THE SOCIAL MEDIA'S EFFECT ON STUDENT CONSUMPTION BEHAVIOR

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Abstract

This study aims to see how social media affects students' lifestyles. The focus of this research is assessing the consumptive behavior of students with the presence of social media. There are two money variables that will be tested in this article, the independent variable is social media and the dependent variable is student consumptive behavior. This article uses the Pearson correlation method to process correlation data or the relationship between social media and student consumptive behavior. Collecting data using a survey method, namely by distributing questionnaires to 81 respondents. The selected respondents are students. The respondent's questionnaire data was tested for validity to determine the validity of the questionnaire data. The questionnaire data was also tested for reliability to determine its consistency. All respondent data was processed using SPSS version 22. The results of the validity test of all questionnaire data were declared valid with the r arithmetic value higher than r table. The results of the reliability test of all questionnaire data were declared reliable with an alpha value greater than r table. The results of the correlation test for variable X against Variable Y using Pearson correlation. The result is that there is no significant effect between social media on the consumptive behavior of students.

Keywords:Consumptive Behavior, Social Media, Lifestyle,

INTRODUCTION

Information and technology are two factors that have not only brought about changes in the world of e-commerce but also revolutionized the way business is done online (Das, 2014) . The fast paced integration of the Internet as a marketing tool in recent years has had a major impact on how brands choose to communicate with their customers. The internet has provided a great platform for local and global brands to expand their market and acquire more customers than ever before (Poturak & Softić, 2019) . We have entered the digital age. From various elements of life can not be separated from digital media. Starting from political campaigns, marketing products to news about wars are now presented digitally. With the increase in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users (Chen et al., 2011) .

The term social media can be defined as the use of web-based and cellular technology to transform communication with other social media users, including corporate clients, into interactive dialogue (Perdana, 2018) . It seems that almost all people have social media accounts, even though there is only one social media account. Social media is no longer about lifestyle but has become a necessity that cannot be separated from everyday life. There are a number of social media that facilitate this activity, such as Wikipedia, Facebook, YouTube and Twitter. Individuals apply various social media tools, such as online forums and communities, recommendations, ratings and reviews, to interact with other users online (Hajli, 2013) . There have been many social media that have helped people's lives, both for economic and social activities, although we cannot deny that social media also has a negative side. It all depends on those who use it.

This article focuses on discussing the social media side of student consumptive behavior. We all know that life is getting easier with the digital era. Buying anything is

enough by using a gadget. No more need to leave the house or go shopping. Even to buy food, it's enough from home to take a gadget and order food, it doesn't take long for the food to come to our house. The convenience of these conveniences makes us more consumptive or not. This article will discuss how social media influences the consumptive behavior of students. This article refers to an international journal written by Pradeep and Nair (2018), entitled *Impact Of Social Media On Consumer Baying Decisions Towards Financial Assets Among IT Professionals At Head* . The purpose of the article is to understand the influence of social media on the purchase of financial products by IT professionals in Kerala. The hypothesis used is that there is no significant relationship between social media marketing and IT professionals' purchasing decisions on savings plans (Pradeep and Nair, 2018) .

The article I wrote is entitled The Social Media's Effect on Consumptive Behavior of Students. The purpose of this article is to find out whether marketing through social media affects the level of consumer spending on students. The hypothesis used is that there is no significant influence between social media on the consumptive behavior of student spending.

LITERATURE REVIEW
Social Media

There is a tremendous change taking place in the marketing world that is not using traditional marketing methods enough. Electronic communication and especially social media are changing the trade landscape and the way of communication between distribution channels and customers (Delafrooz, Zendehdel, & Fathipoor, 2017) . Companies can use social media to build further interpersonal relationships with sales representatives (Delafrooz et al., 2017) . Each social media platform plays a role in providing, receiving, and exchanging information without any boundaries, and as mentioned earlier that social media allows a two-way flow of information (Lee, 2013) .

Social media has transformed and incorporated itself into the development of new media (Solis, 2010 in Khatib 2016) . Social media includes collaborative projects such as Wikipedia , blogs, content communities such as YouTube , social networking sites such as Facebook , virtual social worlds such as Second Life and virtual game worlds such as World of Warcraft (Kaplan and Haenlein, 2010 in Khatib, 2016) . Social media is a simple communication tool for people to stay in touch with friends and relatives (Pradeep & Nair, 2018) . Social media provides a virtual space for people to communicate via the internet, which may also be an important agent of consumer socialization (Khatib, 2016) . Social media has created a new landscape to support information dissemination (Khatib, 2016) .

Consumers in today's world increasingly rely on the internet to obtain information about food to compare various purchasing alternatives and maximize their knowledge before making important decisions about food purchases (Fathelrahman & Basarir, 2018) . Social media users are also considered as potential buyers, so the food industry has started to market food online intensively (Fathelrahman & Basarir, 2018) . Social media marketing is no longer a new aspect, but is still considered a growing topic in the field (Khatib, 2016) . Social media such as Facebook, Twitter and YouTube are dynamic tools that facilitate online relationships (Voramontri & Klieb, 2019) . Improving customer relationships by transferring new information to customers about special events and new services is a hallmark of social media marketing (Delafrooz et al., 2017)

Behavior

In a fast-paced life, technology can move closer to position among people much more quickly than the edition before digital technology existed (Delafrooz et al., 2017) . Purchase decisions can be interpreted as actions taken by consumers to buy or use goods and services (Empathy et al., 2018) . Social media is changing our world. With the advent of smartphones and social media, the accessibility of information is higher than ever before. Customers are often asked to "like" a company on Facebook, to "follow" a company on Twitter, or to "connect" via LinkedIn. As a result, customers become more connected to the company, more knowledgeable about product choices, and more strong in buyer and seller relationship (Agnihotri, Dingus, Hu, & Krush, 2016)

Adolescents who live today are faced with the offers of goods offered through the media (Santrock 2011 in Empathy et al., 2018) . Studies show that students who spend their time accessing the internet will have an impact on the resulting less learning time. Students spend time every day using the internet with their gadgets, individuals will lose effective time in academic matters, at least one hour a week. The time students spend using the internet varies from a few minutes to more than an hour. The impact of this is that the student's academic value has decreased drastically (Empathy et al., 2018) .
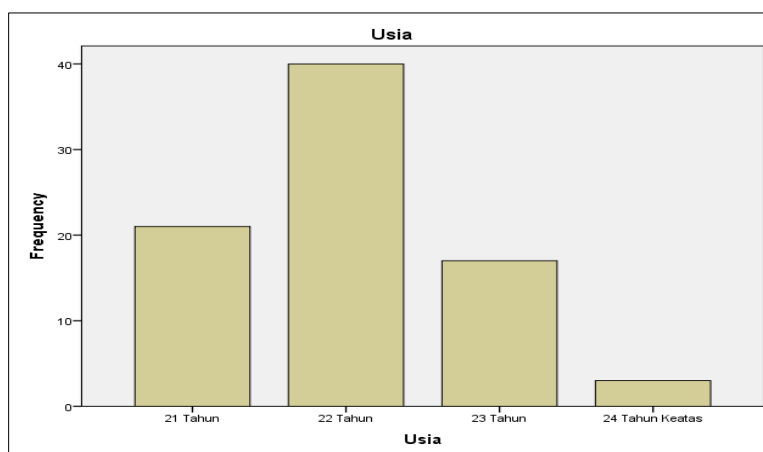

Figure 1. Student Spending Time

Consumptive behavior is an act that is carried out excessively against the use of a product. Furthermore, consumptive behavior is also defined as the act of using a product incompletely. That is, someone buys a product not because the product used has run out, but because of the lure of gifts being offered or even the product is trending (Anggraini and Santhoso, 2019). This phenomenon of consumptive behavior will of course continue to grow, due to factors which can cause the emergence of consumptive behavior, one of which is a lifestyle (Anggraini and Santhoso, 2019) .

Consumptive

The broad definition of consumptive is to use goods or services in a wasteful and excessive manner that prioritizes desires over needs in terms of priorities or it can also be said

to be an excessive lifestyle (Empathy et al., 2018) . The current phenomenon shows that people who behave consumptively do not see age, gender and occupation. They can be teenagers, adults and parents, but several studies have reported that teenagers tend to behave consumptively (Widyaningrum and Puspitadewi, 2016) . There is a term that we often hear, there is money there is goods. When money is abundant in our pockets, sometimes we forget ourselves and lose track of time, by buying everything we want and not what we need. This reflects consumptive behavior among our society. Sometimes when we go to a shopping center, we don't plan what we are going to buy, so when we get to our destination we are like going crazy by buying what we want. The Indonesian Consumers Foundation provides limits on consumptive behavior as a person's tendency to consume without having restrictions, and prioritizes the desire factor over needs (Anggraini and Santhoso, 2019) .

Research shows that purchasing decisions are directly related to personal influence, referrals, or the media (Rizkallah and Truong, 2010) . Consumptive behavior is the act of individuals who are directly involved in obtaining and using goods or services by prioritizing the decision-making process. The consumptive predicate is usually attached to a person if the person buys goods or services beyond rational needs (Widyaningrum and Puspitadewi, 2016) . The phenomenon that occurs in urban communities is a high consumptive culture, this is due to the high level of daily needs needed by humans, both from the upper and lower classes who will be more selective in the products they consume. New products are offered and informed quickly which will affect market supply and demand (Mowen and Minor, 2002 in Empathy et al. 2018) .

RESEARCH METHODS

The research method used is correlational research which aims to detect the extent to which variations in a factor are related to variations in other factors based on correlation coefficients. Correlational studies show the relationship between variables using techniques such as cross tabulation and correlation. Correlational research is research using correlation statistical tests to describe and measure the level of relationship between two or more variables (Is, Should, & Be, 2011) .

The population used is the fifth semester students majoring in accounting who have worked in various companies.The data analysis technique for the sample of respondents to test the validity in this study used Pearson's Product Moment. The technique of analyzing the respondent's sample data for reliability testing in this study used Cronbach's Alpha technique. All of them were processed with the help of SPSS version 22 program. The variables of this study consisted of one independent variable and one dependent variable. The independent variable in this study: social media (X) while the dependent variable is consumptive behavior (Y). In the questionnaire, students were asked to answer the questionnaire using the Likert scale method. There were 5 scales listed. A scale of one is not very appropriate, a scale of two is not appropriate, a scale of three is normal, a scale of four is appropriate and a scale of five is very appropriate. This study wants to test the hypothesis that social media has a positive effect on student consumptive behavior.

RESULTS AND DISCUSSION

Questionnaire sample data from respondents collected a total of 81 respondents. The

following is a table of the demographic characteristics of the respondents:

Table 1 Demographic Characteristics

No	Demographic	Amount	Percentage	
1	Gender			
	Man	30	37%	
	Woman	51	63%	
2	Age			
	21 years		21	25.9%
	22 years		40	49.4%
	23 years		17	21%
	24 Years Old		3	3.7%
3	Social media			
	Facebook		8	9.9%
	Instagram		16	19.8%
	Twitter		2	2.5%
	Facebook & Instagram		49	60.5%
	Facebook, Instagram & Twitter		6	7.4%

In table one regarding demographic data, the results for male respondents are 30 or 37% and for women are 51 or 63%. Data regarding age was obtained, for 21 years old or 25.9%, for 22 years old it was 40 or 49.4%, for 23 years old it was 17 or 21% and aged 24 years and over was 3.7%. The following is the gender data on the bar chart 1:
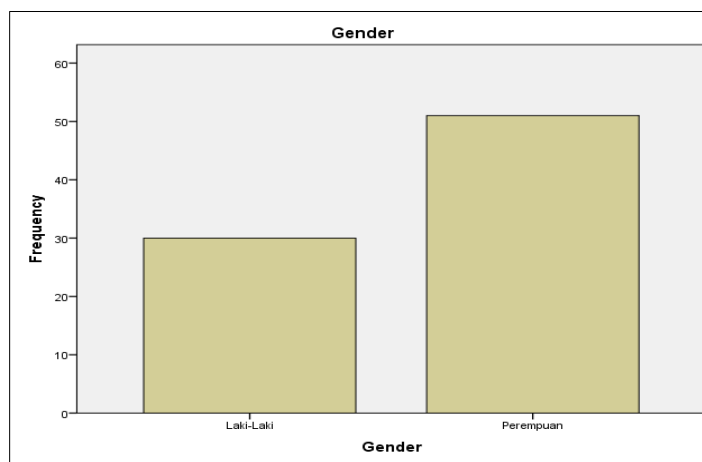
Bar Chart 1 : Gender

Figure 2. Bar Chart : Gender

Data regarding social media is obtained as follows: those who only have a Facebook account are 8 or 9.9%. Those who only have Instagram account for 16 or 19.8%. Those who only have twitter are 2 or 2.5%. Those who have Facebook and Instagram accounts at the same time are 49 or 60.9% and those who have Facebook, Instagram and Twitter at the same time are 6 or 7.4%. The following is the social media data on the bar chart 2:
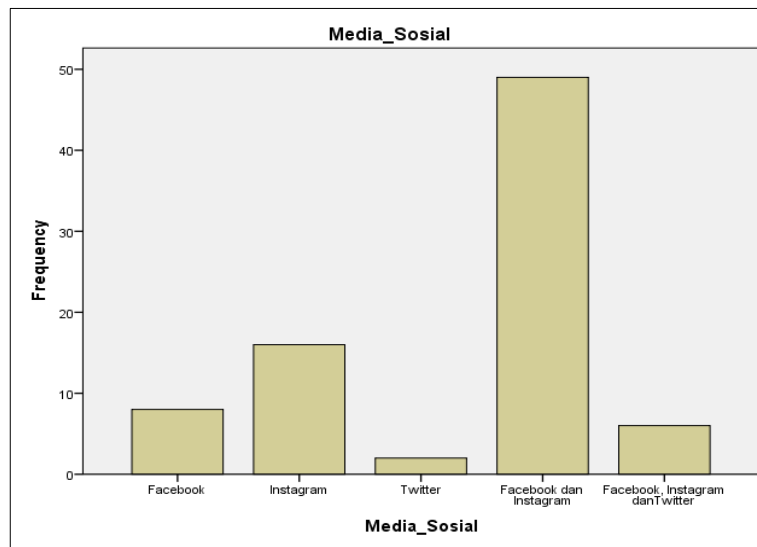
Bar Chart 2 : Social Media

Figure 3. Bar Chart : Social Media

The author also distributes questionnaires about social media variables to respondents whose validity and reliability will be tested. The following is a table of questions on the X variable questionnaire that must be filled out by respondents:

Table 2. Effect of Social Media(X)

No	Question
1	You have a social media account
2	You have more than one social media account
3	You use social media every day
4	You use social media for work
5	You use social media to shop
6	You use social media to study
7	You use social media to search for news
8	You use social media for entertainment

Test the Validity of Variable X

The validity test is used to test the validity of the questionnaire. The formula is that the calculated r value is greater than the r table value. If the arithmetic r is greater than the r table value, the questionnaire is declared valid. And vice versa. The r table value for this questionnaire is 0.220 with a significance value of 5%. The following are the results of the validity test of the 8 items of the social media variable X questionnaire using SPSS 22:

Table 3 Social Media Validity Test Results (X)

Items	r count	r table	Results
1	0.262	0.220	valid
2	0.389	0.220	valid
3	0.286	0.220	valid
4	0.500	0.220	valid
5	0.625	0.220	valid
6	0.519	0.220	valid
7	0.294	0.220	valid
8	0.319	0.220	valid

The results of the validity test in table 3 all test items for the validity of the variable X the value is greater than r table. In conclusion, 8 questionnaire data items are declared valid.

X . Variable Reliability Test

The reliability test aims to see the consistency of the questionnaire. The formula is that the alpha value is greater than the r table value. If the alpha value is greater than the r table value, the questionnaire is declared reliable. The following are the results of the reliability test using SPSS 22:

Table 4 Variable Reliability Test Results (X)

Cronbach Alpha	Items
0.272	8

From the results of the reliability test, it was found that the alpha value was greater than the value of r table, i.e. the alpha value was 0.272 which was greater than r table 0.220. So the conclusion was that 8 data items of the questionnaire variable X were declared reliable. The author also distributed the Y variable questionnaire about student consumptive behavior to respondents who would later be tested for validity and reliability. The following is a table of Y variable questionnaire questions that must be filled in by the respondent.

Table 5 Student Consumptive Behavior (Y)

No	Question
1	Searching for shopping information is easier with social media
2	Advertisements on social media influence me to shop
3	Shopping on social media gives a lot of discounts
4	Shopping on social media saves more time
5	Shopping on social media more choices
6	Social media makes shopping intensity increase
7	Social media affects your finances
8	You always set aside income for shopping on social media

Test the Validity of Variable Y

The validity test is used to test the validity of the questionnaire. The formula is that the calculated r value is greater than the r table value. If the arithmetic r is greater than the r table value, the questionnaire is declared valid. And vice versa. The r table value for this questionnaire is 0.220 with a significance value of 5%. The following are the results of the validity test of the 8-item social media variable Y questionnaire using SPSS 22:

Table 6 Student Behavior Validity Test Results (Y)

Items	r count	r table	Results
1	0.273	0.220	valid
2	0.567	0.220	valid
3	0.441	0.220	valid
4	0.427	0.220	valid
5	0.480	0.220	valid
6	0.523	0.220	valid
7	0.470	0.220	valid
8	0.555	0.220	valid

From the results of the validity test, it was found that all items had a value greater than r table. So the conclusion was that 8 items of Y variable questionnaire data were declared valid.

Y . Variable Reliability Test

The reliability test aims to see the consistency of the questionnaire. The formula is that the alpha value is greater than the r table value. If the alpha value is greater than the r table value, the questionnaire is declared reliable. The following are the results of the reliability test using SPSS 22:

Table 7 Variable Reliability Test Results (Y)

Cronbach Alpha	Items
0.528	8

From the results of the reliability test, it was found that the alpha value was greater than the value of r table, i.e. the alpha value was 0.528 which was greater than the r table 0.220. So the conclusion is that the variable Y questionnaire data is declared reliable. After testing the validity and reliability of the variables X and Y, the next author will conduct a person correlation analysis test. The formula is that if the significance value is less than 0.05 then there is a correlation, and vice versa if the significance value is greater than 0.05 then there is no correlation.

The formula:
- If the significance value is < 0.05, it means that there is a correlation
- If the significance value is > 0.05, it means that there is no correlation

The following are the results of the correlation test using SPSS 22:

Table 8 Correlation Test Results

Correlations

		Media_Sosial	Perilaku_Kon sumtif
Media_Sosial	Pearson Correlation	1	.071
	Sig. (2-tailed)		.526
	N	81	81
Perilaku_Konsumtif	Pearson Correlation	.071	1
	Sig. (2-tailed)	.526	
	N	81	81

From the results of the correlation test, a significance value of 0.526 is greater than 0.05, meaning that there is no correlation between social media and student consumptive behavior. The results of the correlation test can be understood that social media does not always have a negative effect such as the more consumptive student spending. This can be understood that student finances are certainly different from those who are already economically established. We all know that at the student level, they still rely on pocket money from their parents. So they are less likely to spend money on shopping on social media. Even if they shop for necessities on social media, maybe the size is because the need for the item is not just a desire. Moreover, at their age, of course, the necessities of life are not too much like those who are married.

Hypothesis Testing

In the t-test, it is known that the Sig value for the effect of X on Y is 0.526> 0.05, meaning that the Sig value is greater than 0.05 or the t-count value is 0.071 < r table 0.220, meaning the t-count value is smaller than t-table, so it can be concluded that H is rejected. which means that there is no effect of variable X on Y. The results can be seen together that social media as variable X does not have a significant effect on the pattern of student consumptive behavior as variable Y.

Conclusion

From the discussion above, it can be concluded that social media has no significant effect on the consumptive behavior of students. The limitations of pocket money and the necessities of life that are not too much may be the reason. Although this cannot be used as the main benchmark. Because perhaps the respondent's character does not like the consumptive lifestyle. This article only looks at social media as the main reference for student consumptive behavior. There are many other factors that can be tested to find out the factors that encourage students to behave consumptively.

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