Tendencies towards Consumptive Behavior in Members of Student Activity Groups at University X

Gabriela Wilona Karen[1] , Arfian[2]

[1,2] Universitas Bhayangkara Jakarta Raya

Email: karenwilona@gmail.com s

Abstract

Introduction to The Problem : This research aims to examine the relationship between self-concept and the tendency towards consumerist behavior among student members of extracurricular activity units (UKMs) at University X. **Purpose** : This research aims to investigate the correlation between self-concept and the tendency for consumerist behavior among student members of extracurricular activity groups (UKM) at University X. **Design/methods/approach**: This research employs a quantitative approach with a correlational design. The subjects of this study are members of student activity units (UKMs) at University X, with a sample size of 108 students. **Findings** : Hasil penelitian menunjukkan skor koefisien korelasi sebesar 0,385 dengan nilai signifikansi 0,000. **Research implications/limitations**: This research indicates a significant positive correlation between self-concept and consumer behavior among members of student activity groups (UKMs) at University X. This means that a higher self-concept is associated with higher consumer behavior, and conversely, a lower self-concept is associated with lower consumer behavior.

Keywords : Self Concept, Consumptive Behavior, member of UKM

Introduction

CNN (2015) reported that the majority of Indonesia's productive population (aged 18-29 years) exhibited a higher tendency towards planned spending compared to the previous year. Purchases were often motivated by a desire for self-affirmation and social acceptance, with common items including clothing, mobile phones, makeup, and shoes. The rise of e-commerce has further facilitated this spending behavior through convenient features such as diverse payment options. Individuals can choose to pay via bank transfers, transactions at supermarkets, cash on delivery (COD), or "paylater" services, offering flexibility and accessibility.

According to a survey conducted by Databoks (2022) involving 1,529 active e-commerce users across Indonesia, Shopee emerged as the preferred platform for 69.9% of Generation Z

respondents (aged 10-25 years) and 64.2% of millennial respondents (aged 26-41 years). Lazada secured the second position with 23.3% of Generation Z and 20.6% of millennials, while Tokopedia was favored by 14.5% of Generation Z and 15.5% of millennials.

The increasing modernization of the era has led to the emergence of consumerist behavior in individuals. Among Generation Z, consumerism is a lifestyle choice aimed at fulfilling their wants and needs. This is further fueled by environmental factors that influence individuals to maintain an attractive appearance to be considered fashionable, keep up with trends, and boost their self-esteem.

According to Sumartono (2002), consumerist behavior is the act of purchasing goods or services that are less needed or even unnecessary, thus becoming excessive. It can be said that individuals prioritize wants over needs. While there is nothing inherently wrong with this lifestyle, excessive consumerism can lead to negative consequences.

When the fulfillment of all desires becomes a priority, individuals may resort to various means to satisfy their wants, primarily to sustain their shopping habits. Moreover, some individuals engage in shopping out of fear of missing out on trends or simply to maintain their social status. This stems from the pressure to uphold a certain image rather than prioritizing essential needs.

Excessive consumerism can lead to wasteful spending habits and difficulties in managing finances, as individuals prioritize fulfilling their desires. According to Sumartono (2002), several indicators suggest consumptive behavior: purchasing products due to the allure of gifts, attractive packaging, maintaining appearances and social status, price considerations, conforming to advertising models, associating high prices with elevated self-esteem, and trying multiple similar products from different brands.

Two primary factors influence consumerism: internal and external factors. Internal factors are personal and include self-esteem, self-concept, motivation, and learning processes. External factors relate to the individual's environment, encompassing culture, social class, social and reference groups, and family (Sumartono, 2002).

Sumartono suggests that self-concept is a factor influencing consumer behavior. Calhoun and Acocella (1995) define self-concept as an individual's perception that shapes their understanding of themselves and influences their actions in various situations. Individuals with a negative self-concept tend to have a poor view of themselves. This can lead them to strive to fit in and be like others by adopting trendy attributes and engaging in consumptive behavior (Tambunan, 2001). This aligns with research by Suminar and Meiyuntari (2015), which indicates an inverse relationship between self-concept and consumer behavior: the lower the self-concept, the higher the consumptive behavior, and vice versa.

Driven by an interest in exploring the connection between self-concept and consumptive behavior, this study is entitled "The Relationship between Self-Concept and Consumptive Behavior in Members of the Christian Student Fellowship at University X."

Literatur Riview

Sumartono (2002) defines consumptive behavior as the act of purchasing goods or services that are unnecessary or even superfluous, often to an excessive degree. This behavior is characterized by purchases made beyond rational needs, driven by wants rather than needs. Similarly, Tambunan (2001) defines consumptive behavior as the desire to excessively consume unnecessary goods to achieve maximum satisfaction.

Sumartono (2002) identifies three key aspects of consumptive behavior: a) Impulsive Buying: This refers to purchases driven by sudden urges or fleeting desires, made without careful consideration or planning, with decisions typically occurring at the point of sale. b) Irrational Buying: This involves purchases fueled by emotions, such as the desire to imitate or differentiate oneself from others, without rational decision-making and often accompanied by a sense of pride. c) Wasteful Buying: This describes purchases that prioritize wants over needs, leading individuals to spend money on various items that deviate from their essential requirements.

According to Sumartono (2002), several factors influence consumptive behavior: a) Internal Factors: These include motivation, self-esteem, observation, learning processes, personality, and self-concept. b) External Factors: These encompass culture, social class, social groups, and family influence.

Sumartono (2002) also identifies several indicators of consumptive behavior: a) Purchasing products due to the lure of gifts: Individuals buy an item because of an offered gift with the purchase. b) Purchasing products due to attractive packaging: Individuals are easily persuaded to buy products that are neatly packaged and decorated with attractive colors. The motivation for buying is solely based on the appealing packaging. c) Purchasing products to maintain appearance and prestige: Individuals have a strong desire to buy things to maintain an appearance that attracts attention. They tend to spend money to support their appearance. d) Purchasing products based on price: Individuals buy based on luxury and not on the benefits or usefulness of the product. They tend to use expensive or luxurious products. e) Purchasing products merely to maintain status symbols: Individuals with high purchasing power buy expensive goods to support their exclusivity, to give the impression of belonging to a high social class. f) Purchasing products due to conformity to advertising models: Individuals tend to follow the behavior of their idols by using everything their idols use. They are inclined to use and try products offered if they idolize the brand

ambassador of that product. g) Purchasing expensive products to boost self-confidence: Individuals are driven to try products because they believe what the advertisement says, namely that it can increase self-confidence. h) Buying more than two similar products (different brands): Individuals tend to use products of the same type but with different brands from the products they previously used, even though those products have not been used up.

Calhoun and Acocella (1995) state that self-concept is an individual's perception of themselves, encompassing the thoughts that come to mind when they reflect on themselves, which in turn influences how they act in life. Self-concept is a crucial perspective that determines how individuals view themselves. A positive self-concept signifies the ability to understand one's strengths and weaknesses. Individuals with a positive self-concept do not feel inferior due to their shortcomings and strive to minimize them (Rakhmat, 2003).

According to Calhoun and Acocella (1995), self-concept comprises three dimensions: a) Knowledge: This refers to an individual's awareness of their own characteristics, including their shortcomings, age, gender, nationality, ethnicity, occupation, religion, and so on. The way individuals perceive themselves also has a significant impact on their psychological well-being. b) Expectations: This dimension encompasses an individual's outlook on future possibilities. Every expectation held by a person can empower them to strive towards achieving their future goals. c) Evaluation: This involves a process of self-assessment, where individuals measure aspects of themselves that conflict with their expectations and identify their personal standards.

There are 3 factors that influence the formation of self-concept: a) Parents. In this case, parents teach children how to evaluate themselves and form the framework for their self-concept. b) Peers. Acceptance from peers is essential after receiving love from others, as it plays a significant role in influencing self-concept. Lack of acceptance from peers can disrupt an individual's self-acceptance. This is because acceptance and rejection from peers significantly impact how individuals view themselves. c) Society. Society holds certain expectations of individuals. These expectations are internalized, and individuals strive to fulfill them.

Methods

This research employs a quantitative approach. According to Azwar (2017), quantitative research methods focus on the analysis of quantitative data (numerical values) collected through measurement methods and processed using statistical analysis techniques. The sampling technique used in this study is nonprobability sampling with a saturated sampling model. Nonprobability sampling is defined as a sampling technique that does not provide an equal chance for every element or member of the population to be selected as a sample. Saturated sampling, on the other

hand, is a sample determination technique where all members of the population are included in the research sample. This is usually done when the population tends to be small (Sugiyono, 2016).

This study utilizes scales based on indicators and dimensions of both variables, modified by the researcher to align with the needs and characteristics of the research. The types of items used in both scales are favorable and unfavorable. Favorable items contain behavioral concepts that are consistent with or support the attribute being measured, while unfavorable items do not support or reflect the characteristics of the attribute being measured (Azwar, 2017). The scale used to measure both variables is the Likert scale. This study employs a correlation analysis technique. Sugiyono (2016) explains that the product correlation analysis technique is a technique for testing hypotheses about the relationship between one independent variable and one dependent variable.

In this study, the population comprises 108 students who are members of student activity groups at University X. Due to the small size of the research population, this study employs total sampling, where the entire population is included in the sample. Total sampling is a sampling technique in which the sample size is equal to the population size. This approach is typically used when the population size is small (Sugiyono, 2016). Therefore, the sample for this study consists of all 108 students.

Result and Discussion

A normality test is conducted to determine whether data is normally distributed. Based on the table above, the results of the normality test using the Kolmogorov-Smirnov test show a significance value of 0.081. Therefore, with a significance value of $0.081 > 0.05$, the data is normally distributed.

Normally distributed data indicates a balanced dataset where the majority of the data points cluster around the mean (Akhtar, 2018). The normality test in this study was performed using SPSS software version 29.0 for Windows.

		Unstandardized Predicted Value
N		108
Normal Parametersa,b	Mean	.0000067
	Std. Deviation	8.26253100
Most Extreme Differences	Absolute	.334
	Positive	.334
	Negative	.324
Test Statistic		.334
Asymp. Sig. (2-tailed)		.081c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The results show a deviation from linearity value of 0.170, which is greater than 0.05. This indicates a statistically significant linear relationship between Self-Concept (X) and Consumptive Behavior (Y). Linearity implies that the pattern of association between the independent and dependent variables forms a straight line (Akhtar, 2018). The linearity test in this study was conducted using SPSS software version 29.0 for Windows.

			Sum of Squares	df	Mean Square	F	Sig.
Perilaku Konsumtif * Konsep Diri	Between Groups	(Combined)	7.887	2	3.943	10.258	.000
		Linearity	7.153	1	7.153	18.607	.000
		Deviation from Linearity	.734	1	.734	.191	.170
	Within Groups		40.363	105	.384		
	Total		48.250	107			

The results of the correlational hypothesis test for the two variables yielded a correlation coefficient of 0.385 with a significance value of 0.000, which is less than 0.05. This indicates a significant relationship between the self-concept variable and the consumptive behavior variable. Therefore, the alternative hypothesis is accepted, and the null hypothesis is rejected.

		Konsep Diri	Perilaku Konsumtif
Konsep Diri	Pearson Correlation	1	.385**
	Sig. (2-tailed)		.000
	N	108	108
Perilaku Konsumtif	Pearson Correlation	.385**	1
	Sig. (2-tailed)	.000	
	N	108	108

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient value in this study is 0.385, indicating a positive correlation. This means that the higher the self-concept, the higher the consumptive behavior, and vice versa; the lower the self-concept, the lower the consumptive behavior. This finding aligns with the theory proposed by Akhtar (2018), which states that a positive correlation coefficient signifies a direct relationship between the two variables: if the independent variable increases, the dependent variable also increases.

This finding is consistent with research conducted by Reky (2020), which revealed a significant positive influence between self-concept and consumptive behavior among students in the 2019 cohort of the Guidance and Counseling Department at Jakarta State University, with a coefficient value of 0.058. This study concluded that self-concept has a significant influence on consumptive behavior.

The categorization test in this study was conducted with 108 subjects. For the consumptive behavior variable, the moderate category was dominant compared to the low and high categories, with 59 subjects (54.6%). It can be concluded that when individuals want to buy something, they tend to give less consideration to whether the item is needed or not.

Criteria	Category	Frequency	Percentage (%)

X < 57	Low	29	26,9
57 X ≤ 81	Moderate	59	54,6
X > 81	High	20	18,5
	Total	108	100,0

Meanwhile, the moderate category for the self-concept variable is considerably more dominant than other categories, with 71 subjects representing 65.7%. Therefore, it can be concluded that these individuals possess a relatively positive perception or evaluation of themselves, enabling them to control their actions effectively.

Criteria	Category	Frequency	Percentage (%)
X < 48	Low	17	15,7
48 X ≤ 68	Moderate	71	65,7
X > 68	High	20	18,5
	Total	108	100,0

Conclusion

There is a significant positive correlation between self-concept and the tendency towards consumptive behavior in members of student activity groups at University X. This means that as self-concept increases, so does consumptive behavior, and vice versa. The categorization of self-concept falls into the moderate category, with a percentage of 65.7%, while the categorization of consumptive behavior is also in the moderate category, with a percentage of 54.6%.

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