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ANALISIS PEN ANALYSIS OF THE INFLUENCE OF FINANCIAL LITERACY ON CONSUMPTIVE BEHAVIOR: SELF-CONTROL AS A MEDIATING VARIABLE

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ABSTRACT

This study aims to analyze the influence of financial literacy on the consumptive behavior of Generation Z students, with self-control as a mediating variable. This research employs a quantitative method with a Path Analysis approach. The research sample consists of Generation Z students selected using a Simple Random Sampling technique, with the sample size determined using Lemeshow's formula. Data were collected through a questionnaire distributed via Google Forms. The results indicate that financial literacy significantly influences consumptive behavior. However, this influence can be mediated by self-control. Students with good financial literacy tend to have higher self-control, enabling them to manage their consumptive behavior. Conversely, students with low financial literacy are more vulnerable to utilizing credit facilities such as pay-later services and credit cards without careful financial planning. These findings emphasize the importance of strengthening financial literacy and self-control among students to avoid excessive consumptive behavior. Universities and the government can play a role in enhancing financial education to foster more prudent consumption patterns among Generation Z.

Keywords: *Financial Literacy, Consumptive Behavior, Self-Control, Generation Z, Path Analysis.*

INTRODUCTION

The advancement of technology and the economy has provided convenience for society in fulfilling daily needs, whether in the form of goods or services, both productive and consumptive. People can now easily purchase products online. However, this convenience can also encourage individuals to engage in consumptive behavior, where purchases are made not out of necessity but to satisfy personal desires. According to Yudasella, I.F, & Krisnawati, (2019), consumptive behavior refers to the act of consuming goods or services based on desires beyond essential needs, primarily for self-satisfaction.Generation Z (ages 12–27) is particularly vulnerable to this behavior, as they tend to experience frequent emotional fluctuations and are easily influenced to purchase items they do not actually need. The feeling of Fear of Missing Out (FOMO) is deeply ingrained in them, making them anxious about missing out on experiences—whether participating in certain activities or owning specific products. This situation is often exacerbated by social media, which showcases new trends that appear more attractive, triggering dissatisfaction and reinforcing the urge to engage in consumptive behavior.University students, in particular, feel the need to demonstrate that they are keeping up with current trends. Consumptive behavior can occur across different social and age groups, including students, influenced by various factors (Jannah, 2019).

According to data from the Ministry of Trade of the Republic of Indonesia (2024), the total value of e-commerce transactions in Indonesia reached IDR 487 trillion, an increase from IDR 453 trillion in the previous year. This indicates that society is becoming increasingly active in shopping through digital platforms. Furthermore, 85% of e-commerce users consist of Generation Z and Millennials (Kredivo, 2024). Generation Z is known as digital natives who are highly influenced by social media trends and tend to exhibit higher levels of consumptive behavior. While the increasing volume of transactions and the rapid growth of the digital economy reflect economic progress, they also indicate potential financial risks if not balanced with self-control and financial literacy. Without proper financial understanding, Generation Z is highly vulnerable to impulsive buying and the use of pay-later/credit services without careful consideration. This behavior can lead to financial instability, unmanageable debt, and eventually result in stress, psychological pressure, and a decline in mental health and productivity.

Several studies have examined the factors influencing consumptive behavior, particularly among college students. Rachmawati, (2019) found that online shopping is no longer just an option but has transformed consumption patterns, making society more consumptive. This shift is supported by the ease of payment methods and the ability to compare prices across different stores. Halida, (2020) argued that individuals with high financial literacy are more capable of allocating their finances effectively and developing strong self-control, which helps them resist the urge to make impulsive purchases.Another study by Dwi Lestari (2023) identified self-control as a crucial factor in preventing consumptive behavior. Individuals with good self-control tend to have a better understanding of financial literacy, allowing them to manage their money wisely by avoiding unnecessary purchases and setting aside funds for investment.This statement is further supported by Ng & Yunowo (2022), who emphasized that individuals with high self-control not only manage their finances effectively but also develop a strong saving habit by consistently setting aside money for savings or investment purposes.

This study aims to analyze the influence of financial literacy on consumptive behavior, with self-control as a mediating variable among Generation Z. Specifically, this research will explore the extent to which financial literacy can help individuals regulate their consumptive behavior through self-control mechanisms. By understanding this relationship, this study is expected to provide new insights into efforts to reduce excessive consumptive behavior among young generations.

The research method used in this study is a quantitative method with a survey approach. Data will be collected through questionnaires distributed to Generation Z students as respondents. Data analysis will be conducted using regression analysis and mediation tests to examine the role of self-control in the relationship between financial literacy and consumptive behavior. The results of this study are expected to provide an academic contribution to the fields of financial management and consumer behavior while also offering recommendations for students to manage their finances more wisely.

LITERATURE REVIEW

Consumptive behavior arises from hedonistic consumption activities that prioritize desires over actual needs. Taqwa & Mukhlis, (2022) define consumptive behavior as a purchasing pattern driven more by emotional and social factors rather than functional needs.

According to Ridgway, N. M., et.al, (2008), consumptive behavior can be categorized as follows:

- Impulsive Buying: Purchasing without planning due to a sudden urge.
- Compulsive Buying: Buying as a response to emotional pressure.
- Wasteful Buying: Purchasing in excessive quantities without considering actual needs.
- Non-Rational Buying: Buying based on trends or social influence without rational consideration.

Financial literacy is an individual's ability to understand, analyze, and use financial information to make appropriate financial decisions (Lusardi, A., et.al, 2014). individuals with good financial literacy tend to manage their finances more effectively as they understand the risks of debt, interest rates, and penalties. Conversely, individuals with low financial literacy are more prone to consumptive behavior, such as impulsive buying and a wasteful lifestyle. A study by Kumalasari & Soesilo (2019) states that financial literacy negatively affects consumptive behavior. Similarly, Komarudin, et.al, (2024) also argue that financial literacy has a negative impact on financial behavior.

According to Remund (2010), financial literacy can be measured based on the following aspects:

- Financial Knowledge: Understanding basic financial concepts.
- Financial Behavior: Managing finances through activities such as saving and investing.
- Financial Attitude: An individual's perspective on money management.
- Financial Skill: The ability to manage budgeting, investments, and credit effectively.

Self-control is the ability of an individual to regulate, restrain, and control impulses or desires that may lead to detrimental long-term decisions (Baumeister, R. F., et.al, 2007). Reasearch by Kumalasari & Soesilo, (2019) states that self-control has a negative influence on consumptive behavior.

Tangney, J. P., et.al, (2004) measure self-control based on the following five aspects:

- Self-Discipline: The ability to maintain focus and consistency.
- Impulse Control: The ability to resist immediate desires.
- Healthy Habits: The ability to sustain positive routines.
- Work Ethic: Consistency in striving to achieve goals.
- Deliberate Decision-Making: The ability to consider decisions carefully.

Based on the above formulation, the following hypotheses are concluded:

H1: Financial Literacy negatively influences Consumptive Behavior.

H2: Financial Literacy positively influences Consumptive Behavior.

H3: Self-Control negatively influences Consumptive Behavior.

H4: Self-Control mediates the influence of Financial Literacy on Consumptive Behavior.

METHODOLOGY

This study employs a quantitative method with a Path Analysis approach, aiming to examine the effect of financial literacy on consumptive behavior and whether self-control acts as a mediator in this relationship. The population in this study consists of Generation Z students, and the sampling technique used is Simple Random Sampling. The sample size is determined using Lemeshow's formula, with a 50% estimation and a 10% alpha level.

$$n = \frac{1{,}96^2\ x\ 0{,}5\ (1 - 0{,}5)}{0{,}1^2} = \frac{0{,}9604}{0{,}1} = 96{,}04$$

The calculated sample size is 96.04, which is rounded up to 97 respondents. Data collection is conducted using a questionnaire.

DISCUSSION

Based on the literature review and the formulated hypotheses, this study will highlight the relationship between financial literacy, self-control, and consumptive behavior among Generation Z students. The increasing trend of consumptive behavior is influenced by various factors, including the ease of digital payment access, social trends, and a lack of self-control in financial management.

According to the theory proposed by Lusardi, A., & Mitchell, (2014) individuals with high financial literacy tend to be more prudent in managing their finances. However, on the other hand, low financial literacy can increase the tendency for consumptive behavior, such as impulsive buying and a lavish lifestyle. Previous research by Kumalasari & Soesilo (2019) also confirms a negative relationship between financial literacy and consumptive behavior, meaning that the higher a person's financial literacy, the lower their level of consumptive behavior.

Tabel 1. Coefficient Financial Literacy.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	49.767	1.501		33.161	.000
	Financial Literacy	-.656	.177	-.517	-3.708	.014
a. Dependent Variable: Consumtive Behaviour						

Based on the test results, the significance value of the financial literacy variable on consumptive behavior is 0.014 < 0.05, indicating that financial literacy has a significant effect on consumptive behavior. The effect of financial literacy on consumptive behavior is negative, as shown by the Beta coefficient of -0.517 with a significance value of 0.014, demonstrating that higher financial literacy is associated with lower consumptive behavior.

Tabel 2. R Square.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586[a]	.343	.305	1.67430

a. Predictors: (Constant), Financial Literacy

The R Square value is 0.343, indicating that the financial literacy variable explains 34.3% of the variance in consumptive behavior. The remaining variance is influenced by other factors not included in this study. Additionally, the error term (e1) is calculated using the formula e1 = √(1 - 0.343) = 0.810.

Tabel 3. Coefficient Financial Literacy, Consumtive Behaviour.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	39.939	4.485		8.904	.000
	Financial Literacy	.612	.310	.198	3.975	.000
	Consumtive Behaviour	-.438	.428	-.346	-2.802	.009
a. Dependent Variable: Self-Control						

Based on the test results, the significance value of the financial literacy variable is 0.000 < 0.05, indicating that financial literacy has a significant effect on self-control. The influence of financial literacy on self-control is positive, as shown by the Beta value of 0.198. Meanwhile, consumptive behavior has a negative influence on self-control, as indicated by the Beta value of -0.346 with a significance of 0.009. This confirms that consumptive behavior significantly affects self-control.

Tabel 4. R Square.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435[a]	.413	.402	2.36141
a. Predictors: (Constant), Consumtive Behaviour, Financial Literacy				

The R Square value of 0.413 indicates that financial literacy has an influence of 41.3%. The error term (e1) is calculated using the formula e1 = √(1 - 0.413) = 0.766.

Based on the test results, it can be concluded that financial literacy has a negative effect of -0.517 on consumptive behavior, indicating that individuals with good financial literacy tend to spend their money wisely and are less likely to engage in consumptive behavior. Furthermore, financial literacy has a positive influence on self-control, with a coefficient of 0.198. This suggests that individuals with good financial literacy and strong self-control are more capable of making rational decisions regarding their needs.

CONCLUSION AND RECOMMENDATION

The Influence of Financial Literacy on Consumptive Behavior Statistical test results indicate that financial literacy has a negative impact on consumptive behavior, with a coefficient of -0.517 and a significance value of 0.014 (<0.05). This means that the higher an individual's financial literacy, the lower their level of consumptive behavior. Individuals with good financial literacy tend to be more prudent in managing their finances and avoid excessive consumptive behaviors, such as impulsive buying and a wasteful lifestyle. The R Square value of 0.343 suggests that financial literacy explains 34.3% of the variation in consumptive behavior, while the remaining percentage is influenced by other factors.

The Influence of Financial Literacy and Consumptive Behavior on Self-Control Financial literacy has a positive effect on self-control, with a coefficient of 0.198 and a significance value of 0.000 (<0.05). This indicates that individuals with higher financial literacy tend to have better self-control, making them more capable of managing their financial desires. Conversely, consumptive behavior has a negative effect on self-control, with a coefficient of -0.346 and a significance value of 0.009 (<0.05). This suggests that the higher an individual's consumptive tendencies, the lower their ability to exercise self-control in financial management. The R Square value of 0.413 signifies that the combination of financial literacy and consumptive behavior explains 41.3% of the variation in self-control.

These findings confirm that financial literacy not only helps reduce consumptive behavior but also contributes to improving self-control. Therefore, enhancing financial literacy among students is crucial in preventing excessive consumptive behavior and fostering wiser financial management habits. Additionally, strengthening self-control is essential to help individuals become more disciplined in managing their finances, especially in resisting impulsive consumption due to the convenience of digital payments and social trends.

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