

The Influence of Embeddedness of Socio-Economic Status and Self-Control on Consumptive Behavior of Students (at MA Khazanah Kebajikan Ciputat)

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ABSTRACT

In Economic Sociology, social attachment is something that cannot be denied, especially in economic behavior. The purpose of this study was to determine the embandedness of socio-economic status and self-control of the consumptive behavior of students at the MA Khazanah Kebajikan Ciputat. The method used is descriptive method with an associative approach. The sampling technique used was proportional random sampling using the method of saturated sampling technique with a sample of 73 respondents. The analysis tool uses validity test, reliability test, classic assumption test, regression analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing. The results of this study are the embandedness of socio-economic status has a positive and significant effect on the consumptive behavior of students by 41.7%. Hypothesis testing is obtained $t_{count} > t_{table}$ or $(7.133 > 1.994)$, so that H_0 is rejected and H_1 is accepted, meaning there is a positive and significant influence between the embandedness of socio-economic status on the consumptive behavior of students at MA Khazanah Kebajikan Ciputat Office. Self-control has a positive and significant effect on student consumptive behavior by 40.2%. Hypothesis testing is obtained $t_{count} > t_{table}$ or $(6.906 > 1.994)$ so that H_0 is rejected and H_2 is accepted meaning that there is a positive and significant influence between self-control on the consumptive behavior of students on. A simultaneous test of the embandedness of socio-economic status and self-control has a positive and significant effect on the consumptive behavior of students with a contribution of 48.4%, while the remaining 53.2% is influenced by other factors. Hypothesis testing obtained the value of $F_{count} > F_{table}$ or $(39.814 > 2.740)$, thus H_0 is rejected and H_3 is accepted. This means that there are positive and significant simultaneous influences between embandedness of socio-economic status and self-control on the consumptive behavior of students at the MA Khazanah Kebajikan Ciputat.

Keywords: Embeddedness; socio-economic status; self-control; consumptive behavior of students

INTRODUCTION

In economic sociology, social attachment is something that cannot be denied, especially in economic behavior (Azwar, 2013; Mulyadi, 2018; Sohaimi, 2011; Vyas & Kumaranayake, 2006). This attachment influences the pattern of human behavior in meeting needs and

socializing with people around. One of them is consumptive behavior. Excessive tendencies are part of consumptive behavior, wasteful lifestyle is one of the negative impacts (Anggraini & Santhoso, 2019; Kanserina, 2015; Sari, 2015; Suminar & Meiyuntari, 2016). Because someone who is accustomed to wasteful in general no longer thinks of tomorrow or the day to come and is more focused on satisfying desires than needs (Sunarsi & Kusjono, 2019). Consumptive behavior is individual behavior that consumes the production of other parties in the form of services and goods that are not needed excessively to achieve satisfaction as desired or not become a basic need (Astuti, 2013; Fattah, Indriayu, & Sunarto, 2018; Haryani & Herwanto, 2015; Sebayang, Yusuf, & Priyatama, 2011). In essence, those who behave in a consumptive manner always follow their desires, although those desires can later make someone forget to meet their needs, and this is very easily seen in students (Hartati, Martini, & Winarko, 2019; Hasanah, 2007; Wati & Suyanto, 2016; Zaroh & Lukitiansih, 2014).

Students are a group of young consumers who have unique characteristics such as being easy to follow trends and fashions, easily being persuaded by advertisements and seduction of sellers, not thrifty, less realistic, romantic and impulsive. In this age range, choices, activities, friends, and appearance are often important things to be socially acceptable (Anisa, 2017; Samio, 2018; Suparmin, 2012). The next result is that many students often get entangled in consumptive behavior. With all its uniqueness, students in consuming goods or services more often forget their needs and follow their desires more. This phenomenon is seen from the goods owned by students. Many students are found using accessories such as bags and branded shoes or sophisticated gadgets complete with additional features that are no less expensive. Even though to buy these items rationally, Students are not yet able or unable to buy these items.

According to (Anggraini & Santhoso, 2017) factors that influence young people's consumptive behavior include; media: television, internet (shopping via the internet, business via the internet and so on); parents: in this case concerns the mental attitude of parents. For example, some cases that are often found by many parents who live with high prestige, it is transmitted to their children so that they are indirectly indoctrinated to have a consumptive lifestyle; society: the mental attitude that develops in the community, in this case, the mental attitude does not want to be left behind by other people, for example other people have new things so they also want to have new goods. 4) Peer: depends on the child in choosing friends; religion: children who grow up in families that have a strong religious foundation will have a feeling and attitude "enough" so that they do not always feel inadequate and lacking from others; Intercourse: depends on how and where someone chooses the social environment or circle.

MA Khazanah Kebajikan is a secondary school located in Pamulang. Being in a strategic location with a lot of hangout places and shopping centers that are not difficult to reach, raises the attachment between the social environment and student consumptive behavior. Usually, after school, they are often stopped by cafes or shopping centers where teenagers gather to just hang out or hang out with friends. This has become one of their factors to be consumptive.

METHOD

The type of data used is quantitative with primary data sources by distributing questionnaires which are then carried out tabulation and feasibility analysis as well as secondary data from the various scientific literature. The population in this study were MA Khazanah Kebajikan Ciputat students, totaling 270 students. Sampling was used by the Slovin formula technique with an error rate of 10% to obtain a sample of 73 students. The instrument testing uses validity and reliability tests. From the validity and reliability test stated valid and reliable, this is evidenced by the value of $r_{\text{count}} > r_{\text{table}}$, likewise, the instrument used is appropriate and feasible to be forwarded to the next test. Testing for normality using Kolmogorov Smirnov

obtained significance greater than 0.50 and thus declared normal. Multicollinearity testing obtained tolerance values <1 and VIF <10 so that it was concluded there was no interference with multicollinearity. Autocorrelation testing obtained the value of Durbin-Watson at an interval of 1.550 - 2.460, thus this regression model does not have autocorrelation. Heteroskedastisitas test with the Glejser test obtained a significance value greater than 0.05 so it was concluded that there was no interference with heteroscedasticity.

RESULT AND DISCUSSION

Descriptive Analysis

The criteria of the object under study are based on the respondent's response to the item questions about the of embandedness social-economic status variables (X1), self-control (X2) and student consumptive behavior (Y) as follows:

Table 1.

Descriptive Score of Respondents' Answers

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Embandedness Socio-Economic Status (X1)	73	32	47	38.25	3.770
Self Control (X2)	73	30	49	38.75	4.459
Student Consumptive Behavior (Y)	73	31	46	39.32	3.605
Valid N (listwise)	73				

The embeddedness of the socio-economic status results obtained a minimum variance score of 32 and a maximum score of 47 and a ratting mean score of 38.25 and a standard deviation level of 3.770. The self-control data obtained the results of a minimum variance score of 30 and a maximum score of 49 and a ratting mean score of 38.75 and a standard deviation level of 4.459. Data on students' consumptive behavior obtained a minimum variance score of 31 and a maximum score of 45 and a ratting mean score of 39.32 and a standard deviation level of 3.605.

Verification Analysis

Verification analysis is intended to determine the magnitude of the influence and analyze the significance of the influence. In this analysis carried out on the influence of two independent variables on the dependent variable, partially or simultaneously.

This multiple regression test is intended to find out how big the influence of the variables X1 and X2 on the Y variable. In this study the embandedness of socio-economic status (X1) and self-control (X2) on the consumptive behavior of students (Y). The following are the results of processed regression data with SPSS version 26 which can be seen in the following table:

Table 2.
Results of Multiple Regression Processing Variables Embandedness Socio-Economic Status (X1) and self-control (X2) Against students' consumptive behavior (Y)

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	11.023	3.208		3.436	.001
Embandedness Socio-Economic Status (X1)	.410	.093	.429	4.416	.000
Self Control (X2)	.325	.079	.402	4.143	.000

a. Dependent Variable: Student Consumptive Behavior (Y)

Based on the results of the regression calculations in the above table, the regression equation $Y = 11.023 + 0.410X1 + 0.325X2$ can be obtained

A constant value of 11,023 means that if the variable embandedness of socio-economic status (X1) and self-control (X2) does not exist then there is a value of student consumptive behavior (Y) of 11,023 points. A value of 0.410 is interpreted if the constant is constant and there is no change in the variable self-control (X2), then every 1 unit change in the Embandedness variable of social economic status (X1) will result in a change in student consumptive behavior (Y) of 0.410 points, a value of 0.325 is interpreted if the constant is constant and there is no change in the embandedness of socio-economic status variable (X1), then every 1 unit change in the self-control variable (X2) will result in a change in the consumptive behavior of students (Y) of 0.325 points.

Analysis of the coefficient of determination is intended to determine the percentage of the contribution of influence between the independent variables on the dependent variable both partially and simultaneously), in this study the variable Embandedness Socio-Economic Status (X1) and self-control (X2) on the consumptive behavior of students (Y). Here are the results of the calculation of the coefficient of determination, as follows:

Table 3
Results of Partial Determination Coefficient Analysis Between Embandedness of Socio-Economic Status (X1) Against Consumptive Behavior of Students (Y)

Model	Model Summary			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	.646 ^a	.417	.409	2.771

a. Predictors: (Constant), Embandedness Socio-Economic Status (X1)

Based on the test results in the table above, an R-Square value or determination of 0.417 is obtained, this shows that the contribution of the influence between embandedness of socio-economic status to student consumptive behavior is 41.7%, while the remaining 58.3% is influenced by other factors not researched.

Table 4
Partial Determination Coefficient Analysis Results Between Self-Control (X2) Against Consumptive Behavior of Students (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.393	2.808

a. Predictors: (Constant), Self Control (X2)

Based on the test results in the table above, an R-Square value or determination of 0.402 is obtained, this shows that the contribution of influence between self-control to the consumptive behavior of students is 40.2%, while the remaining 59.8% is influenced by other factors not examined.

Table 5
Results of Simultaneous Determination Coefficient Analysis Between Embandedness Socio-Economic Status (X1) and Self-Control (X2) Against Student Consumptive Behavior (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 ^a	.532	.519	2.501

a. Predictors: (Constant), Self Control (X2), Embandedness Socio-Economic Status (X1)

Based on the test results in the table above, an R-Square value or determination of 0.532 is obtained, this shows that the contribution of the influence between embandedness of socio-economic status and simultaneous self-control on the consumptive behavior of students is 53.2%, while the remaining 46.8% influenced by other factors not examined.

To test the hypothesis of the embandedness of socio-economic status (X1) and self-control (X2) on the consumptive behavior of students (Y), it was performed with a statistical test t (partial test).

The results of data processing using SPSS version 26, with the following results:

Table 6.

T-Test Results for the Embandedness Socio-Economic Status Variable (X1)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	15.687	3.328		4.713
	Embandedness Socio-Economic Status (X1)	.618	.087	.646	7.133

a. Dependent Variable: Student Consumptive Behavior (Y)

Based on the test results in the above table, the value of $t_{\text{count}} > t_{\text{table}}$ or $(7.133 > 1.994)$ is also strengthened by the value of p value $< \text{Sig.} 0.05$ or $(0.000 < 0.05)$. Thus, H_0 is rejected and H_1 is accepted, this shows that there is a positive and partially significant effect between embandedness of socio-economic status on the consumptive behavior of students

Table 7.
T-Test Results for Self Control Variables (X2)

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	19.454	2.895		6.721	.000
Self Control (X2)	.512	.074	.634	6.906	.000

a. Dependent Variable: Student Consumptive Behavior (Y)

Based on the test results in the table above we get the value of $t_{count} > t_{table}$ or $(6.906 > 1.994)$, it is also strengthened by ρ value $< \text{Sig}.0.05$ or $(0,000 < 0.05)$. Thus, H_0 is rejected and H_2 is accepted, this shows that there is a positive and partially significant effect between self-control on student consumptive behavior.

To test the influence of the embandedness of socio-economic status variable and simultaneous self-control on the consumptive behavior of students at the MA Khazanah Kebajikan Ciputat was performed with a statistical test F (simultaneous test) with a significance of 5%.

Table 8.
Simultaneous Hypothesis Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	497.985	2	248.993	39.814	.000 ^b
	Residual	437.768	70	6.254		
	Total	935.753	72			

a. Dependent Variable: Student Consumptive Behavior (Y)

b. Predictors: (Constant), Self Control (X2), Embandedness Socio-Economic Status (X1)

Based on the test results in the above table, the calculated $F_{count} > F_{table}$ or $(39.814 > 2.740)$ is also strengthened by the ρ value $< \text{Sig}.0.05$ or $(0,000 < 0.05)$. Thus, H_0 is rejected and H_3 is accepted, this shows that there is a positive and significant effect simultaneously between embandedness of socio-economic status and self-control on the consumptive behavior of MA Khazanah Kebajikan Ciputat students.

CONCLUSION

Based on the results of the study of embandedness socio-economic status has a positive and significant effect on the consumptive behavior of students with a magnitude of influence of 41.7%. Self-control has a positive and significant effect on student consumptive behavior with a magnitude of influence of 40.2%. Embandedness socio-economic status and self-control have a positive and significant effect on the consumptive behavior of students with the regression equation $Y = 11,023 + 0.410X_1 + 0.325X_2$. The higher the embandedness of socio-economic status and self-control, the consumptive behavior of students will also increase. The amount of influence is 53.2% while the remaining 46.8% is influenced by other factors. Hypothesis testing obtained the value of $F_{count} > F_{table}$ or $(39.814 > 2.740)$, it is also strengthened with a probability of $0,000 < 0.05$. Thus H_0 is rejected and H_3 is accepted. This means that there are positive and significant simultaneous influences between embandedness of socio-economic

status and self-control on the consumptive behavior of students at the MA Khazanah Kebajikan Ciputat

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