

THE INFLUENCE OF SOCIAL MEDIA, LIFESTYLE, AND ENVIRONMENT ON STUDENT CONSUMPTIVE BEHAVIOR

Marwiyati

Ar-Raniry State Islamic University Banda Aceh
marwiyati.muhammad@ar-raniry.ac.id

Cut Elfida*

Ar-Raniry State Islamic University Banda Aceh
cut.elfida@ar-raniry.ac.id

Muhammad Daniel Al Mizan

Ar-Raniry State Islamic University Banda Aceh
200604041@student.ar-raniry.ac.id

Mohd Jaisar Raju

Al Washliyah Darussalam University Banda Aceh
mjrajuunadaaw@gmail.com

Abstract

Students often follow trends to gain recognition in their social environment, development of technology and social media has made access to consumption trends easier. This can encourage consumptive behavior, which becomes problematic if done excessively without considering needs and financial capability. This study analyzes the influence of social media, lifestyle, and environment on the consumptive behavior of students in Syiah Kuala District using a quantitative approach with 100 respondents. The results show that social media has no significant effect, while lifestyle and environment do have an effect. Simultaneously, the three variables influence consumptive behavior with a contribution of 55.3%, while the remaining 44.7% is influenced by other factors not examined in this study.

Keywords: Social environment, lifestyle, social media, consumptive behavior, students

Abstrak

Mahasiswa kerap mengikuti tren sebagai upaya memperoleh pengakuan di lingkungan sosialnya. Perkembangan teknologi dan media sosial semakin memudahkan akses terhadap berbagai tren konsumsi, yang pada akhirnya dapat mendorong perilaku konsumtif, terutama jika dilakukan secara berlebihan tanpa mempertimbangkan kebutuhan dan kondisi keuangan. Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, gaya hidup, dan lingkungan terhadap perilaku konsumtif mahasiswa di Kecamatan Syiah Kuala dengan menggunakan pendekatan kuantitatif terhadap 100 responden. Hasil penelitian menunjukkan bahwa media sosial tidak memiliki pengaruh signifikan, sedangkan gaya hidup dan lingkungan berpengaruh terhadap perilaku konsumtif. Secara simultan, ketiga variabel tersebut memberikan pengaruh sebesar 55,3%, sementara sisanya 44,7% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci: Lingkungan social, gaya hidup, media sosial, perilaku konsumtif, mahasiswa

INTRODUCTION

The development of the era of globalization and massive digitalization in Indonesia has had a positive impact on the growth and progress of various industries, including the increasingly diverse industries in the provision of goods and services. This situation has caused an increase in people's consumption patterns, which were initially oriented towards basic and basic needs but have shifted. The advancement of information technology both through social media and digital platforms, in addition to providing various easy

access to various types of goods and services, also shapes increasingly dynamic consumer preferences and lifestyles. Students as a group that is very literate about today's technological developments is one of the segments most affected by this change.

The phenomenon that arises shows that consumption patterns are no longer based on needs but have shifted towards the fulfillment of desires, self-identity and social status. Consumption that was originally oriented towards fulfilling primary needs has now shifted to secondary, tertiary, and even complementary

needs. This shift is often driven by the desire to obtain personal satisfaction and social status, not solely urgent needs (Alawiyah & Liata, 2020).

The tendency of high intensity of social media use among students, causing them not to be left behind with information and ease of access to various goods and services offered, actually causes a tendency to excessive consumptive behavior. They are encouraged to make purchases impulsively (without prior planning) and sometimes do not consider their financial capabilities.

Consumptive behavior is the act of purchasing goods excessively, based more on social desires and pressures, such as to increase prestige, maintain prestige, or follow the latest trends (Sumartono, 2002). Consumer Confidence Index (IKK) data shows that in March 2024 it will increase by 123.8 higher than 123.1 the previous month. CPI when viewed by age, the age group of 20-30 years is the age group with the highest CPI (IKK, 2024).

Many external factors encourage the emergence of this consumptive behavior, but the one that plays a very important role is the existence of social media. Social media is not only a means of communication and entertainment, but also the main platform for showing one's existence and lifestyle. The intensive use of social media, especially among students, contributes to an increase in consumptive behavior through exposure to advertising, promotions, and content from influencers that influence purchasing decisions (Nabil et al. 2024; Habibah et al. 2022). Research by Febriani (2021) shows that the intensity of social media use is closely related to the consumptive tendencies of students in Yogyakarta, while Habibah et al. (2022) emphasize the influence of influencer content on student purchasing decisions in Jakarta.

In Indonesia, the number of active social media users continues to increase rapidly. According to the We Are Social (2024) report, by June 2024 there will be 5 billion active social media users in Indonesia, an increase of 266 million users in the past year. Platforms such as Instagram and TikTok are favorites among young people, including students, who use social media as a source of information on fashion, food, and lifestyle trends (Masda et al. 2024). This phenomenon has encouraged the emergence of online shops that compete to offer products at competitive prices and attractive promotions, which makes it easier for students to access impulse shopping (Asrun & Gunawan, 2024).

Syiah Kuala District in Banda Aceh City is a center of higher education with a total of 58,171 active students (BPS, 2023). Kopelma Darussalam Village, as a student residential area, is a strategic location to observe student consumptive behavior. Easy access to campus and dynamic conditions tend to make students in this area vulnerable to the influence of social media and growing consumption trends (IKK, 2024). Preliminary data shows high e-commerce transactions and goods delivery in this area, which indicates a fairly high consumption behavior, especially in the purchase of fashion, food, and gadget products (Mustomi & Puspasari, 2020).

In addition to social media, lifestyle changes are also factors that tend to affect consumptive behavior among students. Lifestyle reflects an individual's lifestyle reflected in their opinions, activities, and interests, which ultimately influences their consumption patterns (Kotler & Keller, 2012). Students tend to adopt modern lifestyles that highlight social trends and existence, such as buying products that are currently popular on social media, following the latest clothing fashions, or spending money on

entertainment and beauty products (Pulungan & Febriaty 2018; Thamrin and Saleh 2021). This often shifts the priority of academic needs, with students preferring to allocate funds to meet a consumptive lifestyle rather than lecture needs (Kuswanti, 2019).

The social environment also plays a big role in giving rise to consumptive behavior. Friendships and interactions between their peers and social pressure in groups can encourage students to imitate a consumptive lifestyle in order to be accepted and recognized in their community (Cahyanti, 2021). The social environment and normative pressures are also factors that influence the decision to purchase goods and services, which are not always based on rational decisions, but are also influenced by conformity and emotional motivation (Kurniadi et al. 2025).

Various empirical studies support the relationship between social media, lifestyle, environment, and student consumptive behavior. Sinaga & Meiriza (2023) found a positive and significant influence of social media use on student consumptive behavior at Medan State University. Similar results were also reported by a study in Pontianak that linked the intensity of social media use to an increase in students' impulsive purchases (Faisal, 2024). However, there are also studies that show that consumptive behavior is not always statistically significantly influenced by social media, although it can still be related to the formation of student lifestyles (Anggraini & Hastuti, 2023).

The differences that exist from some of the studies above show that there are inconsistent research results, and there is a research gap related to the role of social media in shaping students' consumptive behavior. In addition, most studies still place social media as the main factor, while the interaction between lifestyle and social environment has not been

comprehensively studied in specific local contexts.

Based on these conditions, this study has novelty by comprehensively examining the influence of social media existence variables, lifestyle variables, and environmental variables on the consumptive behavior variables of students in Syiah Kuala District, Banda Aceh. It is hoped that this research can provide an overview and knowledge in understanding the factors that encourage consumptive behavior among students and provide recommendations for educational institutions and policymakers to develop digital literacy programs and better lifestyle management.

LITERATURE REVIEW

Consumptive Behavior

Consumptive behavior is a purchase action that is carried out without careful consideration so that it tends to be excessive (Sumartono, 2002). In general, this behavior describes the tendency of individuals to consume goods or services unlimitedly, exceed needs, and are often done without clear planning. In addition, consumptive behavior is also influenced by various social factors that encourage individuals to behave extravagantly and make purchases of goods or services that are not really needed (Aprilia & Hartoyo, 2013).

There are eight indicators of consumptive behavior based on their characteristics (Lodeng, 2018), including:

1. Buying products because of the offer of gifts. Individuals are interested in buying an item because of the bonuses or rewards offered with the product.
2. Buy products because of attractive packaging. Consumers are easily encouraged to buy items that are neatly packaged and have an attractive visual appearance, so the reason

for purchasing is based more on the packaging than the content of the product.

3. Buying products for the sake of appearance and prestige.

Consumers have a high desire to buy items to support appearance, such as dressing, dressing, or hairstyles, to look attractive in front of others.

4. Buying products based on price, not benefits.

Consumers tend to choose products with high prices because they are considered more prestigious, although they are not necessarily in accordance with their needs or uses.

5. Buying products to maintain social status.

Consumers buy a variety of products to show a specific status symbol, which reflects an exclusive lifestyle.

6. Using the product due to the influence of the advertising model (conformity).

Consumers are encouraged to use products because they want to imitate the figure or model that advertises the product.

7. Considering the price is expensive increases confidence.

Consumers have the belief that using high-priced products can boost confidence, as often portrayed in advertisements.

8. Buying more than one similar product with different brands.

Consumers tend to try different brands of the same product, and are satisfied with having more than one choice.

College students are a group that is quite vulnerable to consumptive behavior. This is because at that time individual consumption patterns began to form. In addition, female students are generally more easily influenced by advertisements, follow trends or peers, do not consider reality, and tend to be extravagant in managing finances. They also often prioritize

personal desires over academic needs and interests.

Social Media

Social media comes from two words, namely *media* and *social*. Media means a tool or means of communication that functions as an intermediary, while social is related to community life and concern for the public interest, such as sharing and helping each other. Based on this understanding, social media can be understood as a means of communicating and exchanging information (KBBI, 2024).

In addition, social media is also defined as an internet-based platform that allows users to present themselves, interact, cooperate, and share information with other users, so that they can form social relationships virtually (Nasrullah, 2017).

According to Ekasari in (Putri, 2016) social media indicators include:

- a. Building relationships with consumers through various available media (*relationships*).
- b. Communication between sellers and consumers.
- c. There is continued interaction with consumers after the purchase process is carried out.
- d. The ability to convey complete information and be able to attract consumer interest.

Lifestyle

Lifestyle is a person's lifestyle as seen from their daily activities, interests, and habits, including their way of thinking and their level of concern for the surrounding environment (Kotler & Keller, 2012). In addition, lifestyle also reflects how individuals live their lives through their activities, interests, and views.

Basically, lifestyle shows an individual's way of managing time and finances. In addition, lifestyle also influences a person's behavior

which ultimately shapes their consumption patterns.

Tambunan in Albab (2020) explained that lifestyle can be seen through several indicators, such as the tendency to waste money and time, efforts to achieve high social status, excessive consumption patterns, and the desire to follow trends. Meanwhile, Mowen & Minor (in Albab, 2020) state that a person's lifestyle can be described as follows:

- a. Activity questions. This type of question is used to find out what consumers do, the products they buy, and how they use their daily time.
- b. Interest questions. These questions focus on consumer interests, preferences, and priorities.
- c. Opinion questions. This question aims to explore consumers' views, assessments, and feelings on various issues, both global and local, including moral, economic, and social aspects.

Amstrong in Nugraheni (2003) explained that there are two factors that affect lifestyle, namely factors that come from within the individual (internal) and factors that come from outside (external) including reference groups, family, social class and culture.

1. Internal factors

- a. Attitude, which is a person's mental state and mindset in responding to something, so that it can produce positive or negative responses to lifestyle.
- b. Experience and observation, which are past experiences that affect the way a person observes the social environment and shapes his view of an object
- c. Personality, which is the character structure and behavior patterns that distinguish individuals from one another.

d. Self-concept, which is the way an individual assesses and views themselves, which can affect interest in something.

e. Motive, which is the drive in a person; if the need for prestige is high, it can encourage the formation of a hedonistic lifestyle.

f. Perception, which is an individual's process of selecting, organizing, and interpreting information so as to form an understanding of the surrounding environment.

2. External factors

a. Reference groups, which are groups that exert influence, either directly or indirectly, on individual attitudes and behaviors.

b. The family, which is the party that has a big role in shaping attitudes and behaviors, because parental parenting affects children's habits and lifestyles.

c. Social class, which is a system of grouping in society based on status and roles that can influence a person's lifestyle choices.

d. Culture, includes values, knowledge, beliefs, art, morals, laws, customs, and habits acquired by individuals as members of society.

Environment

The environment can be interpreted as a form of social interaction that takes place in society, either directly for example, through discussions with friends or indirectly (vicarious), namely through individual observation of what others do or use (Peter & Olson, 2018).

Meanwhile, Mowen & Minor (2002) explain that the concept of the environment is related to the influence of other parties on consumer behavior in consumption situations. For

example, the existence of a group can create pressure for individuals to conform.

According to Sartain (in Dalyono, 2015), the social environment is all individuals who influence a person. These influences can occur directly, such as in daily interactions with family, friends, colleagues, and other people. In addition, there are also indirect influences obtained through media such as television, radio, and so on.

According to Pakaya et al. (2021), social environmental indicators consist of the following:

a. Work Environment

The Work Environment is a human interaction in the sense of leadership and employees and other parties in the workspace.

b. Family Environment

The family environment is the first environment in providing guidance and has a role in efforts to develop a person's personality.

c. Community Environment.

The community environment is a social space where individuals interact and socialize, which allows for mutual influence between members in it.

d. Mass media

The role of mass media especially through social media not only helps to expand knowledge and insights, but can also influence individuals to keep up with emerging trends.

METHODOLOGY

This research applies a quantitative descriptive approach. The quantitative method is based on the philosophy of positivism and is used to research a specific population. Sampling is generally carried out randomly, while data collection utilizes research instruments.

Furthermore, data is analyzed using quantitative or statistical techniques to test the hypothesis that has been formulated (Sugiyono, 2019).

The approach in this study is seen from the way it is explained, with the aim of testing the influence of independent variables, namely social media (X_1), lifestyle (X_2), and environment (X_3), on bound variables, namely consumptive behavior (Y). This study uses an associative approach, which is an approach that aims to determine the relationship or influence between independent variables and dependent variables. According to Sugiyono (2019), the associative approach is a method used to analyze the relationship or influence between two or more variables.

This study was conducted to test and find the influence of social media, lifestyle and environment on consumptive behavior whose information data was obtained from students studying in Banda Aceh City, especially in Syiah Kuala District. The population of this study is students in Syiah Kuala District, Banda Aceh City which totals 58,171 people.

Based on the number of available populations, the determination of the minimum sample size is carried out using the Slovin formula. Therefore, the calculation of the number of samples is compiled as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{58.171}{1 + 58.171(0,1)^2}$$

$$n = \frac{58.171}{1 + 581,71}$$

$$n = \frac{58.171}{582,71}$$

$$n = 99,9$$

Description:

n = Research Sample

n = Total Population

e = Error Rate/Error Percentage 10% = 0.1

Based on the slovin calculation above, the number of samples is $n = 99.9$. Because it is impossible to use the number of respondents as many as 99.9 people, it will be rounded up to 100 students.

RESULTS

The results of the questionnaire distribution in this study have been carried out to 100 student respondents, who are currently studying at universities around Syiah Kuala sub-district, namely UIN Ar-Raniry University, Syiah Kuala University, Bina Bangsa Getsempena University, and STAI Al-Washliyah. Therefore, the results of the study were obtained based on the characteristics of the respondents and their involvement in filling in the results of the instruments to answer the results of hypotheses relevant to this study.

Respondent characteristics are certain characteristics or attributes that describe individual personalities and habits. In this study, the characteristics of 100 students who were sampled were grouped based on gender, age, and university origin.

A description of the characteristics of the respondents is presented in the following section. In this study, respondents were grouped into two categories based on gender, namely male and female. The frequency distribution of respondents by gender is shown in Table 1:

Table 1
Respondents by Gender

Yes	Gender	Quantity	Percentage
1	Male	35	35%
2	Women	65	65%
Total		100	100%

Source: Data processed (2024)

Based on Table 1, the results of the study show the distribution of student respondents by gender, namely 35% of men and 65% of women who filled out the questionnaire.

Validity and Reliability Test Results

The validity test was carried out by comparing the calculated r value with the r table.

In this study, the r-value of the table was determined using the formula $df = n - 2$, so that $100 - 2 = 98$ was obtained. Based on the significance level of 0.05, the r-value of the table used was 0.196. A questionnaire instrument is declared valid if the r-value is greater than the r-table. The results of the validity test in this study are as follows:

Table 2
Validity Test Results

Yes	Variable	Item	r count	r Table	Valid
1	Consumptive Behavior (Y)	PK1	0,483	0,196	0,000
		PK2	0,330	0,196	0,000
		PK3	0,756	0,196	0,000
		PK4	0,686	0,196	0,000
		PK5	0,818	0,196	0,000
		PK6	0,701	0,196	0,000
		PK7	0,638	0,196	0,000
		PK8	0,689	0,196	0,000
2	Social Media (X1)	MS1	0,746	0,196	0,000
		MS2	0,748	0,196	0,000
		MS3	0,676	0,196	0,000
		MS4	0,600	0,196	0,000
3	Lifestyle (X2)	GH1	0,815	0,196	0,000
		GH2	0,828	0,196	0,000
		GH3	0,848	0,196	0,000
4	Environment (X3)	LS1	0,818	0,196	0,000
		LS2	0,614	0,196	0,000
		LS3	0,815	0,196	0,000
		LS4	0,828	0,196	0,000

Source: Data processed (2024)

Based on Table 2, the results of the validity test on each variable have values, namely:

- Consumptive behavior variables (Y)
Based on the results of the validity test on the consumptive behavior variable consisting of 8 statement items, the lowest calculated r value of 0.330 was obtained. This value is greater than the r table of 0.196, so that all statement items in this variable are declared valid.
- Social media variables (X₁)
The results of the validity test on the social media variable consisting of 4 statements showed the lowest calculated r value of 0.600. Because this value exceeded the r of the table by 0.196, all statement items were declared valid.
- Lifestyle variables (X₂)
The validity test for the lifestyle variable consisting of 3 statement items showed the lowest calculated r value of 0.815. This value is greater than the table r of 0.196, so all

items in the lifestyle variable are declared valid.

4. Environmental Variables (X₃)

In the environment variable consisting of 4 statement items, the validity test results show the lowest calculated r value of 0.614. Because this value is higher than the table r of 0.196, all statement items in this variable are declared valid.

Based on the above description, the conclusion that all statements of each dependent and independent variable can be declared valid, which means that the questionnaire used for data collection can be used to measure the data further.

The reliability test was carried out to determine the consistency level of measurement results if the test was carried out more than once for the same symptoms using the same instrument. In this study, reliability measurement used Cronbach's Alpha coefficient through the SPSS program. A variable is declared reliable if it has a Cronbach's Alpha value of more than 0.60. The results of the reliability test in this study are presented in Table 3:

Table 3
Reliability Test

Variable	Statement	Cronbach Alpha	Remarks
Consumptive Behavior (Y)	8	0,795	Reliable
Social Media (X1)	4	0,643	Reliable
Lifestyle (X2)	3	0,773	Reliable
Environment (X3)	4	0,767	Reliable

Source: SPSS processed data (2024)

Based on Table 3, the *cronbach alpha* for the bound variable (Y) and the independent variable (X) is declared valid because it meets the credibility with a > value of 0.60. Therefore, it can be said that the research instrument used as an indicator of both the X variable and the Y variable is a reliable or reliable measuring tool.

Data Normality Test

Good data has a normal distribution, the normality test is used to test whether the data used is normally distributed or not. In this study, the normality test is carried out using *the*

kolmogorov-smirnov test. The basis for the selection of decisions in the normality test, can be said to be normal if the level of sig. ≥ 0.05 . On the other hand, if sig. < 0.05 , it means that the data is not normally distributed. With *the kolmogorov-smirnov test* as follows:

Table 4
Normality Test Results

N		Unstandardized Residual
		100
Normal Parameters ^{a,b}	Red	.0000000
	Std. Deviation	2.48100016
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.051
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: SPSS processed data (2024)

From Table 4 of *the SPSS* output, it is known that the significance value of Asymp. Sig (2-tailed) of 0.200 is greater than 0.05. Based on the decision-making criteria in the Kolmogorov-Smirnov normality test, this shows that the data is normally distributed. Thus, the assumption of normality in the regression model has been met.

Multicollinearity Test

A multicollinearity test is needed to find out whether there are independent variables that have similarities between other independent variables in a model. The detection of multicollinearity in the regression model can be seen through *the Variance Inflation Factor* (VIF). A regression model is considered to have multicollinearity if the VIF value is > 10 while if it does not experience multicollinearity, the VIF value is < 10. The following are the results of the multicollinearity test:

Table 5
Multicollinearity Test Results

Variable	Tolerance	VIF	Remarks
Social Media (X1)	0,680	1,471	Not Multicollinearity
Lifestyle (X2)	0,482	2,074	Not Multicollinearity
Environment (X3)	0,591	1,691	Not Multicollinearity

Source: SPSS processed data (2024)

Based on Table 5, the results of the multicollinearity test on each variable have values, namely:

1. The social media variable has a tolerance value of 0.680 or > 0.1 equal to a VIF value

of 1.471 or < 10, so the social media variable can be interpreted as not multicollinearity.

2. The lifestyle variable has a tolerance value of 0.482 or > 0.1 equal to a VIF value of 2.074 or < 10, so in the lifestyle variable it can be interpreted that there is no multicollinearity.
3. The environmental variable has a tolerance value of 0.591 or > 0.1 equal to a VIF value of 1.691 or < 10, so in the environmental variable it can be interpreted that multicollinearity does not occur

Heteroscedasticity Test

The heteroscedasticity test is used to find out whether there is a difference in residual variance between observations in the regression model. A good regression model is one that does not experience heteroscedasticity. To detect the presence or absence of these symptoms, the Glejser test can be used. The results of the *glacier* test can be seen Table 6

Table 6
Heteroscedasticity Test

Models	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.215	.912			2.429	.017
Social Media (X1)	-.089	.067	-.151		-1.332	.186
Lifestyle (X2)	-.056	.098	-.079		-1.569	.571
Social Environment (X3)	.098	.075	.171		1.315	.192

Source: SPSS processed data (2024)

Based on Table 6 of the SPSS output results, heteroscedasticity testing with the Glejser method showed that the significance value was greater than 0.05. Thus, it can be concluded that there are no symptoms of heteroscedasticity in the data.

Multiple Linear Regression Analysis Results

From Table 7 of the SPSS output, the multiple linear regression equation is as follows:

$$Y = 7.009 + 0.166 X_1 + 0.409 X_2 + 0.918 X_3 + e$$

Table 7
Multiple Linear Regression Analysis Test Results

Models	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	7.009	2.010				
Social Media	.166	.171	.166		.081	
Lifestyle	.409	.200	.409		.201	
Social Environment	.918	.146	.918		.556	

a. Dependent Variable: Consumptive Behavior
Source: SPSS processed data (2024)

Based on these equations, the relationship between independent variables and dependent variables can be explained as follows:

1. The constant (a) of 7.009 indicates that if the variables of social media, lifestyle, and environment are considered constant (constant), then the value of consumptive behavior is 7.009.
2. The social media regression coefficient of 0.166 indicates that every one unit increase in the social media variable, assuming the other variables are fixed, will increase student consumptive behavior by 0.166 or 16.6%.
3. A lifestyle regression coefficient of 0.409 means that every one unit increase in a lifestyle variable, with other variables considered constant, will increase student consumptive behavior by 0.409 or 40.9%.
4. The environmental regression coefficient of 0.918 shows that every one unit increase in the environmental variable, with other variables fixed, will increase student consumptive behavior by 0.918 or 91.8%.

Hypothesis Testing Results Partial Test

Partial testing aims to determine whether individual independent variables have an effect on the value of the dependent variable contained in the regression model. Partial testing is carried out by comparing the calculated t-value with the t-value of the table. In this study, the t-value of the table was calculated with the formula $df = n - k - 1$, which is $100 - 3 - 1 = 96$, which was then checked on table t with a significance level of 0.05, then the t table in the study was 1.984. The following can be seen the partial testing in Table 8:

Table 8
Partial Test Results

Models	Coefficient	t	Sig.
1 (Constant)		3.488	.001
Social Media	.166	.973	.333
Lifestyle	.409	2.049	.043
Social Environment	.918	6.275	.000

a. Dependent Variable: Consumptive Behavior
Source: SPSS processed data (2024)

Based on Table 8, the magnitude of the influence of each partially independent variable on the dependent variable can be explained as follows:

1. The influence of social media (X_1) on consumptive behavior (Y).

It is known that the social media variable (X_1) has a calculated t value of 0.973 and a table t of 1.984, so that the t count is smaller than the t table ($0.973 < 1.984$). In addition, the significance value of 0.333 is greater than the significance level of 0.05 ($0.333 > 0.05$). Thus, H_0 is accepted and H_1 is rejected, which means that the social media variable (X_1) has no effect on consumptive behavior (Y).

2. The influence of lifestyle (X_2) on consumptive behavior (Y).

The lifestyle variable (X_2) had a calculated t value of 2.049 and a table t of 1.984, so that it was greater than the t table ($2.049 > 1.984$). The significance value obtained was 0.043 smaller than 0.05 ($0.043 < 0.05$). Therefore, H_0 was rejected and H_2 was accepted, which suggests that the lifestyle variable (X_2) partially affects consumptive behavior (Y).

3. Environmental influence (X_3) on consumptive behavior (Y).

It is known that the environmental variable (X_3) has a calculated t value of 6.275 and a table t of 1.984, so that t calculates is greater than t of the table ($6.275 > 1.984$). In addition, the significance value of 0.000 is smaller than 0.05 ($0.000 < 0.05$). Thus, H_0 is rejected and H_3 is accepted, which means that partially the environmental variable (X_3) has an effect on consumptive behavior (Y).

Simultaneous Tests

Simultaneous testing was carried out to determine the influence of all independent variables together on dependent variables. In

this study, the F test was used to test the significance of the influence of social media, lifestyle, and environment on consumptive behavior. The F value of the table was calculated using the formula $df = n - k$ and $k - 1$, namely $100 - 4 = 96$ and $4 - 1 = 3$. Based on table F at a significance level of 0.05, the F value of the table was obtained of 2.700.

The following can be seen the simultaneous testing in Table 9:

Table 9
Simultaneous Test Results

ANOVA					
Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	755.379	3	251.793	39.667	.000 ^b
Residual	609.381	96	6.348		
Total	1364.760	99			

a. Dependent Variable: Consumptive Behavior
b. Predictors: (Constant), Social Environment, Social Media, Lifestyle
Source: SPSS processed data (2024)

Based on Table 9, the value of F is calculated as 39.667 and F of the table is 2.700, so that the F calculation is greater than the F of the table ($39.667 > 2.700$). In addition, the significance value of 0.000 is smaller than 0.05. Thus, H_0 is rejected and H_4 is accepted, which means that the variables of social media (X_1), lifestyle (X_2), and environment (X_3) simultaneously affect consumptive behavior (Y).

Coefficient of Determination (R^2)

The determination coefficient shows the extent to which the regression model is able to explain the variation in the dependent variable. The results of the determination coefficient in this study can be seen in Table 10:

Table 10
Determination Coefficient Test Results

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744a	.553	.540	2.519

a. Predictors: (Constant), Social Environment, Social Media, Lifestyle
Source: SPSS processed data (2024)

Based on Table 10, it can be seen that the results of the R^2 calculation obtained are 0.553. This shows that the consumptive behavior (Y) of students in Syiah Kuala District is influenced by social media (X_1), lifestyle (X_2) and environment (X_3) by 55.3% and the remaining 44.7% is influenced by other variables outside this study.

DISCUSSION

The Influence of Social Media on Consumptive Behavior

Based on the results of the partial test, a significance value of 0.333 was obtained which was greater than 0.05, so it can be concluded that there is no relationship between the social media variable (X_1) and consumptive behavior (Y). These results show that the use of social media does not always encourage an increase in student consumptive behavior.

This can be understood because the financial condition of students in Syiah Kuala District is different from individuals who are economically established. In addition, the majority of respondents are in the age range of 18–22 years old who generally still depend on parents in financial terms. Therefore, the possibility of making excessive purchases through social media is relatively small, because purchases made tend to be based on needs, not just wants.

The Influence of Lifestyle on Consumptive Behavior

Based on the results of the partial test, it is known that the significance value of 0.043 is less than 0.05, meaning that there is a correlation between lifestyle variables (X_2) and consumptive behavior (Y). However, the correlation identified is not too significant, so the influence of lifestyle on consumptive behavior is not dominant or strong.

According to Sardiyo & Martini (2022), a person's lifestyle is greatly influenced by the social environment, culture, and values adhered to, and can be seen through consumption activities and shopping habits. In the context of this study, the lifestyle of students in Syiah Kuala District will vary, depending on factors such as socioeconomic status, educational background, and influence from the surrounding environment. The results of the study show that although lifestyle has a relationship with

consumptive behavior, the influence is not too significant to be the only determining factor.

In addition, the lifestyle of students in Syiah Kuala District is influenced by the existence of educational facilities, and does not encourage consumptive behavior, such as online shopping. This variation makes the influence of lifestyle on consumptive behavior not uniform among all students.

Environmental Influence on Consumptive Behavior

Based on the results of the partial test, it is known that the significance value of 0.00 is smaller than 0.05. This shows a significant correlation between environmental variables (X_3) and consumptive behavior (Y) in students in Syiah Kuala District. The results of this study are in line with previous research conducted by Cahyanti (2021), Abdullah & Suja'i (2022), and Maliki (2023), which stated that the social environment has a significant influence on a person's consumptive behavior.

From these results, it can be concluded that the social environment plays an important role in shaping student consumption patterns, especially in Syiah Kuala District which is within the scope of the campus. The social environment, be it peers, family, or the campus community, can provide encouragement or pressure that affects students' consumption decisions. This pattern is often influenced by trends, lifestyles, and social interactions in the environment.

Furthermore, the influence of a positive social environment can help students to adopt more rational and planned consumption patterns. On the other hand, an environment that tends to be materialistic or consumptive can encourage excessive and uncontrolled spending behavior. Thus, students who are in a conducive social environment can be better able to control their consumptive behavior.

The Influence of Social Media, Lifestyle and Environment on Consumptive Behavior

Based on the results of the simultaneous test, a significance value of 0.000 which is smaller than 0.05 shows a significant correlation between social media (X_1), lifestyle (X_2), and environment (X_3) on the consumptive behavior (Y) of students in Syiah Kuala District. These results are relevant to the theory of consumer behavior in economics, which explains that individual consumption decisions are not only influenced by basic needs, but also by external factors such as media, lifestyle, and environmental influences (Subagio, 2019)

Simultaneously, social media, lifestyle, and the environment interact with each other in influencing consumptive behavior. Social media creates exposure to certain lifestyles, lifestyle determines preferences in consumption, and the social environment strengthens consumption decisions through the influence of group norms. In the economic context, this reflects the relationship between consumer demand, market preferences, and external factors that drive increased consumption. Thus, consumption patterns formed from these three variables show how strong external influences are on student consumption behavior, especially those around Syiah Kuala District.

CONCLUSION

1. Partially, the social media had no influence on consumptive behavior. This is shown by a calculated t-value of 0.973 which is smaller than the t of the table of 1.984, and a significance value of 0.333 which is greater than 0.05.
2. Partially, the lifestyle was shown to have an effect on consumptive behavior. This can be seen from the calculated t value of 2.049 which is greater than the t of the table of

1.984, and the significance value of 0.043 which is smaller than 0.05.

3. Partially, the environmental also affects consumptive behavior. This is shown by the calculated t value of 6.275 which is greater than the t of the table of 1.984, and the significance value of 0.000 which is smaller than 0.05.
4. Simultaneously, the variables of social media, lifestyle and environment had an effect on the variables of consumptive behavior, with the calculated F value of 39.667 and the F of the table of 2.700, and the significant value was smaller than the real level ($0.000 < 0.05$).

Suggestions

1. For Students

Students are expected to be able to be more wise in using social media so that they are not negatively affected by consumptive behavior. Although the results of the study show that social media does not have a significant effect, students still need to be aware that various content on social media, such as advertisements, endorsements, and influencer lifestyles, has the potential to affect consumption patterns indirectly.

2. For Further Researchers

This research can be developed by adding other variables that are suspected to affect consumptive behavior, such as family roles, income levels, and psychological factors. In addition, the next study is recommended to expand the research area and increase the number of samples so that the results obtained are more representative.

REFERENCES

- Abdullah, M. N. F., & Suja'i, I. S. (2022). Pengaruh Gaya Hidup dan Media Sosial terhadap Perilaku Konsumtif. *Jurnal Pendidikan DEWANTARA: Media*

- Komunikasi, Kreasi dan Inovasi Ilmiah Pendidikan*, 8(2), 72–84.
- Alawiyah, N., & Liata, R. (2020). Perilaku Konsumtif Masyarakat pada Era Globalisasi. *Jurnal Ekonomi dan Manajemen*, 6(2), 143-150.
- Albab. (2020). Pengaruh Literasi Keuangan dan Kontrol Diri terhadap Perilaku Konsumtif Belanja Online dengan Gaya Hidup sebagai Variabel Intervening. *Repository: Universitas Negeri Semarang*.
- Anggraini, S. D. A., & Hastuti, M. A. S. W. (2023). Pengaruh Media Sosial Instagram dan Gaya Hidup terhadap Perilaku Konsumtif Mahasiswa Program Studi Pendidikan Ekonomi Universitas Bhinneka PGRI Tulungagung Tahun Akademik 2022/2023. *Jurnal Economina*, 2(8): 2019-2035
- Aprilia, E. D., & Hartoyo. (2013). Analisis Sosiologis Perilaku Konsumtif Mahasiswa. *Jurnal Ilmu Keluarga dan Konsumen*, 6(1), 72–84.
- Asrun, N. A., & Gunawan, A. (2024). Pengaruh Gaya Hidup dan Media Sosial terhadap Perilaku Konsumtif Generasi Z di Kota Medan dengan Literasi Keuangan sebagai Media Intervening. *Jurnal Manajemen Bisnis dan Keuangan*, 5(1), 173–186.
- Cahyanti, S. (2021). Pengaruh Pendapatan, Gaya Hidup dan Lingkungan Sosial Terhadap Perilaku Konsumsi Mahasiswa Bidikmisi Universitas Islam Negeri Sumatera Utara Medan dengan Religiusitas Sebagai Variabel Moderating (Tesis, Universitas Islam Negeri Sumatera Utara). *Repository UINSU*.
- Dalyono, M. (2015). *Psikologi Pendidikan*. Jakarta: PT Rineka Cipta.
- Faisal, M. (2024). Pengaruh Media Sosial terhadap Perilaku Konsumtif Mahasiswa di Pontianak. *Journal on Education*, 7(1), 6255–6260.
- Febriani, D. (2021). Hubungan Antara Intensi Penggunaan Media Sosial Tiktok dengan Kecenderungan Perilaku Konsumtif pada Mahasiswa di Yogyakarta. *Repository. Universitas 'Aisyiyah Yogyakarta*.
- Habibah, S., Nursal, M. F., & S. S. (2022). Pengaruh Influencer, Brand Image terhadap Keputusan Pembelian The Originote Melalui Minat Beli (Studi Kasus Mahasiswa FEB Angkatan 2021 Universitas Bhayangkara Jakarta Raya). *Jurnal Riset Ilmiah*, 1(01), 15–18.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education.
- Kurniadi, H., Wonua, A., & Kurniadi, H. (2025). Fenomena Belanja Merchandise K-POP NCT: Perspektif Konformitas dan Perilaku Konsumtif. *Ekono Insentif*, 19(1), 12–23.
- Kuswanti. (2019). Faktor-Faktor yang Mempengaruhi Perilaku Konsumtif Mahasiswa Pendidikan Ekonomi Ppapk Fkip Universitas Tanjungpura Pontianak. *Jurnal Untan*, 1– 10.
- Lodeng. (2018). Pengaruh Gaya Hidup Hedonis Terhadap Perilaku Konsumtif Menurut Ekonomi Islam Santri Ma'hud Al-Jami'ah. *Repository: UIN Raden Intan Lampung*.
- Maliki, D. C. (2023). Pengaruh Gaya Hidup terhadap Perilaku Konsumtif Mahasiswa IAIN Manado. *Repository IAIN Manado*.
- Masda, Suyuti, N., & Asmurti. (2024). Media Sosial TikTok Sebagai Sumber Informasi Fashion. *Jurnal Ilmu Sosial dan Pendidikan*, 2(2), 140–146.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen* (Edisi 5). Jakarta: Erlangga.
- Mustomi, D., & Puspasari, A. (2020). Pengaruh Media Sosial terhadap Perilaku Konsumtif Mahasiswa. *CERMIN: Jurnal Penelitian*, 4(1), 133–147.
- Nabil, A., Wirawan, M. A., Lauzzadani, R., & Rakhmawati, N. A. (2024). Pengaruh Media Sosial terhadap Perilaku Konsumtif Mahasiswa ITS. *IKOMIK: Jurnal Ilmu Komunikasi dan Informasi*, 4(1), 38–43
- Nasrullah, R. (2017). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi* (Cet. Revisi). Bandung: Simbiosis Rekatama Media.
- Nugraheni, P. N. A. (2003). Perbedaan Kecenderungan Gaya Hidup Hedonis pada Remaja Ditinjau dari Lokasi Tempat Tinggal. *Repository, Universitas Muhammadiyah Surakarta*.
- Pakaya, I., Posumah, J. H., & Dengo, S. (2021). Pengaruh Lingkungan Sosial terhadap Pendidikan Masyarakat di Desa Biontong I Kecamatan Bolangitang Timur Kabupaten Bolaang Mongondow

- Utara. *Jurnal Administrasi Publik*, 7(104), 11–18.
- Peter, J. P., & Olson, J. C. (2018). *Perilaku Konsumen dan Strategi Pemasaran* (Edisi 9, Buku 1). Jakarta: Salemba Empat
- Pulungan, D. R., & Febriaty, H. (2018). Pengaruh Gaya Hidup dan Literasi Keuangan terhadap Perilaku Konsumtif Mahasiswa. *Jurnal Riset Sains Manajemen*, 2(3), 103–110.
- Putri, C. S. (2016). Pengaruh Media Sosial terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *Performa: Jurnal Manajemen Dan Start-Up Bisnis*, 1(5), 594-603.
- Sardiyo, S., & Martini, M. (2022). Pengaruh Gaya Hidup dan Kemampuan Literasi Keuangan terhadap Perilaku Konsumtif Belanja Online. *Owner: Riset dan Jurnal Akuntansi*, 6(3), 3169–3180
- Sinaga, L. T., & Meiriza, M. S. (2023). Pengaruh Penggunaan Media Sosial terhadap Perilaku Konsumtif Mahasiswa Pendidikan Ekonomi UNIMED. *JUDIKA: Jurnal Administrasi dan Perkantoran Modern*, 12(2), 90–101.
- Subagio. (2019). Pengaruh Lingkungan Sosial terhadap Perilaku Konsumtif Mahasiswa Fakultas Pendidikan Olahraga dan Kesehatan (FPOK) IKIP Mataram. *Jurnal Ilmu Sosial Dan Pendidikan*, 3(3), 263–275.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung : Alfabeta.
- Sumartono. (2002). *Terperangkap dalam Iklan: Meneropong Imbas Pesan Iklan Televisi*. Bandung: Alfabeta.
- Thamrin, H. T., & Saleh, A. A. (2021). Hubungan Antara Gaya Hidup Hedonis dan Perilaku Konsumtif pada Mahasiswa. *KOMUNIDA: Media Komunikasi dan Dakwah*, 11(1), 1–12.