PSYCHOLOGICAL EFFECTS OF CONSUMPTIVE BEHAVIOR ON PSYCHOLOGY STUDENTS

Yoga Aji Nugraha[1], Kiki Nurastriani[2], Orina Yuliandira[3], Jimi Mardiasyah[4], Belly Lestari[5]
[1]Politeknik Negeri Sriwijaya
[2-5]Universitas Islam Negeri Raden Fatah Palembang
Corresponding email: yoga.aji.nugraha@polsri.ac.id

ABSTRACT

The purpose of this research is to find out what is the influence of psychological conditions on the consumptive behavior of psychology students at Islamic University of Raden Fatah Palembang class of 2020-2021. The method used in this study uses a quantitative approach, which places more emphasis on numerical data analysis or numbers that will be processed using statistical analysis methods of normality tests and simple regression. The type of research used in this study is a type of survey. Respondents produced in this survey amounted to 46 respondents who were determined using a purposive sampling technique. As for the method used in collecting data using online surveys via Google forms with a scale likert. There are two forms of questions that use Likert, namely positive questions to measure positive interest, and negative questions to measure negative interest. Positive questions were given a score of 4, 3, 2, and 1 while negative questions were given a score of 1, 2, 3, and 4. Form of Likert scale answers consist of strongly agree, agree, disagree, disagree, and strongly disagree. The results of the validity test on the consumptive behavior instrument show that there are 13 questions overall. The valid validity test results are 46 and the normality test results of ANOVA are 0.39% and the coefficients are 706%.

Introduction

Since humans recognize association, a problem arises that must be solved together, namely how each human being fulfills their own needs. Because humans are social beings, every human being cannot meet his own needs. the wider their association, the greater the level of dependence between one another to meet each other's needs. In the process of fulfilling this need, a behavior arises, namely consumptive behavior.

Consumptive behavior is an act of using incomplete products. That is, when consumers have not finished using a product but have also used the same product from another brand or it can also be said, buying goods because they are interested or buying goods because they are in trend. According to Sumartono and Djabar, indicators of consumptive behavior are:

- Buying products because of the lure of gifts. Individuals buy an item because of the prizes offered when buying the item.
- Buying products because the packaging is attractive. Consumers are easily persuaded to buy neatly wrapped products decorated with attractive colors.
- Buying products to maintain self-appearance and prestige. Consumers have a high desire to buy because consumers have high characteristics in dress, makeup, hairstyles, and so on.
- Buying products based on price considerations (not benefits or uses).
- Buying a product is just maintaining a status symbol. Consumers have high purchasing power in clothing, grooming, and hairstyles.
- Using the product because of the element of conformity to the advertised model. Consumers tend to imitate the behavior of the character they idolize by using everything that their idol character can wear.
- The emergence of the judgment that buying expensive products will lead to high self-confidence.
- Try more than two similar products (different brands).

Consumptive behavior cannot be separated from people's daily lives in big countries and developing countries like Indonesia. Consumption behavior influences people's lifestyles, especially in developing countries, because people in developing countries generally consume goods produced in large countries. This phenomenon also greatly impacts the lives of students who currently have several additional costs for their social life, such as internet service providers and duplicating study materials or books. moreover, students currently live with smartphones that require a quota to activate their own services. Students, especially in big cities like Palembang, also have to fulfill their social wants and needs by hanging out in cafes and going to shopping centers. All of these activities make students more consumptive, and saving or saving is not on their priority list. However, saving is very important for the future because the future is full of uncertainties.

Unexpected expenses will burden students if they do not have savings. For example, if an overseas student suddenly falls ill and goes for treatment, they must pay for the medicine. If students do not have savings, they cannot pay for treatment. This will affect their academic achievement at university. By knowing

the problems above, the authors hope to increase knowledge about the psychology that influences students' consumptive behavior. The general public can also use this research

to encourage themselves not to behave consumptively and to start saving. In college student life, students must manage their own expenses, unlike junior high school students or high school students whose money is still managed by their parents.

This research is limited in Palembang because:

- Palembang has many entertainment facilities such as malls, cafes, restaurants, and amusement parks, and now new entertainment venues are emerging, especially karaoke places. All of these places encourage students to spend more money.
- Palembang has many universities, especially those that are located close to entertainment venues. We will have many respondents for our research.

This research was conducted with quantitative analysis. Questionnaires were distributed at the Faculty of Psychology UIN Raden Fatah Palembang to find research data. Respondents are Psychology students from the class of 2020-2021. This research paper is divided into four parts. The first is a summary and introduction of what consumer behavior is. The second part includes a literature review of the research topic. The third section contains an analytical review of the questionnaire data. The last section contains conclusions from the research topic.

The hypothesis proposed in this study is as follows:

H_1: There is no significant influence between psychological states and consumptive behavior of psychology students at UIN Raden Fatah Palembang class of 2020-2021 (hereinafter referred to as the null hypothesis or Ho).

H_2: There is no significant influence between psychological states and consumptive behavior of psychology students at UIN Raden Fatah Palembang class of 2020-2021 (hereinafter referred to as the null hypothesis or Ha).

Method

The method used in this study uses a quantitative approach, which places more emphasis on numerical data analysis or numbers that will be processed using statistical analysis methods of normality tests and simple regression.

This research was conducted within the scope of Raden Fatah State Islamic University Palembang, Faculty of Psychology, Department of Islamic Psychology. The population that the researcher will use as the subject of this research is the 2020 and 2021 class students. The sampling technique used in this research is purposive sampling, which uses a questionnaire and determines certain characteristics that are in accordance with the research objectives.

Based on the total population of all Psychology students at UIN Raden Fatah Palembang, majoring in Psychology, class of 2020 and 2021, the researchers used 46 respondents. This study defines consumptive behavior as the behavior of buying or consuming goods excessively just to satisfy a moment's desire even though the individual knows that the item does not match the needs that will be used at that time.

The results of the validity test on the consumptive behaviour instrument show that there are 13 questions overall. The valid validity test results are 46, the normality test results of ANOVA are 0.39%, and the coefficients are 706%.

Results and Discussion

Psychological or psychic is very important to understand because it influences every aspect of our lives. We conducted this study to determine how much psychology students behave consumptively on a psychological basis. The data was obtained from the internet, namely participants and procedures that were distributed using a questionnaire from the Google form to all psychology students at Radan Fatah Palembang State Islamic University class of 2020-2021. The scale used in this study is a development of the Likert scale.

The measurement scale in this study uses a Likert scale. The Likert scale is a psychometric scale that is commonly used in questionnaires and is the most widely used scale in survey research. Two forms of questions use Likert: positive questions to measure positive interest and negative ones to measure negative interest. Positive questions were scored 4, 3, 2, and 1. Negative questions were scored 1, 2, 3, and 4. The Likert scale answer forms consisted of strongly agree, agree, disagree, and strongly disagree.

Calculations using the Likert Scale method, which Rensis Likert developed, were used to analyze the answers obtained from the questionnaire. Likert Scale (Likert Scale) is a psychometric response scale primarily used in questionnaires to obtain the respondent's preference for a statement or a series of reports.

Questionnaire Validity Test According to SuharsimiArikunto, it is carried out to determine whether the measuring instrument is accurate in making measurements, or in other words, whether the measuring instrument can actually measure what is to be measured. According to (Zain et al., 2023), a reliability test is a series of measurements or measuring instruments that have consistency if the measurements are made with the measuring instruments and are carried out repeatedly. Test reliability, which is a test's consistency level, is the extent to which a test can be trusted to produce consistent scores, relatively unchanged even though it is tested in different situations. A normality test is used to examine the normality of the variables studied and whether the data is normally

distributed. This is important because hypothesis testing cannot use parametric statistics if the data for each variable is not normal. Ancok (Leary & Leary, 2001) explained that a person's consumptive behaviour is someone who no longer buys things that are really needed, but buys things solely to buy things and try products, even though they don't really need these products. Consumptive behavior is defined as the tendency to consume goods excessively without any consideration, where people only see things from the side of pleasure and prioritize priorities rather than needs. According to Lubis (Alamanda, 2018) consumptive behavior is a behavior that is no longer based on rational considerations, but rather a desire that has reached an irrational level. This means that the product has not been used up, someone has used the same type of product from another brand or bought the item because of a gift offered or bought the product because many people use the product.

Enrico et.al (2013) explain consumptiveness as the desire to consume goods that are actually not needed excessively to achieve maximum satisfaction. Consumptive refers to consumer behaviour that utilizes a money value greater than its production value for goods and services that are not basic needs. According to Kotler, consumptive behaviour is influenced by various factors, namely (a) cultural factors, (b) social factors, and (c) personal factors. So the results of this study show why psychology students from Batch 2020-2021 behave consumptive towards their psychological influences because there is an urge for each individual to reach his goals, and there are several factors that influence individuals, namely cultural factors, social factors and personal factors.

Tables, Figures and Formulas

Table 1 (Sum of study population)

Case Processing Summary

		N	%
Cases	Valid	46	100.0
	Excludedᵃ	0	.0
	Total	46	100.0

a. Listwise deletion based on all variables in the procedure.

Table 2 (to variable reliability)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.651	.631	13

Cronbach's Alpha of 0.651 can be stated that the statements in the questionnaire are reliable.

Table 3 (Psychological Influence with Consumptive Behavior)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664[a]	.441	.237	1.115

a. Predictors: (Constant), Variabel13, Variabel3, Variabel6, Variabel4, Variabel9, Variabel5, Variabel2, Variabel7, Variabel11, Variabel8, Variabel12, Variabel10

b. Dependent Variable: Variabel1

The table above explains the value of the correlation / relationship (R) which is equal to 0.664. From this output, the coefficient of determination (R Square) is 0.441, which means that the effect of the independent variable (Psychological) on the dependent variable (consumptive behavior) is 44.1%.

Table 4 (Psychological Influence with Consumptive Behavior)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.314	12	2.693	2.168	.039[b]
	Residual	40.990	33	1.242		
	Total	73.304	45			

a. Dependent Variable: Variabel1

b. Predictors: (Constant), Variabel13, Variabel3, Variabel6, Variabel4, Variabel9, Variabel5, Variabel2, Variabel7, Variabel11, Variabel8, Variabel12, Variabel10

From the output, it is known that the calculated F value is 2.168 with a significance level of 0.000 <0.05, so the regression model can be used to predict the participation variable or, in other words, there is an influence of the Psychological variable (X) on the consumptive behaviour variable (Y).

Conclusion

This study concludes that consumptive behaviour cannot be separated from people's daily lives, not only in large developing countries like Indonesia. Consumption behaviour affects people's lifestyles, especially in developing countries, because people in developing countries consume goods produced in large countries. Students, especially in big cities like Palembang, must also fulfil social wants and needs by hanging out in cafes and shopping centres. For example, if an overseas student suddenly falls ill and goes for treatment, they must pay for the medicine.

This research was conducted within the scope of Raden Negeri Islamic University, Raden Fatah, Palembang, Faculty of Psychology, Department of Islamic

Psychology. The population used for research as the subject of this research is students from the 2020-2021 class. The sampling technique used in this study was purposive sampling, using a questionnaire and determining certain characteristics that fit the research objectives. This study aims to find out how much psychology students behave consumptively towards the effects of the climate, the data used is data obtained from the internet, namely participants and producers who are distributed using a questionnaire from Google Drive to all psychology students at Raden Fatah State Islamic University, Palembang, class of 2020-2021.

The measurement scale in this study uses a Likert scale. The Likert scale is a psychometric scale commonly used in questionnaires and is the most widely used scale in survey research. Two forms of questions use Likert: positive questions to measure positive interest and negative ones to measure negative interest. Positive questions were scored 4, 3, 2, and 1, while negative ones scored 1, 2, 3, and 4. The Likert scale answers consisted of strongly agree, agree, disagree, and strongly disagree.

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