

## Socioeconomic Factors and Their Influence on The Consumptive Behaviour of Senior High School Students

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### ABSTRACT

This research is based on the current phenomenon that adolescents are easily influenced by consumptive behaviour. This is based on the fear that teenagers will decrease their social status or self-esteem, which causes irrational consumption patterns to continue. This research uses quantitative methods that focus on data that can be measured or numerical to test a hypothesis. Data collection techniques with observation and questionnaires. The population in this study were 224 Adiluhur High School students and a sample of 144 using the data sampling technique. The tests used in this study were the Chi Quadrat test and regression linearity test. Pearson product-moment (PPM) correlation test, T-test, and determination coefficient test. The results of the research analysis of the correlation between social class and the consumptive behaviour of high school teenage students obtained at 0.000 there is a sig value  $< 0.005$  and received the results of  $t_{count} > t_{table}$  obtained by  $10.866 > 1.1655$  then  $H_0$  is rejected,  $H_a$  is accepted, meaning there is a positive and significant relationship between social class and wasteful behaviour. It is known that the R Square value is 0.454, so it can be concluded that the relationship between social class and consumptive behaviour is 45.4%. Known Pearson correlation variable social class and consumptive behaviour of 0.674, this value has a strong level of relationship.

**Keywords:** Social class, consumptive behaviour, high school students.

### ABSTRAK

Penelitian ini didasarkan pada fenomena yang terjadi pada saat ini bahwa para remaja sangat mudah dipengaruhi untuk berperilaku konsumtif. Hal ini didasari oleh takutnya para remaja akan turun nya status social atau harga diri yang menyebabkan pola konsumsi yang irrasional terus dilakukan. Penelitian ini menggunakan metode kuantitatif yang berfokus pada data yang sifatnya bisa diukur atau numerik guna menguji suatu hipotesis. Teknik pengumpulan data dengan observasi dan kuesioner. Polasi pada penelitian ini adalah siswa SMA Adiluhur sebanyak 224 dan sampel sebesar 144 menggunakan Teknik pengambilan data sampling. Pengujian yang digunakan dalam penelitian ini menggunakan, Uji Chi Kuadrat, Uji lineritas regresi. Uji korelasi pearson product moment (PPM), Uji T, Uji koefiensi determinasi. Hasil analisis penelitian dari korelasi antara kelas social dengan perilaku konsumtif siswa remaja SMA di peroleh sebesar 0,000 terdapat nilai sig  $< 0,005$  serta di peroleh hasil  $t_{hitung} > t_{table}$  diperoleh sebesar  $10.866 > 1.1655$  maka  $H_0$  ditolak dan  $H_a$  diterima yang artinya terdapat hubungan yang positif dan signifikan dari

*kelas social dengan prilaku konsumtif. Diketahui nilai R Square sebesar 0,454 maka bisa di simpulkan bahwa besaran terdapat hubungan anantara kelas social terhadap prilaku konsumtif sebesar 45,4%. Diketahui pearson correlation variable kelas social dan Prilaku konsumtif sebesar 0,674 nilai ini memiliki tingkatt keeratan hubungan yang kuat.*

**Kata kunci:** Kelas social, Prilaku Konsumtif, Remaja SMA

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## A. INTRODUCTION

The lifestyle that characterizes today's teenagers shows a distinctive lifestyle. The items worn are adapted to today's teenagers' trendy and glamorous lifestyle. Teenagers continue to adapt to the popular environment; this is done to find self-identity and be recognized by society. The main focus of my research is high school students because they will enter the crisis phase of adolescent development. (Rachmayanie, Permata Sari, Andri Setiawan, & Mahlindawati, 2018) (Jefri Putri Nugraha, M.Sc., 2021)

The results of the research that I conducted at Adiluhur High School became a subject in this study, a group of adolescents aged 15 - 18 years sitting in grades 10 and 11. This study observes the consumptive behaviour of high school students in terms of the way they hang out, dress, make friends, and use their hairstyles and preening styles. The results of interviews with one of the students and teachers at Adiluhur High School show that the lifestyle in high school is inherent in adolescents who are in a comfort zone position and have been influenced by the lifestyle of their peers. (V. Utami, Khamal, Titi, & Apsari, 2023)

Adiluhur High School students have a moderate social class and a high lifestyle. It is evident from my research, interviews, and observations that students admit that they like to hang out and join in and be able to talk about passion and their passion for shopping. The influence of lifestyle in a glamorous environment on social media triggers teenagers to be consumptive. This is also based on the prestige of teenagers, besides the factor that schools are near shopping centers or malls, making it easy for teenagers to reach trendy or contemporary things. Teenagers will continue to seek recognition for their self-identity. High lifestyle, clothing brands, school equipment brands, and how to dress up and dress are among the lifestyle factors of teenagers. (rahmat r, 2020)

In general, adolescents are searching for identity and identity, one of which is having trendy and branded items. In addition, the need for contemporary goods is also the primary need to socialize with their group. Teenagers think that high appearance and lifestyle make their social class rise and rise, which makes them able to group with similar groups. (Pertiwani & Wibowo, 2023)

Lifestyle is part of social life. The lifestyle can be seen from the social status or social class. This is also in line with the research (Yulia & Budiani, 2019) Which says that social class is a level of difference in status, wealth, education, position, and values. Meanwhile, according to (Yolanda, 2016) Social class is defined as dividing groups into actual status classes, consisting of several courses with similar status and other status groups with higher or lower status. Social class also depends on the individual's social level, which involves aspects of love for a brand or brand and lifestyle; this is also categorized into three

dimensions: upper class, middle class, and lower class. This is what will affect a person's consumptive life. (Yolanda, 2016)

One form of lifestyle teenagers carry is a hedonic or consumptive lifestyle. When teenagers have a view of life, they will be happy because they are looking for as much happiness as possible by buying goods without knowing the purpose, function, and benefits of these items and not thinking about the expenses incurred to purchase them. Lifestyle also contains behaviouristic properties that will be done repeatedly if it causes a sense of pleasure. Therefore, lifestyle is a behavior that will be repeated, especially in the absence of punishment. In addition, the emergence of e-commerce makes it easy for teenagers to do shopping activities and fulfill their desires. It is this activity that makes teenagers make purchases without planning, which results in wasteful behavior. (N. Utami, 2017)

Social class is also divided into three dimensions and characteristics; of course, each dimension has different values, attitudes, and life patterns. According to (Yulia & Budiani, 2019) Social class is also referred to as social position or social standing, a person's position where his position looks more honorable or higher, where society views it, including Education, occupation, income, inheritance, property, race/ethnicity. (N. Utami, 2017)

Engel expressed an opinion that states nine variables that determine social status or class: Education, occupation, income, property, power, class consciousness, mobility, individual prestige, association, and socialization. Of the nine variables, it states that the existence of socialization and high mobility makes teenagers participate in balancing all activities with consumptive behavior. That way, teenagers feel their group can recognize them. (Aghitsni & Busyra, 2022)

This is also influenced by social class, where one of the factors is the monthly income of parents. The upper social class has a salary above the average of IDR 5,000,000 / month, parents' education with a bachelor's degree, and parents' current job position. This makes teenagers feel financially sufficient; it also affects their pocket money and consumptiveness. (Nugraheni, 2018)

Social class also distinguishes the way people determine the purchase of daily goods. Higher social classes tend to spend more than lower social classes, which can be seen in influencing our ability to purchase. People with high social class can quickly fulfill their primary, secondary, and even tertiary needs. Unlike people with low social class, they sometimes struggle to meet their primary and secondary needs. However, this purchasing ability can shape each individual's lifestyle and consumption level. (Amir, 2017)

Consumptive behavior has hit all circles, one of which is teenagers. Teenagers always fall into a consumptive trap where their money is spent on buying things they want, not need, such as branded clothes, mobile phones with the latest output, and traveling every month. This is also in line with the research (Anggraini, Fauzan, & Santhoso, 2017) who said that teenagers' money is only bought for their favorite or coveted items that give them a momentary happy effect. In addition, according to (Anggraini et al., 2017) Consumptive behavior is a trait that is done excessively on an item. Where this is also influenced by purchasing decision factors offered by the Company. One of them is the

product quality, which will satisfy consumer desires, significantly affecting a person's consumptive behavior. (Aghitsni & Busyra, 2022)

according to (Khairat, Yusri, & Yuliana, 2018) One of the characteristics of adolescence is that it is unrealistic. During this period, teenagers generally see life according to their views, which are not necessarily the same as other people's views, and also with reality. In addition, teenagers also look at everything with emotions, which are the emotions of teenagers that are also unstable, which makes the attitudes of teenagers still not wise.

The consumptive behavior of teenagers is also supported by easy access to shopping anywhere and anytime; besides the sophisticated internet and gadgets of teenagers, for example, teenagers easily shop through online shopping platforms without having to go to the store. Window shopping also greatly influences teenagers to buy products unrealistically. Consumptive behavior is not only done offline by coming to the store but by shopping through online platforms; social media and influencers have a vital role in influencing teenagers to behave consumptively, and with the fast fashion industry mushrooming in Indonesia, making teenagers also quickly spin their money for trendy and contemporary things. (Kurniawan, 2017)

The consumptive behavior of a teenager also depends on the size of his lifestyle, one of which is from the surrounding environment and social class in his environment. Different economic conditions can affect lifestyles, such as influencing how people consume goods excessively or goods with luxury brands. This is also done with several steps: 1. The realism of a teenager with something, 2. Habit or habits of a teenager in daily activities, 3. Lifestyle, 4. Taste someone towards something. This step will connect a person's lifestyle, such as daily activities carried out or activities carried out to fill spare time, as well as a person's interest in something and a person's opinion or view of something. This is in line with the research (Yulia & Budiani, 2019). In addition, teenagers are also easy targets for potential target consumers because promos and cute items easily tempt them, and unstable feelings and emotions make teenagers make unwise decisions that lead to wasteful behavior. (Camelia Safitri, M. Pd., Gunawan, S.Pd.I., M.A., Murtopo, S.E. et al., 2023)

The description above can be a consideration for researchers who want to conduct more in-depth research on adolescents' consumptive phenomenon. As well as the relationship between the social class of each individual and the lifestyle and expenses incurred by each individual. (novia indah lestari, mery ramadani, 2023)

### **Consumptive Behaviour**

Consumptive behavior is the behavior of consuming a product or item unrealistically, tends ,only to follow emotions and is done unplanned but only satisfies desires desires with cute and trendy items that cause waste. Consumptive behavior is also formed from a high desire to own a product or service, where this is also done solely to fulfill pleasure which causes waste and causes consumptive behavior. In the Big Indonesian Dictionary (KBBI), consumption is "consumption (only uses, does not produce itself)," so it only uses without

producing or producing products where this depends on other production results. So, consumptive is consuming an item or product with a desire or emotional impulse. (Dr.Sjeddie R. Watung, 2022). Lubis (Adiputra & Moningka, 2020) Consumptive behaviour is not based on rational considerations but because it wants to fulfil desires that have reached the national stage again. Consumptive behaviour in a person lies in buying needs beyond their usefulness, and purchases are no longer based on the need factor (need) but are already based on desire (want).

Suyasa dan Fransisca Defines consumptive behaviour as buying goods not to fulfil needs but to fulfil desires, carried out in large numbers, which creates a wasteful attitude due to excessive consumption of products or services. (Gumulya & Widiastuti, 2020). Dahlan It is said that using the most expensive things gives physical satisfaction, enjoyment, and the urge to fulfil the desire for pleasure. Consumptive behaviour also arises from large-scale industrial production, creating a desire to own the product or service. (Gumulya & Widiastuti, 2020)

(Laila Meiliyandrie Indah Wardani, 2021), Said consumptive behaviour is a way of using unfinished products. This means that a product has been used partially but has used the same type of product but from another brand or is bought because of a bonus or getting a gift and purchasing a product because many consumers use the product.. Solomon Consumptive behaviour is how a person uses money and time, which can be seen in their lifestyle. (Ujang Sumarwan, 2021).

Based on the theory above, it can be concluded that consumptive behaviour is the behaviour of buying products or services to fulfil pleasure, which is done excessively and causes a wasteful nature. This also happens because of a lifestyle that wants to look glamorous and trendy. Where teenagers feel that wearing all the most expensive things gives them physical satisfaction and enjoyment and satisfies their desires. Consumptive behaviour also encourages teenagers to make impulsive or unconscious purchases; consumptive behaviour makes teenagers willing to do anything to get the things they want. (Warsidi, 2021)

### **Social Class**

Social class is a relatively similar group of people with the same interests, tastes, and behaviour. For example, an individual who lives in a hedonic social class will adjust to the place he is living in, namely a hedonic lifestyle by his social class.

Sumarwan social class is the separation of community groups into different classes. Class differences will describe differences in education, income, property ownership, style and lifestyle, types of services and brands of products consumed. Social class also influences individuals in choosing access to education, a place to take a holiday from their social circle.. (Ujang Sumarwan, 2021). Solomon's Social class is how people use their money, choose the products they consume, and reflect their place in society because consumers often buy products and show them as a marker of their social class to the broader community. (Giantara & Santoso, 2020)

Sudaryono Social class is a class that has levels ranging from the lowest to the highest. People from a particular class have the assumption that people with other social classes are higher than them. Social class is multidimensional and cannot be measured by just one factor: income. (Nasib, Tambunan, & Syaifullah, 2021). Usman Effendi dan Alwin R. batubara Social class is a term usually similar to socio-economic class and is described as someone with social, economic and educational equality. (Pitriani, 2020)

Ujang Samarwan Social Class is the grouping of people into different social classes. Where there will be differences that affect the types of products, types of services, and brands that a person consumes. Social Class also influences the selection of educational facilities, shops, and places to go on holiday. (Ujang Sumarwan, 2021)

Suryani (2013) Social class is the grouping of members into a hierarchy of different status classes so that members of the same class tend to have similarities. Thus, there is a ranking in social classes, starting from the lowest or low to the highest. In grouping social classes, the benchmark is social status, where social status is an individual's part in society, which can be seen from the position of the individual from the legal and professional side. (Wijayati, Fahleti, & Arianto, 2019)

Based on the theory above, it can be concluded that social class is a group of people who have equal social status starting from work, education, and salary; this is what will later determine each individual in using their money in deciding what to consume, the brand used, the facilities used. Social class is also a separator between groups of people with a high social class and those with a low social class due to a background in choosing products or goods and services that will be used.

By addressing this relationship in depth, we can better understand the socioeconomic dynamics that influence the consumptive behaviour of high school students and provide a basis for more effective action in supporting the well-being of students from different socioeconomic backgrounds. Understanding how social class affects consumptive behaviour can give insight into how economic and social factors play a role in the consumption decisions of high school students; being able to understand differences in access and consumption opportunities can be a reflection of self. From the background of the problems that have been described, researchers identify several issues, namely as follows: 1) Students do not know how to control themselves well, 2) When buying products, do not consider their functions and uses, 3) Buy products because they follow existing trends so as not to be left behind by their peers, 4) Find out the consumptive behaviour of Adiluhur Jakarta High School students, 5) Find out the relationship between social class and the consumptive behaviour of Adiluhur Jakarta High School students.

Novelty or renewal in this study includes different research sites, criteria for respondents who are still teenagers, information, and subjects such as status, family background, or information related to consumptive behavior factors; this is also in line with research (Adiputra & Moningka, 2020) This suggests that future researchers should discuss family backgrounds that have not been discussed and that need to be studied in depth.. Based on the limitation of the problem, the formulation of the problem "is there a positive

and significant relationship between Social Class and Consumptive Behaviour of Adiluhur Jakarta High School" can be stated. (Putri, Eliza, Qudsi, Khamidah, & Susanti, 2023)

## B. RESEARCH METHOD

This type of research uses Associative Quantitative methods, which aim to see related relationships and research approaches that use data in the form of numbers or variables that can be measured to answer research questions. Data collection through instruments such as questionnaires and data analysis is carried out statistically to test hypotheses or answer research objectives that have been formulated. (Dr. E. Rusiadi, S.E., M.Si., CIQaR, CIQnR, 2023)(Dr. Sigit Hermawan, SE. & Amirullah, SE., 2016)

The data collection techniques used by researchers are observation techniques and questionnaires. It aims to obtain information regarding research information from research samples. Where the questionnaire used is closed, and later, the respondents only have to answer the questions provided. (Amalia, Suyono, & Artur, 2023) (Dr. Sigit Hermawan, SE. & Amirullah, SE., 2016). This data and information collection strategy uses a Google form questionnaire with a Likert scale which has five answers, namely Strongly Agree (SS), Agree (S), Undecided (RG), Disagree (TS), Strongly Disagree (STS) by giving a score of 1 - 5 or vice versa according to positive or negative statements. (Balaka, 2022)

This research was conducted at Adiluhur Jakarta High School Jl. Raya Condet No. 4, Bale Kambang, Kec. Kramat Jati, East Jakarta City, Dki Jakarta, with a postcode of 13530. This research will be carried out in the 2023/2024 school year to prepare proposals from October 2023 to January 2024. The population in this study were all Adiluhur Jakarta High School students divided into eight classes, totalling 224 students. Based on the sample size calculation, using the Taro Yaname formula with a Precision Level of 5%, the population size is 224 and produces 144 samples. (Dr. Sigit Hermawan, SE. & Amirullah, SE., 2016) (Purba, 2020)

Accuracy in using analytical tools greatly determines the accuracy of conclusions. (Ali, 2016) In addition, the data analysis technique includes data analysis with statistics, data statistics with inferential statistics, and analysis requirements tests. (Arifin et al., 2020) Research using a quantitative approach requires data analysis related to the calculation of answering the formulation of the problem and testing the hypothesis proposed; the form of the theory proposed will determine the statistical techniques used later. (Alma, 2020). The steps of testing the analysis requirements start from 1) the Normality Test using the Chi-Square Test and 2) the Simple Regression Linearity Test. Furthermore, hypothesis testing is carried out with 1) Product Moment Correlation Test (PPM), 2) T-test and 3) Coefficient of Determination ( $r^2$ ).

## C. RESULTS AND DISCUSSION

### RESULTS

#### 1. Demographics

Donald J. Bogue states that demography is a science that studies the statistics of the number, composition, and distribution of population and changes - changes in

population development, death, marriage, migration, and social mobility. In addition, in the narrowest sense, the population is defined by age and gender (Dr. Rahcmad Budi Suharto, S.E., S.H., 2020). Judging from the demographic data based on field results, the following table can be seen :

**Table 1. Respondent Demographic Results**

	Demographic	Presentase
<b>Gender</b>	Male	47,5%
	Female	52,5%
<b>Age</b>	15 years old	6,8%
	16 years old	44,4%
	17 years old	45,1%
	18 years old	3,7%

*Source: Data obtained through Research Questionnaire*

Based on the results of managing the respondents' identity questionnaire data, it is known that the sample analysis results in this study are based on gender and age. The respondent's identity tells that the characteristics of respondents based on gender indicate that there are 47.5% male and 52.5% female respondents. Then, based on the age of the respondents, 15 years old has as many as 6.8% of respondents, 16 years old has 44.4% of respondents, 17 years old has the most respondents at 45.1%, and the last 18 years old has many respondents at 3.7%.

After knowing the demographic data of students based on gender and age, the socioeconomic data of student guardians of Adiluhur Jakarta High School was obtained. Where socioeconomic is a position that is related to the level of education, ownership of assets or goods, occupation (Astuti, 2016) It is known that the results of questionnaire management have the latest education, employment characteristics, and parental income of students at Adiluhur Jakarta High School, based on field results can be seen in the following table:

**Table 2. Socio-economic characteristics of parents**

	Demographic	Presentase
<b>Parent's Education Level</b>	Primary school	1,2%
	Junior High School	3,1%
	Senior High School	53,1%
	Diploma 3	6,8%
	Bachelor's degree	32,7%
	Master's degree	2,5%
	Doctoral degree	0,6%

<b>Parent's Occupation</b>	Civil Servants	11,7%
	Militer / Police	6,2%
	Pelf-Employed	47,5%
	Labour	7,4%
	Private Employee	14,5%
	Housewife	6,1%
	Retirement of State Civil Apparatus	6,6%
<b>Parent's Income</b>	Rp 500.000 - Rp 1.000.000	14,8%
	Rp 1.000.000 - Rp 2.000.000	11,1%
	Rp 2.000.000 - Rp 3.000.000	11,1%
	Rp 3.000.000 - Rp 4.000.000	22,8%
	> Rp 5.000.000	40,1%

Source: Data obtained through Research Questionnaire

Based on the data obtained, it can be seen that the dominating level of parental education is a high school at 53.1%, after which it is filled by the Bachelor's degree education level by 32.7%, then Diploma 3 by 6.8%, Junior High School at 3.1%, Master degree by 2.5%, Primary school 1.2%, and finally Doctoral degree by 0.6%. After knowing the level of education of parents, the occupation of parents is obtained, the most significant results are obtained by self-employed by 47.5%, then private employees by 14.5%, after that 11.7% are obtained by civil servants, laborers by 7.4%, Civil Servants retirees by 6.6%, Military / Police by 6.2%, and the last housewife by 6.1%. After knowing the parents' occupation, it was found that the parents' income of students was dominated by an income of Rp.5,000,000 of 40.1%, followed by an income of Rp. 3,000,000 - Rp. 4,000,000 of 22.8%, after that an income of Rp. 500,000 - Rp. 1,000,000 of 14.8%, an income of Rp. 1,000,000 - Rp. 2,000,00 and Rp. 2,000,000 - Rp. 3,000,000 of 11.1% each. Most income earned by parents and business ownership falls into the middle category.

## 2. Data Description

Descriptive statistics refers to an analysis process that aims to systematically describe and summarise data and present the essential characteristics of the observed data without making inferences or drawing more profound conclusions. This method includes using descriptive statistics such as measures of data concentration (e.g. mean, median, mode), data dispersion (e.g. range, standard deviation), and visualisation techniques such as graphs and tables. Descriptive analysis allows users to understand the distribution of data, spot patterns or anomalies, and create easy-to-understand summaries of the dataset (Ali, 2016)

**Table 6. Descriptive Statistics**

	Descriptive Statistics								
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Prilaku Konsumtif	144	67	33	100	8628	59,92	1,028	12,333	152,105
Kelas Sosial	144	80	20	100	8579	59,58	1,003	12,037	144,889

Valid N  
(listwise) 144

Source: Data processed using SPSS v.27

The following results are obtained from using the SPSS version 27 program obtained Mean (M) Consumptive Behaviour of 59.92 and Mean (M) on Social Class of 59.58, as well as Standard Deviation (SD) Consumptive Behaviour of 12.333 and Standard Deviation (SD) Social Class of 12.037.

### 3. Analysis Requirements Testing

#### a. Normality Test

The normality test carried out is assisted by the use of the SPSS version 27 programme which uses the Chi Square test method. Data is categorised as normally distributed if the Asymp. Sig > 0.05. below are the results of the normality test.

**Table. 7 Normality Test**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	2167.049 <sup>a</sup>	1886	0,000
Likelihood Ratio	625,668	1886	1,000
Linear-by-Linear Association	64,922	1	0,000
N of Valid Cases	144		

a. 1974 cells (100.0%) have expected count less than 5. The minimum expected count is .01.

Source: Data processed using SPSS v.27

#### Chi-Square Decision Basis

- 1) If the Asymp. Sig < 0.05, then there is a significant relationship between rows and columns
- 2) If the Asymp. Sig > 0.05, then there is no significant relationship between row and column

It can be seen that the Asymp. The sig value generated from the Chi-Square test is 001. Where the Asymp.sig value of 001 < 0.05, it can be concluded that "there is a significant relationship between consumptive behaviour and social class". This can also mean that consumptive behaviour correlates with social class.

#### b. Simple Regression Linearity Test

The linearity test was conducted using the SPSS version 27 program to perform a linearity test with the social class and consumption behaviour variables. Based on the calculations that have been carried out. The data results show a linear relationship between the independent variable, namely Social Class and the dependent variable Consumptive Behaviour.

**Table 8. Simple Regression Linerity Test**

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Prilaku Konsumtif * Kelas Sosial	Between Groups	(Combined)	13765,496	41	335,744	4,289	0,000
		Linearity	9875,016	1	9875,016	126,135	0,000
		Deviation from Linearity	3890,481	40	97,262	1,242	0,192
Within Groups			7985,504	102	78,289		
Total			21751,000	143			

Source: Data processed using SPSS v.27

Basis for decision-making

- 1) If the Sig value. Divination from linearity > 0.05, then there is a linear relationship between the independent variable and the dependent variable
- 2) If the Sig. Divination from linearity < 0.05, then there is no linear relationship between the independent variable and the dependent variable

Based on the table above, the Sig value is 0.192 > 0.05; it can be concluded that there is a linear relationship between the independent variable, namely social class and the dependent variable, Consumptive Behaviour.

**4. Hypothesis Testing**

**a. Pearson Product Moment Correlation Test (PPM)**

This study uses the prod product-moment relation test to determine the level of closeness or relationship between the independent variable, namely social class and the dependent variable, wasteful behaviour. Where there is a significant relationship between social class and consumptive behaviour is shown in the following table:

**Table 9. Pearson Product Moment Correlation Test (PPM)**

		Correlations	
		Prilaku Konsumtif	Kelas Sosial
Prilaku Konsumtif	Pearson Correlation	1	.674**
	Sig. (2-tailed)		0
	N	144	144
Kelas Sosial	Pearson Correlation	.674**	1
	Sig. (2-tailed)	0	
	N	144	144

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using SPSS v.27

Basis for decision-making

- 1) If the sig value (2-tailed)  $< 0.05$ , then conclude there is a significant relationship
- 2) If the sig value (2-tailed)  $> 0.05$ , then conclude there is no significant relationship

Based on the Pearson Product Moment Correlation test table results, the Sig value. (2 tailed) there are results of 0.00. This is because the sig value is  $0.001 > 0.05$ , where it can be concluded that there is a significant relationship between the independent variable, namely social class, and the dependent variable, namely consumptive behaviour. The results of the Pearson correlation variable were social class at 0.674 and the consumptive behaviour variable at 0.674. Where this value has a level of relationship between the independent variable, namely social class, and the dependent variable, consumptive behaviour is vital regarding the guidelines for the degree of correlation coefficient relationship. In addition, the Pearson correlation value is positive, indicating that if the social class variable increases, the consumptive behaviour variable also increases.

#### b. T-Test

This study uses the T-test to compare the averages of two samples and test whether a hypothesis is true in a population. This test determines whether the independent variable, social class, has a significant effect on the dependent variable consumptive behaviour, calculations related to the decision to accept or reject the hypothesis by correlating t count with the t table at a considerable level of 5% or 0.05.

**Table 10. T-Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18,787	3,861		4,866	0
	Kelas Sosial	0,69	0,064	0,674	10,866	0

a. Dependent Variable: Prilaku Konsumtif

Source: Data processed using SPSS v.27

Basis for decision-making

- 1) If the Sig value  $< 0.05$  or the T value  $> T$  table, then there is an effect of variable X on variable Y
- 2) If the sig value  $> 0.05$  or the T value  $< T$  table, then there is no effect of variable X on variable Y

Based on the results of the table above, it can be seen that the sig value is 0.000, namely the sig value  $< 0.005$  and the results obtained t count  $> t$  table, namely  $10.866 > 1.1655$ , then  $H_0$  is rejected, and  $H_a$  is accepted, which means that there is a positive and significant relationship between social class and wasteful behaviour.

### c. Coefficient of Determination ( $r^2$ )

The coefficient of determination is used in regression analysis to show how well the independent variable (X) Social Class explains or predicts the dependent variable. The  $r^2$  value ranges from 0 to 1; the closer to 1, the better the regression model.

**Table 11. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 <sup>a</sup>	0,454	0,45	9,145

a. Predictors: (Constant), Kelas Sosial

Source: Data processed using SPSS v. v.27

It is known that the R Square value is 0.454, so it can be concluded that the amount of influence of the social class variable (x) on the consumptive behaviour variable (y) is 45.4%.

### Discussion

The results of the examination carried out using SPSS version 27, the results in data management, namely the independent variable and the dependent variable for a sample size (N) of 144, are 0, 001. This means that the research data is normally distributed because the value  $<0.05$  or  $0.001 < 0.005$  so that the model can be used for hypothesis testing. In addition, a simple regression linearity test of  $0.192 > 0.05$  was obtained; it can be concluded that there is a linear relationship between the independent variable, namely social class, and the dependent variable, Consumptive Behaviour. In hypothesis testing, it is known that the t-count value is 10.866 and the t-table value is 1.655, so that  $t\text{-count} > t\text{-table}$ ,  $H_0$  is rejected and  $H_1$  is accepted, which means that there is a positive and significant relationship between social class and wasteful behaviour.

The research results at Sma Adiluhur show that the results indicate a significant relationship between social class and consumptive behaviour seen from the accepted hypothesis. This is also strongly supported by research (Yulia & Budiani, 2019) There is a positive and significant relationship between social class and wasteful behavior, as evidenced by the correlation coefficient.

In line with previous research conducted by (Laila Meiliyandrie Indah Wardani, 2021) Shows that there is a relationship between hedonic lifestyle and consumptive behaviour in adolescents. However, the results of this study do not support research conducted by (Octaviani & Kartasmita, 2018) There is no effect of self-concept on consumptive behaviour in purchasing cosmetic products in early adult women because this study is still said to be low.

The most important factor in keeping from becoming a person with consumptive behaviour is budgeting every expense and income. As well as categorising every desire for

goods into primary, secondary, and tertiary classifications, remember to be balanced by good economic literacy. Even though the school has given this, the application in the real world has yet to be done optimally. If consumptive behaviour continues, future generations will find it difficult to save money, and get health insurance.

#### D. CONCLUSION

Based on the findings and results described above, research on the relationship between social class and consumptive behaviour shows a positive relationship between social class and the consumptive behaviour of students at Sma Adiluhur Jakarta. The results of the calculation of the value show that the sig value is 0.000, namely the sig value  $<0.005$  and the results obtained  $t_{count} > t_{table}$ , namely  $10.866 > 1.1655$ , then  $H_0$  is rejected.  $H_a$  is accepted, meaning a positive and significant relationship exists between social class and wasteful behaviour.

This becomes a serious discussion to be studied more deeply related to the consumptive behaviour of high school students, where it can affect personal financial conditions due to the inability to manage their consumption wisely; this can cause financial problems such as excessive debt, difficulty saving and economic instability. In addition, excessive consumption can hurt the mentality of high school students because they cannot fulfil their desires. This also creates new environmental problems, such as online and offline shopping waste.

There are researcher suggestions for students to be able to control themselves to better understand consumptive behaviour by making sound and wise decisions in managing finances by prioritising critical expenses and saving for the future. This also improves a better quality of life because it can allocate finances according to portions and needs, which creates a sense of security and sufficiency. In addition, schools need to provide an understanding of economic literacy and excellent and correct money management planning for the future.

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