

The Role of Self-Control On Consumptive Behavior

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ABSTRACT

Consumptive behavior is a human tendency that emphasizes the desire factor more than the need to consume something indefinitely regardless of its long-term benefits. Teenagers are often considered as a generation that has high enough consumptive behavior if they have low internal factors especially in self-control. This study aimed to examine the role of self-control on teenagers' consumptive behavior in Purwokerto. The sampling technique used in this study was convenience sampling. This study used regression analysis tool. The results of this study have proven that self-control has a negative effect on consumptive behavior. Self-control needs to be a concern and act as a behavior controller before setting action so that the higher self-control, the lower the chance of actions that leads to consumptive behavior.

Keywords: consumptive behavior; self-control; teenagers.

1. Introduction

Nowadays, consumptive behavior has been considered as a culture in various countries, including Indonesia. Consumptive behavior is a human tendency that emphasizes the factor of desire more than the need to consume something without limits (YLKI in Chrisnawati & Abdullah, 2011). This behavior is a characteristic of modern life which has begun to affect local culture. Teenagers as the millennial generation are often considered as a generation that has high enough consumptive behavior. Adolescence is the age when an individual integrates into an adult in society. The category of teenagers is in the age range of 12 years (early teenagers) to 21 years of age (late teenagers). Teenagers are one of the community groups who become potential targets of various company products.

Teenagers always want to follow the ever-changing fashion trends and they are never satisfied with what they have. Emotionally unstable conditions make them difficult to consume goods and services rationally. Wagner (2009) said that young consumers tend to be more consumptive, less concerned with social issues, and more concerned with appearance than achievement. This behavioral tendency is also supported by a modern lifestyle with the availability of various facilities, the development of shopping centers, the easier access to online shopping, the convenience of transportation facilities, and easily accessible mass media so that information will be conveyed more quickly (Chatijah & Purwadi, 2007). As a result, teenagers tend to behave consumptively and impulsively. Technological advances as a support that provides convenience

in transactions can make teenagers more vulnerable in terms of consumptive behavior (Chita, David, & Pali, 2015).

Kotler and Keller (2009: 166) suggested that consumer buying attitudes are determined by four aspects; cultural, social, personal, and psychological aspects. Self-control is a personal aspect that is an important factor in influencing consumptive behavior. Self-control can be defined as the ability to guide, regulate, and direct one's own behavior, one of which is to suppress impulsive behavior. Self-control ability relates to how a person controls emotions and impulses within.

In the current era of globalization, self-control is a challenge for every individual, especially teenagers. For teenagers who live outside the city, far from their parents, it makes them have to be more able to control themselves in consuming everything that they want. Self-control should be a behavior controller before setting action so that the higher the self-control, the lower consumptive behavior will be. They are more able to think rationally and are able to distinguish which one is a need and which one is only a desire in purchasing a product.

Several previous studies have proven that self-control has a negative effect on consumptive behavior (Dewi et al, 2017; Kumalasari Soesilo, 2019). The negative influence shows the higher the self-control, the lower the consumptive behavior. However, research results that are not in line are found in a research by Fattah et al (2018) which showed that self-control has a positive influence on consumptive behavior.

2. Literature Review

2.1 Consumptive Behavior

Consumptive behavior is a desire to consume goods in excess which are actually less needed to achieve maximum satisfaction (Tambunan, 2001: 1). Meanwhile, according to Chita, David and Pali (2015: 298) consumptive behavior is a person's desire when having consumption activities without any limitation, buying a product or service that exceeds the limit not based on the value of the benefits of the product or service and without any long-term planning. .

This is in line with the opinion of Rajeswari and Pandan (2016: 300) who stated that consumptive behavior is related to impulsive buying, which is a consumption or purchase activity that is unplanned, arises suddenly, full of joy and enthusiasm when trying to buy due to the decision-making process made subconsciously. Based on these definitions, it can be concluded that consumptive behavior is a desire that arises without rational consideration, or purchase products beyond the limit that is not necessarily needed.

2.2 Self-Control

Self-control can be described as a control on behavior, which means an individual thinks first before taking action. The higher the level of individual self-control, the higher the control over behavior will be. Ghufron and Risnawati (2010) defined self-control as a skill in controlling and managing behavior and influencing aspects based on circumstances to show oneself in socialization activities, have a tendency to attract attention, willingness to change attitudes to suit others, make others happy, always conform, and hide feelings. Self-control is defined as a means of achieving long-term success and overriding short-term joys (De Boer et al., 2014).

Self-control factors according to a study conducted by Fattah et al. (2018) include: 1) Internal factors are factors that originate within the individual. Internal factors are included in the category of influencing self-control, age and maturity; 2) External factors are factors that come from outside

an individual. External factors are included in the category of influencing self-control that is family.

3. Research Methods

3.1 Research Type

Type of this research was causal associative quantitative research. This research used information in the form of numbers and analyzes the effect of self-control variables on consumptive behavior.

3.2 Data Collection Method

Data was collected using questionnaires and interviews. Data were obtained through several questions posed to respondents in the form of closed questionnaires so that respondents directly chose the available answers and open questionnaires were equipped with interviews with several respondents and sources that were assumed as relevant, and by direct observation of the object under study.

3.3 Population and Sample

The target population were teenagers whose age were 19-21 years old (students) who stayed in Purwokerto. The sample in this study was determined by convenience sampling technique.

3.4 Research Variables

The variables of this research were self-control and consumptive behavior. Self-control was measured by indicators in the form of self-discipline, deliberate/non-impulsive action, healthy habits, work ethics, and reliability. In addition, the consumptive behavior variable was measured by indicators in the form of impulsive buying, wastefulness, and pleasure seeking. Measurement of the two variables using a Likert Scale: strongly agree - agree - neutral - disagree - strongly disagree.

3.5 Analysis Method

The data which included in the validity and reliability tests were then analyzed using a descriptive statistical approach to identify the characteristics of the respondents and their responses to the statement items in the questionnaire which were indicators of the variables in the study. Furthermore, the Classical Assumption Test process was done to form an appropriate research equation model and to determine the effect between research variables, a simple linear regression analysis tool was used using SPSS software.

4. Results and Discussion

4.1 Profile of the Respondents

Respondents in this study were Purwokerto based teenagers whose ages were 19-21 years old (students). The number of questionnaires that have been completely filled out by respondents were 100 respondents. The profile of respondents who were taken as samples in this study can be seen in the following table:

Table 1. Characteristics of the Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	32	32
Female	68	68
Total	100	100

Based on table 1, it could be seen that the majority of respondents were female as the statement from that Indonesian students were dominated by female.

Table 2. Characteristics of the Respondents Based on Domicile

Domicile	Frequency	Percentage (%)
At boarding house	45	45
At own home	55	55
Total	100	100

Based on table 2, it could be seen that the respondents who live in boarding houses were 45 students or 45%, while 55 students or 55% live at other than boarding houses. It can be concluded that most of the respondents were not staying at boarding houses. They lived with their parents or siblings.

Table 3. Characteristics of the Respondents Based on Their Side Jobs Status

Side Jobs	Frequency	Percentage (%)
No Side Job	70	70
Side Job Less than A year	18	18
Side Job More than A year	12	12
Total	100	100

Based on table 3, it could be seen data regarding the respondents' status of side jobs during school or college, there were 70% of respondents who had no side job. On the other hand, there were 18% of respondents who had side job with less than one year of experience and the remaining were 12% of respondents who had side job with more than one year of experience. So the conclusion was some respondents did not have a side job and they still got pocket money from their parents during school or college.

Table 4. Characteristics of the Respondents based on Their Income per Month

Income (per Month)	Frequency	Percentage (%)
< Rp 500.000	42	42
Rp 500.000 – Rp 1.000.000	44	44
Rp 1.000.000 – Rp 2.000.000	13	13
> Rp 2.000.000	1	1
Total	100	100

Based on table 4, it was known that the majority of the respondents earned Rp. 500,000 - Rp. 1,000,000 as many as 44 respondents or 44%. The data showed that the demands of respondents to meet their needs were quite high for each month.

4.2 Results of Data Analysis and Discussion

After testing the validity and reliability as well as testing the classical assumptions and the results were met, then based on the results of the analysis using the SPSS program, the results of the analysis are as follows:

Table 5. Results of Regression Analysis

Variable	B	t count	Sig.
Constant	43,697	9.483	0,000
Self-Control (X_1)	-0,317	-4.403	0,000
R^2	0,165		
Sig. F	0,000		

Based on the tests, the results of the following equations were obtained:

Coefficient of Determination (R^2)

Based on table 5, it could be seen that the magnitude of the coefficient of determination (R^2) was 0.165. The value of 16.5% indicated that the regression equation model in this study was able to explain the relationship between consumptive behavior variables and self-control variables by 16.5%. While the remaining 83.5% was influenced and explained by other factors outside the model that were not tested in this study.

Model Accuracy Test (F Test)

The result of the calculated F value was known with a significance value of (0.000) (0.05), which meant that the regression equation model formed had a goodness of fit.

Partial Test (t Test)

Based on the partial test results shown in table 5 that the significance value of the self-control variable was 0.000, it was smaller than 0.05, in other words, partially self-control had a negative effect on consumptive behavior.

4.3 Discussion

Based on the analysis result, it showed that self-control had a significant negative effect on consumptive behavior. The higher the self-control, the lower the level of consumptive behavior in teenagers

Self-control is an attitude of refraining from doing something excessive, such as shopping or consuming things that are not necessary. Self-control needs to be a concern and act as a behavior controller before setting action so that when self-control increases, the chance to take actions that lead to consumptive behavior become less. Self-control must be accustomed to everyday life since it cannot be learned only in short term. Someone who cannot to control him/herself tends to have more consumptive behavior.

Late teens or students who have a high level of self-control will be able to make wise decisions about their consumption activities. Everything is done on the basis of certain considerations carefully. Conversely, someone who has a low level of self-control will be able to make decisions

that can refer to more consumptive actions in purchasing something. Teenagers' status in this study were students who live in Purwokerto area mostly had good level of self-control related to self-discipline such as being able to avoid losing control in fulfilling desires that were actually unimportant.

However, giving excessive amount of pocket money or income per month and the lack of parental control in supervising finances toward the teenagers especially who live at boarding house can lead them to take consumptive actions. They did it with their own calculations only to seek for pleasure. A person who can control him/herself must be able to resist bad influence, he/she are not easily discouraged by seeing his/her environment who are more financially stable that they have more in ability to fulfill their needs and desires, and he/she will be able to think before acting. The results of this study are consistent with Soesilo (2019), and Dewi et al. (2017) who found that self-control has a significant negative effect on consumptive behavior.

5. Conclusion and Recommendation

After reviewing and based on the analysis result of the effect of self-control on consumptive behavior, it can be concluded that self-control has a negative effect on consumptive behavior. The higher the level of self-control, the lower the level of consumptive behavior, and vice versa.

Teenagers need to have self-discipline in calculating and managing their finances. Apart from that, the role of supervision from parents such as in giving pocket money and educating their teens in managing their finances can be increased to train them for having high self-control in order to minimize their consumptive behavior.

This study still has limitations related to the number of respondents who were sampled only in Purwokerto, so that further research can take a wider scope of respondents. The value of the coefficient of determination (R^2) which tends to be small or 16.5%, indicated that 83.5% of consumptive behavior was explained by other variables that have not been studied, so hopefully, further research can use other variables with more potential.

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