Self-control with online shopping consumptive behavior’s relationship in higher education students

Julita Lea Lestari1, Faculty of Psychology, Universitas Persada Indonesia Y.A.L., Central Jakarta, Jakarta, Indonesia
Hendryk Timur2, Faculty of Psychology, Universitas Persada Indonesia Y.A.L. Jakarta, Central Jakarta, Indonesia
Ellenia Eka Safitri3, Department of Psychology, Universitas Jenderal Achmad Yani Yogjakarta, Sleman, Yogyakarta, Indonesia

1Email for Correspondence: yulita.lea@gmail.com 2hendryktimur@gmail.com elleniaekasafitri@gmail.com

ABSTRACT
This study aims to determine the relationship between self-control and online shopping consumptive behavior in students of the Faculty of Economics and Social Affairs at Jenderal Achmad Yani University Yogyakarta. The method used in this study is quantitative. The data collection method used is questionnaires or scales compiled by researchers, consisting of consumptive behavior and self-control scales. This research was conducted on 132 Faculty of Economics and Social Affairs students at Jenderal Achmad Yani University. The sample criteria in this study are aged 18-21 years where respondents are active students of the Class of 2020 of the Faculty of Economics and Social Affairs at Jenderal Achmad Yani University Yogyakarta and actively use online shopping platforms such as Shopee, Lazada, Bukalapak, Tokopedia, and others. The sampling technique used is purposive sampling, and the data analysis technique used is the Pearson Product Moment analysis technique.

INTRODUCTION
The e-commerce sector in Indonesia is a trend among the public. Based on data from economy SEA in 2021 (Lidwina, 2021), Indonesia ranked highest compared to other digital sectors such as transportation services and food delivery which ranked second with a GMV value of US $ 6.9 billion and online travel agents obtained the lowest GMV value of US $ 3.4 billion. Through e-commerce, users can search for various goods, products, and services according to their needs, such as food, household needs, clothing, cosmetics, transportation services, etc. E-commerce sites including Shopee, Bukalapak, Lazada, Tokopedia, Blibli, JD.ID, Traveloka, OLX, Zalora, and Sociolla can be used to buy and sell products or services online. In addition, Facebook, TikTok, and Instagram also contribute to providing convenience in shopping online. Lidwina (2021) explained that as many as 88.1% of internet users in Indonesia use e-commerce or online shopping services. Based on a survey, it is known that there are 19.9% of students who have an interest in online shopping (Prasetyo, 2018).

Students are buyers who enter the consumptive level (Ridhayani & Johan, 2020). Students according to Hurlock (1980) are individuals who enter the late adolescent phase, which is around 18-21 years old. He also added that students at this time tend to be unrealistic and prioritize emotions in action, including in shopping. Dikria and Mintarti (2017) added that students are never satisfied with what they have, this causes them to consume goods or services without thinking. Students according to Anggreini and Mariyanti (2014) are late adolescents who have a taste in dressing, hobbies, dressing up, and other needs so that to meet this they spend money to be able to meet it and the result is that students buy not because of need.

Students have a fear of not being accepted by their environment so that to be able to increase their confidence, students will try to follow their environment both in talking, dressing, dressing up, which is then fulfilled through online shopping (Hurlock, 1980; Sumartono, 2002). A survey also states that 93% of students shop for pleasure (Hidayat & Kurniawan, 2016). Based on the survey, it can be seen that there is a shift in the function of consumption, where consumption actors buy goods not based on need but based on the urge to get pleasure.

Consumptive behavior is an individual’s behavior to fulfill irrational desires without rational consideration (Lina & Rosyid, 1997; Mufarizzaturrizkiyah et al., 2020). In addition, Assisi (2020) added that consumptive behavior is the activity of buying products without clear consideration because it prioritizes wants rather than needs.
needs. Consumptive behavior is considered alarming and useless behavior because it can lead to wasteful behavior or squandering money. Sumartono (2002) explained that excessive and uncontrolled consumptive behavior will threaten the smooth running of the economy which will swell and affect the welfare of individuals and society. Diana and Sarmini (2016) added that consumptive behavior has an impact on individual psychology, where individuals will feel ashamed and insecure because they feel unable to follow the lifestyle in the surrounding environment.

Self-control is the ability to control behavior which is part of an individual's personality (Munandar, 2001; Syarastany, 2021). Tangkudung (2018) argues that self-control has a great influence on the emergence of one's behavior. Furthermore, Tangkudung (2018) also added that behavior is the result of the process of individual self-control. This means that before the individual acts or behaves, the individual will go through a process that exists within himself, namely the process of self-control. Tangkudung (2018) explained that self-control is related to how individuals are able to control emotions and drives in themselves, especially in making decisions in online shopping. It can be concluded that self-control plays an important role in decision making during online shopping activities, because this process determines the steps of individuals in determining when to buy goods.

Based on an online survey through Google Form conducted on May 9, 2022, to 17 students of the faculty of Economics and Social Affairs of Jenderal Achmad Yani University Yogyakarta consisting of 35.5% accounting students, 17.6% law students, 23.5% management students, and 22.5% psychology students. Data was obtained that they were vulnerable students aged 19-21 years. They admitted they had done online shopping through several online shopping platforms such as Shopee, Lazada, Tokopedia, Bukalapak, and TikTok. In addition, data on their intensity in shopping is as follows: as many as 35.3% of students do online shopping more than five times in one month. Then, 17.6% of students do online shopping 3-5 times in one month, and 47.1% admit doing online shopping 1-2 times in one month. The items they buy online are as follows: cosmetics 41.2%, clothing 88.2%, electronic goods 29.4%, household needs 5.9%, accessories 70.6%, and shoes or sandals 52.9%. Furthermore, they also mentioned that they do online shopping because of the large variety of goods, saving time, and many promos or discounts the marketplace offers. As many as 70.6% of students admitted buying things for fun, and 5.9% admitted buying things because they wanted to follow the trend. As many as 70.6% of students admitted that they would buy if they encountered an item on sale, and 29.4% bought without consideration.

Furthermore, based on the results of a survey conducted to 12 students of the Faculty of Economics and Social Affairs Class of 2021 online or dissemination via Google form, 91.7% of female students and 8.3% of male students consisting of 25% law students, 25% accounting students, 33.3% management students, and 16.7% psychology students. They are vulnerable students aged 18-21 years. Then, the following data: as many as 33.3% of students admitted to shopping online 3-5 times in one month. 16.7% of students shop 1-2 times a month, and as many as 50% of other students admit to shopping online 1-2 times a month. They use Shopee as much as Lazada, Tokopedia, and Bukalapak online shopping platforms. For those purchased online in the form of cosmetics by 75%, clothing at 91.7%, electronic goods at 16.7%, household needs at 25%, accessories at 33.3%, shoes or sandals at 50%, and food at 8.3%. Meanwhile, the payment methods made are through Cash of delivery 83.38%, bank transfer 33.3%, Shopeepay 8.3%, and M-banking 8.3%. In addition, the reasons they do online shopping include many variations of goods, saving time, many discounts, and items sought only online. As many as 33.3% of students admitted that shopping is based on pleasure, 8.3% shop because they follow trends, and 16.7% shop just because of trial and error. Although 83.38% of students admitted that shopping was based on consideration, 16.7% of students admitted that they shop not based on consideration.

Research by Marindi and Nurwidawati (2015) on 180 PTN students in Surabaya found that consumptive behavior that emerged in students was driven by satisfaction obtained from online shopping. The existence of this satisfaction, consumers will continue to repeat it so that it becomes consumptive. Furthermore, in the research of Putra et al. (2019) conducted on overseas students and local students, it was found that consumptive actors buy products not based on a functional view but prioritize desire and pleasure.

Then, research by Boru et al. (2021) resulted in that self-control, self-esteem, and consumptive behavior are interrelated. If self-control is higher, consumptive behavior will be lower. Self-control allows students to consider the consequences of online purchasing decisions that can turn purchases into consumptive behavior. Mustofa's (2019) research on self-control and behavior in motorcycle gang club members in Semarang. Showing that self-control and consumptive behavior have a significant negative relationship, this means that the better the individual's self-control, the lower the consumptive behavior. Research from Amarulloh and Abdurohim (2021) also shows that the higher the self-control, the lower the consumptive behavior.

Based on the explanation above, the researcher aims to empirically examine the relationship between self-control and online shopping consumptive behavior in students of the Faculty of Economics and Social Affairs, Jenderal Achmad Yani University, Yogyakarta. This research is expected to increase knowledge for all parties who need information about self-control and consumptive behavior.
METHOD

The research conducted by researchers used descriptive quantitative methods. The population in this study was students of the Faculty of Economics and Social Affairs, Jenderal Achmad Yani University, Yogyakarta, using a purposive sampling technique. The data collection method in this study used questionnaires—the Likert scale as a scale measurement in this study.

Then, the normality, linearity, and hypothetical tests will be processed using SPSS for Windows version 25. The hypothesis test used in this study uses Pearson’s Product Moment correlation analysis to determine the relationship between self-control and consumptive behavior. Before the hypothesis test, assumption tests are carried out: normality tests, linearity tests, validity tests, and reliability tests.

RESULTS AND DISCUSSION

Test the hypothesis in this study using Pearson’s Product Moment correlation technique. Hypothesis testing is carried out to examine the relationship between consumptive behavior and self-control. The following are the results of hypothesis tests that researchers have carried out.

<table>
<thead>
<tr>
<th>Variable</th>
<th>r</th>
<th>p</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumptive behavior with self-control</td>
<td>-0.759</td>
<td>0.000</td>
<td>There is a negative relationship</td>
</tr>
</tbody>
</table>

Based on the product-moment correlation test results, a correlation coefficient value of p 0.000 (p < 0.05) is obtained; this means that the correlation or significant relationship between variables is obtained. Furthermore, the correlation coefficient value is -0.759, which means that the correlation between variables is negative, or if self-control is high, online shopping consumptive behavior will be lower and vice versa. This is supported by Priyono’s opinion (2008) that a negative relationship occurs if there is an increase in the value of one variable, and a decrease will follow in the value of another variable. So, it can be concluded that the hypothesis proposed by the researcher is accepted. The coefficient of determination (r²) score = 0.577 or 57.7%. This means consumptive behavior in students of the Faculty of Economics and Social Affairs of Jenderal Achmad Yani University Yogyakarta is influenced by self-control variables of 57.7%. In comparison, the remaining 42.3% is influenced by other factors that are not studied.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Correlation Value (r)</th>
<th>R square value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-control with consumptive behavior</td>
<td>-0.759</td>
<td>0.577</td>
<td>57.7%</td>
</tr>
</tbody>
</table>

Additional Analysis

Researchers also conducted additional analyses to examine differences in self-control levels and consumptive behavior based on study programs or majors. The analysis technique used to determine the difference in levels or averages in this study is a one-way analysis of variance (ANOVA). This technique is selected because it consists of two more categorizations. Researchers must conduct a homogeneity test before the one-way ANOVA test. Here are the results of homogeneity tests that researchers have conducted:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Levene statistic</th>
<th>df1</th>
<th>df2</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumptive behavior</td>
<td>1.796</td>
<td>3</td>
<td>128</td>
<td>0.151</td>
</tr>
</tbody>
</table>

Based on the table above, it is found that the data on consumptive behavior obtained a significance value of 0.151, which means a p-value of > 0.05 so that homogeneous data means that the variants of the four data groups, namely psychology, law, accounting, and management, are the same. This statement is supported by the theory of Purnomo (2016) that decision-making to determine whether data is homogeneous can be seen from its significance value; if the p-value > 0.05, then it is concluded that the data is homogeneous. And vice versa.

<table>
<thead>
<tr>
<th>Major</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychology</td>
<td>43</td>
<td>39</td>
<td>9.93</td>
</tr>
<tr>
<td>Law</td>
<td>32</td>
<td>39</td>
<td>7.36</td>
</tr>
<tr>
<td>Accounting</td>
<td>32</td>
<td>39.18</td>
<td>7.88</td>
</tr>
</tbody>
</table>
Based on the results above, it can be concluded that the management department has the highest level of consumptive behavior, with an average of 44.68. Furthermore, the accounting department ranked second in consumptive behavior, averaging 39.18. In the last ranking are psychology and law majors, with an average of 39. Based on the significance value obtained at 0.029 or \( p < 0.05 \), the average consumptive behavior of students in each study program is different. In addition to testing the different levels of online shopping consumptive behavior in each department, researchers also tested the level of self-control in each department with homogeneity results as follows:

<table>
<thead>
<tr>
<th>Table 5. Self-Control Variable Homogeneity Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Levene statistic</td>
</tr>
<tr>
<td>Self-Control</td>
</tr>
</tbody>
</table>

Based on the data above, it is known that the significance value obtained of 0.643 (\( p > 0.05 \)) means homogeneous data, which means that the variants of the four groups, namely psychology, law, accounting, and management, are the same.

<table>
<thead>
<tr>
<th>Table 6. Test Results in One-Way ANOVA Variable Self-Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major</td>
</tr>
<tr>
<td>Psychology</td>
</tr>
<tr>
<td>Law</td>
</tr>
<tr>
<td>Accounting</td>
</tr>
<tr>
<td>Management</td>
</tr>
</tbody>
</table>

Based on the table above, it can be seen that psychology gets the highest level of self-control in the first place, with an average of 59.41. Accounting majors ranked second in self-control behavior with an average of 58.50. Law ranked third with an average of 57.96. The last rank is management, with an average of 52.80. The significance value obtained is 0.003, which means \( p < 0.05 \) means that the average self-control of students of each study program is different because it obtains a significance value of 0.003 or less than 0.05.

**Discussion**

This study aims empirically to prove the hypothesis whether there is a relationship between online shopping consumptive behavior and self-control in students of the Faculty of Economics and Social Affairs, Jenderal Achmad Yani University, Yogyakarta. Subjects who met the criteria as many as 132 who then analyzed the data using the Pearson product moment correlation test. Pearson's product moment correlation test was used in this study because the data in this study were normally and linearly distributed. As for in this study, the subjects consisted of women, namely as many as 89 subjects and men as many as 43 subjects.

Through the results of data analysis that has been carried out, it is known that there is a relationship between online shopping consumptive behavior and self-control of students of the Faculty of Economics and Social Affairs, Jenderal Achmad Yani University, Yogyakarta with a value of \( r = -0.759; p = 0.000; p < 0.05 \). The correlation score shows the direction of the relationship between the two variables is negative, where the higher the consumptive behavior of online shopping, the lower the self-control behavior. Conversely, the lower the consumptive behavior of online shopping, the higher the self-control behavior of students. Basically, self-control plays a role in controlling behavior so as not to lead to consumptive behavior. This is in accordance with the opinion of Ramadona and Supriatna (2019) that self-control plays a role in self-adjustment, if self-control is low, it will lead to deviant behavior. It can be said that individuals who have low self-control are individuals who are unable to direct and regulate behavior so that they cannot make an appropriate decision on a stimulus.

The results of the linearity test that have been carried out are known that there is a linear relationship between self-control and consumptive behavior with a \( p \) value = 0.404 (\( p > 0.05 \)). The results of this analysis are reinforced by research from Ikhtiari and Grafiyana (2022) that self-control has a linear relationship with consumptive behavior with a \( p \) value of 0.74 (\( p > 0.05 \)). Based on the results of this hypothesis, it is stated that the hypothesis proposed is acceptable, this also means that self-control can affect student consumptive behavior in online shopping, in other words, students with good self-control will be able to control themselves through many considerations before deciding on a purchase. This statement is supported by the opinion of Ghufron & Risnawati (2012) which states that self-control is an individual's way of controlling themselves through considerations before making a decision. The relationship between self-control variables and consumptive behavior...
behavior is supported by Tangkudung (2018) theory which states that self-control has a great influence on the emergence of individual behavior.

Hurlock (1985) explains that adolescents are those aged 18 to 21 years. The subjects in this study were students entering the adolescent phase with an age range of 18 to 21 years. Pusvitasari and Jayanti (2021) explained that adolescence is a transitional period that undergoes development in all aspects and functions as a provision for entering adulthood. Strengthening self-control is part of adolescent developmental tasks and students who are undergoing a process of development towards maturity need guidance and direction to become a better person (Ramadona & Supriatna, 2019). It can be concluded that self-control is part of the developmental stage of students that must continue to be improved and completed.

Consumptive behavior is influenced by many factors, so self-control is not the main factor causing the emergence of consumptive behavior (Efendi et al., 2019; Maharunnisya et al., 2018). In accordance with the results of the analysis, it was found that self-control accounted for 57.7% of its influence on the emergence of consumptive behavior, while 42.3% was influenced by other factors such as culture, social class, reference groups, family, experiences, attitudes and beliefs and self-concept. Research conducted by Andaryanti and Indarwati (2018) which shows the results that self-concept has an effect of 24.1% on consumptive behavior. Furthermore, research conducted by Anggadini and Uyun (2015) stated that 42.6% of consumptive behavior was influenced by reference groups.

Furthermore, there are previous studies that support the results of this study. One of them is a study that has been conducted by Triambudi and Indrawati (2020) regarding self-control with consumptive behavior of gadget purchases which gets the following results with $r = -0.207; p = 0.003$ which states that there is a negative relationship between self-control and consumptive behavior of purchasing gadgets. The higher the self-control behavior, the lower the consumptive behavior of gadget purchases and vice versa.

The uniqueness of this study is that researchers provide an overview of the different levels of self-control and consumptive behavior in each department or study program with the following results. Management majors ranked highest in constitutive behavior with an average of 44.68 and with the lowest level of self-control at 52.80. Then the accounting department got the average consumptive behavior in second place with a score of 39.18 and an average self-control of 58.50. Consumptive behavior in law majors gets an average score of 39 with an average self-control of 57.96. And the last is psychology with an average of 39 online shopping consumptive behavior with the highest self-control value compared to other study programs with an average of 57.96.

CONCLUSION

Based on the research that has been done and the data obtained, it can be concluded that there is a correlation between online consumptive behavior and self-control in students of the Faculty of Economics and Social Affairs, Jenderal Achmad Yani University, Yogyakarta. The nature of the correlation in this study is negative, which means that the higher the consumptive behavior of online shopping students, the lower the self-control, and vice versa if the lower the consumptive behavior of online shopping students, the higher self-control.

For research respondents, they are expected to pay more attention to themselves, especially the need to improve self-control behavior so that it will minimize consumptive behavior that occurs. Because if students are trapped in consumptive behavior and cannot overcome it, it will lead to many new problems such as psychological problems, economic problems, and problems with the environment and other people.

Researchers are fully aware that this study still has many shortcomings so it is hoped that future research researchers can deepen the factors that cause other consumptive behavior. Because basically consumptive behavior is not only influenced by self-control but there are many other factors.

REFERENCES


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