. According to a report by the Central Java Central Statistics Agency (BPS Jateng, 2020), the average monthly per capita expenditure for urban communities in Banyumas Regency/City (in rupiah) in 2018 reached 970,454 and then increased in 2019 to 1,072,960. Based on goods groups, the average monthly per capita expenditure of urban communities is highest for the non-food group. It was recorded that the average expenditure in this group in 2019 reached 582,749, an increase from the previous year 2018 of 497,565. This figure looks bigger than spending on food. The average monthly per capita expenditure on food in 2018 was only 472,889, whereas in 2019 it was 490,211. This non-food group consists of housing and household facilities, various commodities and services, clothing, footwear, head coverings, durable commodities, taxes, levies, and insurance as well as party and ceremony needs.

Urban society is a modern society which includes a consumer society. Public consumption in urban areas no longer functions as a basic necessity for survival. More than that, urban communities fulfill the needs that urban communities currently desire (Wiraseptya & Suardi, 2019). Meanwhile, based on a survey by the Financial Services Authority (OJK, 2019), the national financial literacy index in 2019 reached 38.03 percent, an increase of 8.33 percent compared to 2016, namely 29.7 percent. Based on regional strata, the financial literacy index for urban communities reached 41.41 percent, while the literacy index for rural communities was 34.53 percent. This shows that people who have financial literacy are more often found in urban areas compared to rural areas (Brilliant & Kautsar, 2020) as well as being a point where there is a gap between expectations and reality or the gap phenomenon. Where practical research by Dewi & Rusdarti, 2017; Imawati & Ivada, 2013; Julian, Ananda, & Andriani, 2018; Ridhayani & Johan, (2020) stated that one of the three independent variables used in this research, namely financial literacy, has a significant negative effect on consumptive behavior, which means that increasing financial literacy should be able to reduce a person's consumptive behavior.

Consumptive behavior needs to be minimized because it is considered quite dangerous to society. The alternative solution offered in dealing with this problem is through understanding aspects of financial literacy, and self-control over consumptive behavior, including the influence of the social environment which causes wasteful behavior. Based on the problems explained in the background, researchers are interested in researching the influence of financial literacy, self-control, and the social environment on consumptive behavior in urban communities in the Banyumas Regency area.

Meanwhile, based on the results of research conducted by Imawati & Ivada, (2013) regarding the influence of financial literacy on adolescent consumptive behavior in the Social Sciences program at SMA Negeri 1 Surakarta in the 2012/2013 academic year, the results found that financial literacy had an effect of -0.464 on student consumptive behavior with negative significance. This means that the more financial literacy increases, the more consumptive behavior will decrease. Tribuana, (2020) presents research on the

relationship between financial literacy, self-control, and hedonic conformity on student consumptive behavior. This research found that there is a relationship between financial literacy, self-control, and hedonic conformity on students' consumptive behavior. The higher the level of financial literacy, the lower the level of consumptive behavior. The higher the level of self-control, the lower the level of consumptive behavior. The higher the level of hedonic conformity, the higher the level of consumptive behavior.

Kurniasari, Lestari, & Tannady, (2023) in his research regarding the study and analysis of how financial literacy, social environmental factors, and cultural factors influence the consumptive behavior of students at the Department of Economic Education, Faculty of Economics, Manado State University. The results of this research are, (1) financial literacy has a significant effect of 33.1% on students' consumptive behavior, (2) social environmental factors have a significant effect of 34.91 on students' consumptive behavior, (3) cultural factors have a significant effect of 32.4% on student consumptive behavior, (4) financial literacy, social environmental factors, and cultural factors have a significant influence of 83.5% on student consumptive behavior.

Another research was conducted by Dikria & Mintarti, (2016) to find out the partial or simultaneous influence between the independent variable (financial literacy and self-control) and the dependent variable (consumptive behavior). The results of the research found that (1) financial literacy has a negative effect on consumptive behavior, (2) self-control has a negative effect on consumptive behavior, (3) financial literacy and self-control have a negative effect on consumptive behavior of students from the Department of Development Economics, Faculty of Economics, State University of Malang Class of 2013.

Meanwhile Usman & Izhari, (2020) research aims to determine the influence of family environment, peers, self-control, and financial literacy on consumptive behavior among students. Based on the research conducted, it was found that each variable had a different influence, whereas the self-control variable had a positive effect on consumptive behavior. Meanwhile, family environmental variables, peers, and financial literacy have a negative effect on student consumptive behavior. The conclusion is that the higher self-control, the more consumptive behavior will decrease, while the lower the family environment, peers, and financial literacy, the consumptive behavior will increase.

Lastly, similar research was also conducted by Subagio, (2019) regarding the influence of the social environment on the consumptive behavior of students at the Faculty of Sports and Health Education, Institute of Teacher Training and Education (IKIP) Mataram. The results of this research show a significant influence between the social environment on the consumptive behavior of students in the FPOK Sports and Health Education Study Program ($p < 0.05$). This means that the variables of the social environment (Kel. Anutan) and the social environment (family) together have a significant influence on the consumptive behavior of students in the Sports and Health Education Study Program, FPOK IKIP Mataram.

Financial literacy is very necessary for everyone to be free from financial problems. Financial difficulties are not only triggered by low income, financial difficulties can also occur due to errors in financial management. According to Nurbaeti, Mulyati, & Sugiharto, (2019) the importance of financial literacy cannot be underestimated, because someone who is financially illiterate may not be able to budget appropriately to calculate

The Influence of Financial Literacy, Self-Control, and the Social Environment on Consumptive Behavior in Urban Communities in the Banyumas Regency Area

expenses, and also not be able to identify financial products or services that can be used. meet their needs, and are unsure how to independently obtain and assess finances.

Previous research on financial literacy conducted by Dikria & Mintarti, 2016; Imawati & Ivada ,(2013) shows that financial literacy has a negative effect on consumptive behavior. Other research, namely research by Usman & Izhari, (2020) shows that there is a negative and significant influence between financial literacy and consumptive behavior. This means that the higher a person's ability to manage finances, the lower his consumptive behavior will be. Conversely, if a person's ability in terms of financial literacy is lower, the level of a person's consumptive behavior will increase.

H₁: Financial literacy has a positive and significant effect on consumptive behavior in urban communities in the Banyumas Regency area.

Self-control can be interpreted as an activity of controlling behavior. Controlling behavior contains meaning, namely carrying out various considerations before deciding before deciding on something in action. Apart from that, a person's ability to control or control their behavior is included in one of the personality traits that can influence a person to buy or use a product according to Munandar (Pambudi Tri Bagas & Indrawati Sri Endang, 2018).

The level of self-control is one of the factors that will cause high or low levels of consumptive behavior. The results of previous research regarding self-control carried out by (Tribuana, 2020) stated that self-control has a negative effect on consumptive behavior and this statement is in line with research conducted by (Dikria & Mintarti, 2016) which states that self-control has a negative effect on consumptive behavior because it is increasingly The higher the level of self-control, the lower the level of consumptive behavior and vice versa, the lower the level of self-control, the higher the level of self-control.

H₂: Self-control has a positive and significant effect on consumptive behavior in urban communities in the Banyumas Regency area.

Environment refers to complex physical and social stimuli in the consumer's external world (outside themselves), including objects, places, and other people that can influence consumers' affections, cognition, and behavior. (Budanti et al., 2017) define the social environment as an environment where individuals interact, which has several aspects, namely social attitudes, psychological attitudes, spiritual attitudes, and so on. According to previous research on the social environment conducted by (Subagio, 2019) the results showed that the social environment had a positive effect on consumptive behavior among students of the Sports and Health Study Program at FPOK IKIP Mataram. From these results, it can be seen that the social environment influences a person's consumption behavior. This indicates that a person will have more rational consumption behavior if his social environment provides examples and input for disciplined consumption behavior. Thus, the positive influence of the environment will change a person's thinking pattern to be more rational, especially in consumptive behavior.

H₃: The social environment has a positive and significant effect on consumptive behavior in urban communities in the Banyumas Regency area.

Financial literacy, self-control, and the social environment are interrelated indicators of consumptive behavior. Having financial literacy will be able to minimize a person's consumptive behavior. Financial literacy will also enable a person to have good personal financial management, which will automatically influence consumptive behavior (Kumalasari & Soesilo, 2019). Financial literacy itself is related to self-control. No matter how good financial literacy is, without the support of good self-control, minimizing consumptive behavior will be difficult to achieve. Self-control is considered an important factor in a person to reduce consumptive behavior. When a person has a high level of self-control, he will be able to avoid consumptive behavior, this incident occurs because he can control his behavior (Tribuana, 2020). The social environment also has a close relationship with consumptive behavior. A person participates in many groups throughout his life. Some of them tend to choose products that can communicate their role and status in society (maintain social status and prestige) (Watung, 2018). So if the social environment makes a good contribution it will reduce consumptive behavior and vice versa.

H₄: Financial literacy, self-control, and the social environment have a positive and significant effect on consumptive behavior in urban communities in the Banyumas Regency area.

This research focuses on three variables, financial literacy (X_1), self-control (X_2), social environment (X_3) as the independent variable, and consumptive behavior (Y) as the dependent variable. The following is a chart of the framework in this research,

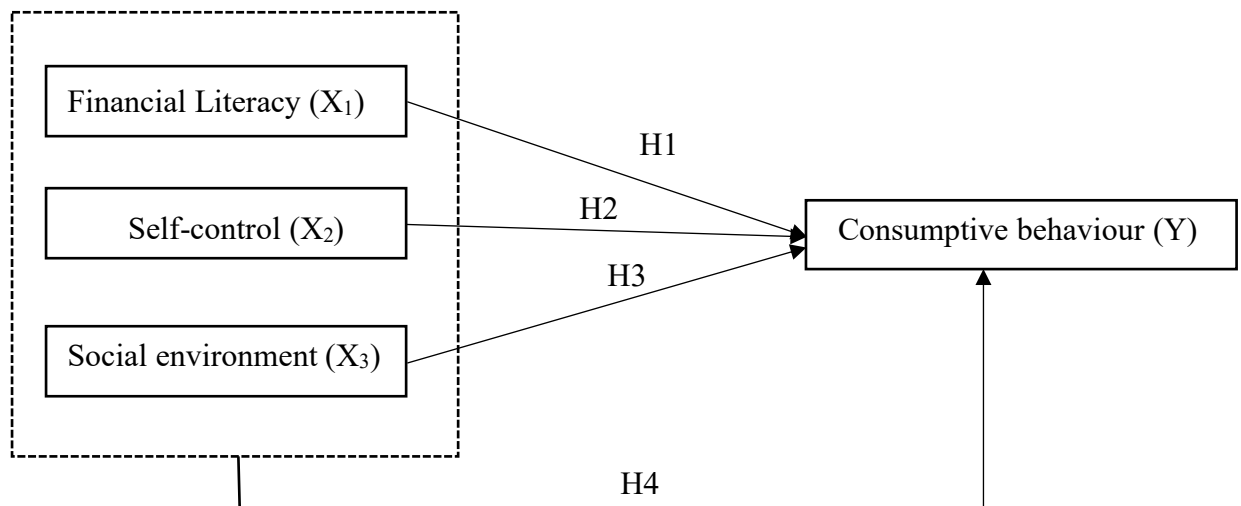


Figure 1. Research Framework

Research Method

In this research, researchers only use data sources obtained through primary data, namely data obtained or collected directly from the field by the person conducting the research or the person concerned needs it (Ghozali, 2018). In this case, the data was obtained directly in the form of the results of filling out a questionnaire aimed at urban communities in the Banyumas Regency area. So the population in this study is urban communities in the Banyumas Regency area. Meanwhile, sampling was carried out using

The Influence of Financial Literacy, Self-Control, and the Social Environment on Consumptive Behavior in Urban Communities in the Banyumas Regency Area

a convenience sampling technique or what is often called accidental sampling, namely the process of taking respondents to be used as samples based on samples that the researcher happened to meet, then respondents who were deemed suitable were used as data sources (Sugiyono, 2017). The way to determine the number of samples in accidental sampling is using the Slovin formula. From the results of these calculations, the minimum sample size required to conduct research is 117 respondents. This research uses an instrument in the form of a questionnaire. The questionnaire itself is a data collection technique that is carried out by giving respondents a set of questions or written statements to answer (Sugiyono, 2017)

The financial literacy variable uses correct (B) and incorrect (S) answer choices. Respondents are asked to choose true or false from the questions on the questionnaire from the statement. If the answer matches the answer key then it is given a score of 1, and if it is not appropriate then it is given a score of 0. Meanwhile, the variables of self-control, social environment, and consumptive behavior use a Likert Scale. With this Likert Scale, respondents are asked to complete a questionnaire that requires them to indicate their level of agreement with a series of questions. The level of agreement referred to in this Likert Scale consists of 5 scale answer choices, with gradations from strongly agree (SS) to strongly disagree (STS).

Table 1. Variable Operationalization

Variables	Indicators
Financial Literacy (X ₁)	Basic financial knowledge Savings and loans Insurance Investment
Self-control (X ₂)	Ability to control behavior Ability to control stimuli The ability to anticipate an event The ability to interpret events or occurrences Decision-making ability
Social environment (X ₃)	Follow-up Group Family Social Roles and Status
Consumptive behavior (Y)	Buying products because of the promise of a gift Buy a product because the packaging is attractive Buying products to maintain appearance and prestige Buy products based on price considerations Buying products is just a status symbol Using the product because of the element of conformity to the model that advertises it There is an assessment that buying a product at an expensive price will create a high sense of self-confidence Try more than two similar products

Source: Data Processed, 2024

The validity test was obtained using the Pearson Product Moment correlation technique, namely by correlating the item scores with the total items. Next, to measure

reliability, the Cronbach's Alpha statistical test is used. Then descriptive statistics is used to analyze data by describing or illustrating the data that has been collected as it is without intending to make general conclusions or generalizations. Next, correlation and multiple regression analyses were carried out. This was done to test the magnitude of the influence of the independent variables, namely financial literacy (X_1), self-control (X_2), and social environment (X_3) on the consumptive behavior variable (Y) in urban communities. All analyses were carried out with the help of the SPSS program.

Results and Discussions

Instrument validity testing was carried out by correlating each item score with the total score using the Pearson Product Moment correlation technique. The test criteria state that if $r_{count} > r_{table}$ at alpha 5%, it means that the questionnaire item is declared valid or capable of measuring the variable it is measuring. Based on the analysis results, it shows that there is a correlation coefficient value for each item with a total score (r) $< r_{table}$ at alpha 5% (0.1816). Where these items such as X1.1, X1.2, X1.4, X1.6, X1.7, X1.10, and X1.11 were removed in this study. After deletion, it was found that all items produced a correlation coefficient value (r) $> r_{table}$ at alpha 5% (0.1816). In this way, the items are declared valid or capable of measuring these variables, so they can be used in this research. Reliability testing shows the level of stability, constancy, or accuracy of a measuring instrument used to determine the extent to which measurements are relatively consistent when repeated measurements are carried out. The reliability testing technique is to use Cronbach's Alpha. The decision-making criteria is that if the Cronbach's Alpha coefficient value is ≥ 0.6 , it means that the questionnaire items are declared reliable or consistent in measuring the variables they measure. Based on the analysis results, it is known that the value of Cronbach's Alpha for all variables is greater than 0.6. From the provisions mentioned previously, the items that measure these variables are declared reliable or consistent in measuring these variables.

Descriptive Statistics

Questionnaires were distributed based on gender, age, education, and income. The general description of respondents based on these characteristics is tabulated as follows,

Table 2. Respondent Characteristics

	Variables	Frequency	Percent
Gender	Men	50	42.7%
	Women	67	57.3%
Age	20-25 years old	52	44.4%
	26-35 years old	51	43.6%
	36-45 years old	12	10.3%
	> 46 years old	2	1.7%
Education	SMA/SMK/MA	80	68.4%
	Diploma (D3/D2/D1)	21	17.9%
	Bachelor's degree/S1	13	11.1%
	Masters/S2	3	2.6%
Income	< Rp. 1.500.000	38	32.5%
	> Rp. 1.500.000 s.d 2.500.000	46	39.3%
	> Rp. 2.500.000 s.d 3.500.000	16	13.7%

The Influence of Financial Literacy, Self-Control, and the Social Environment on Consumptive Behavior in Urban Communities in the Banyumas Regency Area

Variables	Frequency	Percent
> Rp. 3.500.000 s.d 4.500.000	8	6.8%
> Rp. 4.500.000 s.d 5.500.000	7	6.0%
> Rp. 5.500.000 s.d 6.500.000	1	0.9%
> Rp. 9.500.000	1	0.9%
Total	117	100.0%

Source: Data Processed, 2024

Based on the table above, it shows that of the 117 respondents involved in the research, 50 were male or 42.7%, while 67 respondents were female or 57.3%. Based on the table and figure above, it shows that of the 117 respondents involved in the research, 52 people aged 20-25 years or 44.4%, 51 people aged 26-35 years or 43.6%, and 12 respondents aged 36-45 years. people or 10.3%, while respondents aged > 46 years were 2 people or 1.7%. Based on the table and figure above, it shows that of the 117 respondents involved in the research, 80 people had a SMA/SMK/MA education or 68.4%, 21 people had a Diploma (D3/D2/D1) education or 17.9%, and respondents had a Bachelor's degree/S1 as many as 13 people or 11.1%, while respondents with Masters/S2 education were 3 people or 2.6%. Based on the table, it shows that of the 117 respondents involved in the research, those with income < Rp. 1,500,000 as many as 38 people or 32.5%, whose income was > Rp. 1,500,000 to 2,500,000 as many as 46 people or 39.3%, respondents with income > Rp. 2,500,000 to 3,500,000 as many as 16 people or 13.7%, whose income was > Rp. 3,500,000 to 4,500,000 for 8 people or 6.8%, whose income is > Rp. 4,500,000 to 5,500,000 as many as 7 people or 6.0%, respondents with income > Rp. 5,500,000 to 6,500,000 for 1 person or 0.9%, while respondents with income > Rp. 9,500,000 for 1 person or 0.9%.

Correlation Analysis

Correlation analysis between consumptive behavior (Y) and financial literacy (X₁), self-control (X₂), and social environment (X₃) was carried out using the Pearson test parameter statistical method. The results of the relationship analysis can be seen in the following table,

Table 3. Pearson Product Moment Correlation Analysis

Variables	Correlation coefficient (r)	N	P value
Consumptive behavior vs financial literacy	-0.002	117	0.979
Consumptive behavior vs self-control	-0.543	117	< 0.001
Consumptive behavior vs social environment	0.433	117	< 0.001

Source: Data Processed, 2024

The table above informs that testing the relationship between Consumptive Behavior and Financial Literacy produces a negative correlation coefficient of -0.002 with a p-value of 0.979. because p-value > level of significance ($\alpha= 5\%$) it can be concluded that statistically at the 5% real level there is no significant positive relationship between consumptive behavior and financial literacy. Meanwhile, testing the relationship between consumptive behavior and self-control produces a negative correlation coefficient of -0.543 with a p-value of <0.001, because the p-value < level of significance ($\alpha=5\%$) it is concluded that statistically at the 5% level there is a negative relationship.

significant relationship between consumptive behavior and self-control. This means that self-control can reduce someone's consumptive behavior. Furthermore, testing the relationship between consumptive behavior and the social environment produces a positive correlation coefficient of 0.433 with a p-value of <0.001. because the p-value < level of significance ($\alpha= 5\%$) it can be concluded that statistically at the 5% real level there is a significant positive relationship between consumptive behavior and the social environment. This means that the social environment can encourage someone to engage in higher levels of consumptive behavior.

Regression Analysis

Table 4. Multiple Regression Model

Variables	Coefficients	Standardized Coefficients	t	p value
(Constant)	92.570	-	7.797	0.000
X ₁	-0.715	-0.062	-0.941	0.349
X ₂	-0.827	-0.589	-8.905	0.000
X ₃	1.016	0.471	7.207	0.000
F	= 41.399			
p value	= 0.000			

Source: Data Processed, 2024

The regression equation from the estimation results of the regression analysis is,

$$Y = 92.570 - 0.715 X_2 - 0.827 X_2 + 1.016 X_3 + \epsilon$$

Based on Table 4, simultaneous hypothesis testing on all models produces an F value of 41,399 with a p-value of 0.000. The test results show a p-value (0.000) < level of significance ($\alpha=0.05$), this means that there is a significant simultaneous influence of the independent variable on the dependent variable. Then testing the influence of financial literacy (X1) on consumptive behavior produces a calculated t value of -0.941 with a p value of 0.349. The test results show a p-value (0.349) > level of significance ($\alpha=5\%$), so at a real level of 5% it can be concluded that there is no significant influence of Financial Literacy on Consumptive Behavior. Then in the test using a significance level of $\alpha=10\%$, at a 90% confidence interval the interval obtained for the β_1 regression coefficient estimate is between -1.976 and 0.546. Because the interval $-1.976 \leq \beta_1 \leq 0.546$ passes the zero point, it can be concluded that at the 10% real level, there is no significant influence of financial literacy on consumptive behavior. However, if we look at the negative regression coefficient β_1 of -0.715, it indicates that there is a possibility that financial literacy has a negative effect on consumptive behavior, but the effect is not significant.

Next, testing the effect of Self-Control (X₂) produces a calculated t-value of -8.905 with a p-value of 0.000. The test results show p-value (0.000) < level of significance ($\alpha=5\%$), so at a real level of 5% it can be concluded that there is a significant influence of Self-Control on Consumptive Behavior. If we look at the regression coefficient β_2 of -0.827, it indicates that Self-Control has a negative effect on Consumptive Behavior. This means that the better your self-control ability, the more consumptive behavior you can reduce. Then testing the influence of the Social Environment (X₃) produced a calculated t-value of 7.207 with a p-value of 0.000. The test results show p-value (0.000) < level of significance ($\alpha=5\%$), so at a real level of 5% it can be concluded that there is a significant influence of the Social Environment on Consumptive Behavior. If we look at the

The Influence of Financial Literacy, Self-Control, and the Social Environment on Consumptive Behavior in Urban Communities in the Banyumas Regency Area

regression coefficient β_3 of 1.016, it indicates that the social environment has a positive influence on consumptive behavior. This means that the higher the social environment, the more consumptive behavior can increase.

The dominant influence of the independent variable on the dependent variable can be seen through the absolute (absolute) value of the largest standardized coefficient. From the estimation results shown in the table above, it can be seen that the variable that has the largest standardized coefficient is the Self-Control variable (X_2) of 0.589. Thus, the Self-Control factor (X_2) has the most dominant influence on consumptive behavior.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	p-value
Regression	0.724	0.524	0.511	15.85847	0.524	41.399	0.000

Source: Data Processed, 2024

The magnitude of the contribution of the independent variable to the dependent can be determined through the coefficient of determination which is shown in table 4.5 above. Based on the table above, it is known that R^2 is 0.524 or 52.4%. This means that the contribution of financial literacy (X_1), self-control (X_2), and social environment (X_3) to consumptive behavior (Y) is 52.4%. then the results of testing the coefficient of determination obtained an R Square Change value of 0.524 with a p-value of 0.000, because p-value (0.000) < level of significance ($\alpha=0.05$), this means that there is a significant R Square value if the independent variable is included in the model simultaneously.

Discussion

Based on the discussed results, the influence of Financial Literacy (X_1) produces a calculated t-value of -0.941 with a p-value of 0.349. The test results show that at a real level of 5% and 10%, it can be concluded that there is no significant influence of Financial Literacy on Consumptive Behavior. This insignificance could be caused by someone's insufficient knowledge and understanding regarding general financial knowledge, money management, savings and investment, as well as risk but not everyone has implemented it well. Based on research conducted by (Deviyanti, 2020; Ramadhani, 2019), it is stated that most understanding of financial literacy is only used as knowledge and does not guarantee that the knowledge received will increase the level of financial literacy. This means that if someone can understand but does not apply financial literacy in everyday life, then financial literacy will not really influence the increase or decrease in consumptive behavior. However, on the other hand, the regression coefficient β_1 of -0.715 indicates that financial literacy has the possibility of having a negative influence on Consumptive Behavior. This is in line with previous research on financial literacy conducted by (Dikria & Mintarti, 2016; Imawati & Ivada, 2013; Usman & Izhari, 2020) show that financial literacy has a negative effect on consumptive behavior. This means that the higher a person's ability to manage finances, the more slowly they can reduce consumptive behavior. Conversely, if a person's ability in terms of financial literacy is lower, the level of a person's consumptive behavior will increase.

Financial literacy is very necessary for everyone to be free from financial problems. Financial difficulties are not only triggered by low income, financial difficulties can also occur due to errors in financial management. According to Oseifuah (Ika, Sri, and Bambang, 2019), the importance of financial literacy cannot be underestimated, because someone who is financially illiterate may not be able to budget appropriately to calculate expenses, and also not be able to identify financial products or services that can be used. meet their needs, and are unsure how to independently obtain and assess finances.

Then the influence of Self-Control (X2) produces a calculated t-value of -8.905 with a p-value of 0.000. The test results show that at a real level of 5%, it can be concluded that there is a significant influence of Self-Control on Consumptive Behavior. The test results show that the β_2 regression coefficient is -0.827, indicating that there is a significant negative influence of Self-Control on Consumptive Behavior. These results are in accordance with research conducted by Tribuana (2020) where this research used the theory of planned behavior method and consumptive behavior theory on student samples. Based on the research conducted, the results found that there was a relationship between control and consumptive behavior. The higher the level of self-control, the lower the level of consumptive behavior. Several other factors can influence a person's self-control, namely religious orientation, parenting patterns, and cognitive factors. Religious orientation can have various positive consequences, including on personality variables, such as anxiety, self-control, irrational beliefs, and other personality traits, as stated by Bergin (1980). Meanwhile, the parenting style factor is also an important thing in life because it can develop the values of self-control and self-direction so that a person can be properly responsible for all the actions they take. Lastly, cognitive factors are no less important, where this factor shows a person's ability to control themselves better.

Next are the results of testing the Social Environment on Consumptive Behavior. Based on Table 4 above, the influence of the Social Environment (X3) produces a calculated t-value of 7.207 with a p-value of 0.000. The test results show that at a real level of 5%, it can be concluded that there is a significant influence of the Social Environment on Consumptive Behavior. Furthermore, the results of the Social Environment test show that the β_3 regression coefficient is 1.016, indicating that there is a significant positive influence on consumptive behavior. This is in line with what Sjeddie Rianne Watung (2018) did, that social environmental factors have a significant influence on consumptive behavior. The social environment is the source of all social interactions between individuals in society, either directly or indirectly. Direct influences such as in our daily interactions include family, peers, and society. Indirect influence can be achieved through information from radio, television, the Internet, and other electronic media. Therefore, every activity carried out by humans can influence other humans, either directly or indirectly. The influence of this social interaction will shape the individual's personality. So the worse the social environment, the more consumptive behavior can increase.

Furthermore, the results of simultaneous testing (together) of Financial Literacy, Self-Control, and Social Environment on Consumptive Behavior. Based on Table 4, simultaneous hypothesis testing produces a calculated F value of 41,399 with a p-value of 0.000. The test results show that there is a significant influence simultaneously (together) of the independent variables on the dependent variable. Based on the results of this simultaneous test, it has been confirmed statistically that the three independent

variables studied (Financial Literacy, Self-Control, and Social Environment) are very important to pay attention to in determining a person's consumptive behavior. Okky Dikria and Sri Umi Mintarti W (2016) in their research on students from the 2013 Department of Development Economics, Faculty of Economics, State University of Malang, have also confirmed that there is a joint influence of financial literacy and self-control on consumptive behavior.

Analysis of the contribution of Financial Literacy, Self-Control, and Social Environment to consumptive behavior was found to be 0.524 or 52.4%. Then, based on the dominant influence, it was found that Self-Control has the most dominant influence on Consumptive Behavior. So, the various research results obtained can explain that the Self-Control variable has a huge effect on the sustainability and improvement of consumptive behavior in the future. Continue to hone the ability to structure, guide, organize, and direct our behavior towards positive consequences.

Conclusions

Then the results of the analysis show that there is a real influence of Self-Control on Consumptive Behavior in urban communities in the Banyumas Regency Area. This result is proven by a statistical test which gives a significance value of 0.000, which is smaller than the required significance level, namely alpha 0.05. Then the regression coefficient shows a negative direction of -0.827. Therefore, Self-Control has a negative and significant effect on Consumptive Behavior. This means that the better the self-control ability, the more consumptive behavior can be reduced in urban communities in the Banyumas Regency area. There is a real influence of the Social Environment on Consumptive Behavior in urban communities in the Banyumas Regency Area. This result is proven by a statistical test which gives a significance value of 0.000, which is smaller than the required significance level, namely alpha 0.05. Then the regression coefficient shows a negative direction of 1.016. Therefore, the social environment has a positive and significant effect on consumptive behavior. This means that the worse the ability to control oneself, the more consumptive behavior can increase in urban communities in the Banyumas Regency area. Based on the results of the simultaneous test, the F count was 41,399, this shows that there is a significant simultaneous influence of Financial Literacy, Self-Control, and the Social Environment on Consumptive Behavior in urban communities in the Banyumas Regency Area. This result is proven by a statistical test which gives a significance value of 0.000 which is smaller than the required significance level, namely an alpha of 0.05.

BIBLIOGRAPHY

- Adji, W. (2004). *Ekonomi SMA*. Jakarta: Erlangga.
- Brilliant, F., & Kautsar, A. (2020). Apakah literasi keuangan memengaruhi kesejahteraan rumah tangga di Indonesia? *Kajian Ekonomi Dan Keuangan*, 4(2), 103–115.
- Budanti, H. S., Indriayu, M., & Sabandi, M. (2017). Pengaruh lingkungan sosial dan gaya hidup terhadap perilaku konsumsi mahasiswa program studi pendidikan ekonomi FKIP UNS. *Jurnal Pendidikan Bisnis Dan Ekonomi*, 3(2).

- Chita, R. C. M., David, L., & Pali, C. (2015). Hubungan antara self-control dengan perilaku konsumtif online shopping produk fashion pada mahasiswa Fakultas Kedokteran Universitas Sam Ratulangi angkatan 2011. *Ebiomedik*, 3(1).
- Deviyanti, S. (2020). *Pengaruh Literasi Keuangan Terhadap Perilaku Konsumtif Peserta Didik Kelas Xii Ips Sma Negeri 3 Makassar*. Universitas Negeri Makassar.
- Dewi, N., & Rusdarti, R. (2017). Pengaruh Lingkungan Keluarga, Teman Sebaya, Pengendalian Diri dan Literasi Keuangan Terhadap Perilaku Konsumtif Mahasiswa. *Journal of Economic Education*, 6(1), 29–35.
- Dikria, O., & Mintarti, S. U. (2016). Pengaruh literasi keuangan dan pengendalian diri terhadap perilaku konsumtif mahasiswa jurusan ekonomi pembangunan fakultas ekonomi universitas negeri malang angkatan 2013. *Jurnal Pendidikan Ekonomi (Economic Education Journal)*, 9(2).
- Fattah, F. A. (2017). *Pengaruh Literasi Keuangan dan Pengendalian Diri Terhadap Perilaku Konsumtif Siswa SMA Muhammadiyah 1 Karanganyar*.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*.
- Ghufron, M. N., & Suminta, R. R. (2012). *Gaya belajar: Kajian teoritik*. Pustaka Pelajar.
- Imawati, I., & Ivada, E. (2013). Pengaruh Financial Literacy Terhadap Perilaku Konsumtif Remaja Pada Program IPS SMA Negeri 1 Surakarta Tahun Ajaran 2012/2013. *Jupe-Jurnal Pendidikan Ekonomi*, 2(1).
- Julian, E., Ananda, N. A., & Andriani, S. (2018). Analisis Tingkat Literasi Keuangan Terhadap Perilaku Konsumtif Pada Remaja Sumbawa. *Jurnal Manajemen Dan Bisnis*, 1(2).
- Kumalasari, D., & Soesilo, Y. H. (2019). Pengaruh literasi keuangan, modernitas individu, uang saku dan kontrol diri terhadap perilaku konsumtif mahasiswa prodi S1 pendidikan ekonomi angkatan tahun 2016 fakultas ekonomi Universitas Negeri Malang. *Jurnal Pendidikan Ekonomi*, 12(1), 61–71.
- Kurniasari, F., Lestari, E. D., & Tannady, H. (2023). Pursuing Long-Term Business Performance: Investigating the Effects of Financial and Technological Factors on Digital Adoption to Leverage SME Performance and Business Sustainability—Evidence from Indonesian SMEs in the Traditional Market. *Sustainability*, 15(16), 12668.
- Ningtyas, M. N. (2019). Literasi keuangan pada generasi milenial. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 13(1), 20–27.
- Nurbaeti, I., Mulyati, S., & Sugiharto, B. (2019). The effect of financial literacy and accounting literacy to entrepreneurial intention using theory of planned behavior model in STIE Sutaatmadja accounting students. *JASS (Journal of Accounting for Sustainable Society)*, 1(01), 1.
- Pambudi Tri Bagas, B. T. P., & Indrawati Sri Endang, E. S. I. (2018). *Hubungan Antara Kontrol Diri Dengan Perilaku Konsumtif Pembelian Gadget Pada Mahasiswa Jurusan Teknik Industri Universitas Diponegoro*. UNDIP.
- Putra, A. H. P. K. (2017). *Influence of Store Characteristics and Products of Consumers in Indonesia to Impulsive Buying Behaviour*.
- Ramadhani, R. H. (2019). *Pengaruh Literasi Keuangan, Electronic Money, Gaya Hidup, dan Kontrol Diri Terhadap Perilaku Konsumtif Mahasiswa (Studi Kasus Mahasiswa Strata-I Manajemen Universitas Sumatera Utara)*. Universitas Sumatera Utara.
- Ridhayani, F., & Johan, I. R. (2020). The influence of financial literacy and reference

- group toward consumptive behavior across senior high school students. *Journal of Consumer Sciences*, 5(1), 29–45.
- Roberts, J., Burton, D., Loris, N., & Michel, A. (2021). Organization for Economic Co-operation and Development (OECD): What America Should Do. *Heritage Foundation Backgrounders*, 3593, 2003–2021.
- Subagio, S. (2019). Pengaruh Lingkungan Sosial Terhadap Perilaku Konsumtif Mahasiswa Fakultas Pendidikan Olahraga Dan Kesehatan (FPOK) IKIP Mataram. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 3(3).
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta, CV.
- Sumartono, S. (2002). Terperangkap dalam iklan: Meneropong imbas pesan iklan televisi. *Bandung: Alfabeta*.
- Tambunan, T. T. H. (2001). *Perekonomian Indonesia (Teori dan temuan empiris)*.
- Tangney, J. P., Boone, A. L., & Baumeister, R. F. (2018). High self-control predicts good adjustment, less pathology, better grades, and interpersonal success. In *Self-regulation and self-control* (pp. 173–212). Routledge.
- Tribuana, L. (2020). Pengaruh literasi keuangan, pengendalian diri dan konformitas hedonis terhadap perilaku konsumtif mahasiswa. *Prisma (Platform Riset Mahasiswa Akuntansi)*, 1(1), 145–155.
- Usman, O., & Izhari, N. (2020). The Effect of Family Environment, Peers, Self-Control and Financial Literacy on Consumptive Behavior of Students. *Peers, Self-Control and Financial Literacy on Consumptive Behavior of Students (June 30, 2020)*.
- Wiraseptya, T., & Suardi, M. (2019). Pengaruh Budaya Konsumerisme Terhadap Masyarakat Kota. *Majalah Ilmiah UPI YPTK*, 1–6.

Copyright holder:

Author (2024)

First publication right:

Syntax Literate: Jurnal Ilmiah Indonesia

This article is licensed under:

