Analysis of Factors That Influence Consumer Behavior in Central Java

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Abstrak

Technological advancements and the transition from traditional to online shopping have profoundly impacted consumer behavior. The availability of various online marketplace platforms has transformed shopping habits, modified purchasing trends, and shaped overall consumption decisions. This study seeks to examine the influence of income, Islamic financial literacy, and social media on consumer behavior among individuals in Central Java. Employing a quantitative approach, data were collected through a questionnaire from the population of Central Java. Simple Random sampling was utilized to obtain a research sample comprising 186 respondents. The independent variables include income (X1), Islamic financial literacy (X2), and social media (X3), while the dependent variable is consumer behavior (Y). Analysis was conducted using the SmartPLS software, involving both the structural model (inner model) and the measurement model (outer model). Findings reveal that Islamic financial literacy and social media significantly impact consumer behavior, whereas income shows no significant effect. The coefficient of determination (Adjusted R Square) stands at 0.702 or 70%, indicating that income (X1), Islamic financial literacy (X2), and social media (X3) collectively influence 70% of consumer behavior, leaving the remaining 30% influenced by unexplored factors.

Keywords: Income, Islamic Financial Literacy, and Social Media.

INTRODUCTION

Rapid economic growth and technological advancements, coupled with the widespread use of social media, have instigated significant social transformations within society (Harita et al., 2022). In the contemporary era of globalization, there has been a noticeable transformation in the consumption patterns of the majority of

Indonesians. Consumption is no longer merely about fulfilling basic needs; it has evolved into a multifaceted activity encompassing the pursuit of satisfaction, the expression of hobbies, and the fulfillment of various needs (Utami et al., 2019). According to research conducted by LIPI (the Indonesian Institute of Sciences), Indonesia ranks third out of 106 countries in terms of consumptive behavior, as observed in the research sample (Hidayanti et al., 2023). This trend can be attributed to the increasingly diverse nature of people's needs, which now encompass not only primary necessities but also secondary and tertiary desires. According to the, We Are Social report, there were 167 million active social media users in Indonesia in January 2023, equivalent to 60.4 percent of the country's population, and the time spent on social networks was 3 hours and 18 minutes per day, the tenth highest duration in the world (Afandi et al., 2023). This gives society easy access to everything.

In the era of rapid societal growth, individuals increasingly engage in a competitive quest to fulfill their needs, even extending to desires that may not be essential but are pursued due to people's inclination towards ownership or consumption (M. Sari et al., 2021). Consumption behavior describes when someone buys something because of the desire to get something instead of the need to be fulfilled, this leads to waste that can make changes in lifestyle, someone who buys goods from social media at low prices, or promo offers and tends to repeatedly buy more products that they want to have without a clear need, and eventually, this habit becomes a new lifestyle (Oktaviani et al., 2023). Uncontrolled consumptive behavior can hurt personal and family finances and can threaten social and environmental well-being (Pulungan & Febriaty, 2018). However, consumption today has lost its function, consumption is no longer involved in fulfilling daily needs, but people spend to fulfill their desires (Ilyas, 2016). Consumptive behavior can also occur in people of productive age, the productive age community is a working age that can produce goods and services, in the age range of 15-64 years many people complete their formal education, find and build a career, and build a family (Salet et al., 2023). Because the working age that can generate this income makes people of productive age tend to be influenced to buy an item that is trending even though the item is not needed (Kurniawan, 2017).

The material standard of living of most families in various countries has increased significantly over time due to technological development and increased productivity (Saputro et al., 2022). The progress of a society is determined by the average income of its citizens who have more money to buy more goods and services and buy things they need rather than investing in things that could make them richer in the future (Susanti & Saputro, 2020). According to BPS data in Central Java, the average monthly net income of informal workers by district city is 1,277,319 million. The income level of a society can influence their level of exposure to consumptive culture and social pressures to buy and own certain goods. Higher-income levels give individuals better access to financial resources, allowing them to purchase higher quality or more expensive goods and services (Swastha & Handoko, 1989).

Consumption is the tendency to squander money without thinking about the purpose and benefits. Consumptive behavior has also become an important issue in the world of Islamic finance, as it can affect the financial stability of individuals or

communities (Asisi, 2020). The assessment of financial literacy itself should not only focus on understanding products, institutions, and services but also emphasize the capacity to perceive the risks associated with financial decisions (Gunawan et al., 2021). Islamic financial literacy plays a crucial role in influencing the spending habits of Muslim individuals. Indonesian people tend to think short term and practice impulsive shopping to fulfill their desires rather than their needs so many individuals have sufficient income but still experience financial problems, this is caused by irresponsible financial behavior, lack of savings, investment, emergency fund planning, and budgeting for the future (Siswanti & Halida, 2020). The level of financial literacy depends on the acquired knowledge and skills that are inseparable from the process of financial management (Taqwa & Mukhlis, 2022). Indonesia has various potentials for the development of Islamic finance because the majority of Indonesia's population is Muslim (86.91%) and the Muslim population in Indonesia of 237.5 million people is the largest in the world, according to the explanation from Sudarsono (2023) that the level of Islamic Financial Literacy and Inclusion of the Central Java community in 2022 was recorded at 18.96%. If society has a low understanding of financial literacy, it can lead to a lack of financial planning, mistakes in choosing a means of investing, and losing money due to fraudulent investments. Therefore, it is necessary to increase Islamic financial literacy to help individuals understand the principles of Islamic finance through religious teachings (Wahyuni et al., 2019).

Marketing, which continues to develop nowadays, especially in the world of social media, continues to show extraordinary developments. People now quickly find and get the information they want anywhere and anytime (Nikmah, 2017). In Indonesia, there has been a significant surge in the adoption of online shopping through e-commerce platforms in recent years (Rohani et al., 2023). Social media has a major influence in influencing consumptive behavior in modern society. Abundant promotional content on platforms such as Instagram, Facebook, and Twitter constantly presents products and lifestyles that appeal to individuals. Influencer marketing further amplifies the influence of social media, with followers of influencers often swayed by their recommendations and endorsements, triggering impulse purchases or following advertised consumptive trends. This can result in overconsumption and unplanned impulse purchases. According to data from the Central Statistics Agency (BPS), active social media users in Indonesia reached 170 million accounts in January 2021 and in 2022 active social media users in Indonesia reached 277.7 million people, this number increased by 12.35% compared to the previous year. And in 2023 the number of active social media users in Indonesia was 167 million people, with this increase, people use social media more and people find it easier to buy what they want, especially with advertising features and promo offers so that it has the potential to make people become wasteful and consumptive individuals (Fitriani, 2022).

Research conducted by Fungky et al., (2021) suggests that financial literacy variables hurt the consumptive behavior of Generation Z, indicating that higher levels of financial literacy knowledge correlate with lower consumptive behavior among this demographic. Rahma et al., (2022) found that Financial Literacy variables significantly affect Online Shopping Consumptive Behavior, while Income partially

affects Online Shopping Consumptive Behavior. Conversely, studies by Susanti & Saputro, (2020) indicate that financial literacy does not significantly affect consumptive behavior. However, lifestyle factors and conformity significantly influence consumptive behavior, while income factors do not have a significant impact. This study aimed to assess the impact of income, financial literacy, and social media on individuals' consumptive behavior. The objective of this research is to enhance comprehension regarding the factors influencing individuals' consumptive behavior, thereby facilitating the implementation of measures to enhance financial literacy, promote prudent income management, and mitigate excessive consumptive behavior. This endeavor aims to empower individuals to allocate resources more efficiently and sustainably, enabling them to exert control over their consumption patterns.

LITERATURE REVIEW
Consumptive Behaviour

Consumer behavior is defined as behavior that tends to consume goods and services excessively, and uncontrollably, and purchasing behavior that is not based on rational considerations but on desires that have reached an irrational level that prioritizes wants over needs (Amalia, 2022). Gerald Zaltman and Melanie Wallendrof define consumer behavior as the actions, processes, and social interactions conducted by individuals, groups, and organizations in the acquisition and utilization of products or other items based on their encounters with products, services, and experiences (Kurniati, 2016). According to economics, consumption is any activity in which goods and services are used and consumed to satisfy survival needs. So, in this case, it is not just about pleasure and satisfaction but about consuming goods or services because these goods are natural to fulfill (Suharyono, 2018). The urge to live freely, makes them forget the teachings of Islam, so they don't care about religious norms. In this case, consumption is no longer positioned as fulfilling needs, but shopping becomes a calming activity, a pleasure that is considered to be able to fulfill one's psychological needs (Sa'diah et al., 2021). Consumptive behavior is the behavior of buying goods or services excessively and is only concerned with wants rather than needs without being based on rational considerations (Ridhayani & Johan, 2020). In Islam, everything that humanity does is regulated and exploited based on welfare, even if one has a large income, one should not buy anything in excess (Rohayedi & Maulina, 2020). Economic growth continues to increase causing various businesses to develop in Indonesia. The desire of consumers to consume something in modern life is no longer following the actual needs of the community does not have enough power to control themselves so as not to always be influenced by what is advertised and promoted (Triwidisari et al., 2018). The indicators of consumptive behavior include purchasing items due to the allure of gifts, acquiring products because of appealing packaging, buying goods to uphold self-image and social status, and purchasing items at elevated prices leading to heightened self-assurance (Kurniawan, 2017).

Income

In the dictionary of economics, Income is the money a person receives from a business in the form of wages, salaries, rents, interest, profits, unemployment

benefits, pensions, and so forth (Ratna & Nasrah, n.d.). According to Achsanuddin and Adil (2020) in the journal Firli & Fanesa (2022), income is salary or service compensation as work compensation obtained by individuals or household groups within a certain period and used to meet daily needs. Income is defined as money or other material proceeds obtained from the use of property or services received by a person over some time (Hanum, 2018). Income is an important economic factor and helps raise the standard of living of many people through the production of goods and services (Tila et al., 2020). The correlation between income and consumption has been established through research findings by Rahma et al. (2022) Income affects consumer behavior when shopping online because the higher the income, the higher the consumer behavior. The level of income depends on the type of work and a person's income is the main factor influencing consumption habits in compiling consumption patterns so that a person will prioritize basic needs while primary needs are met when the level of income receipt increases (A. A. Sari et al., 2022). The several indicators of income according to Eryanto and Kusumawardhani (2018) include income level, lifestyle, the influence of friends and family, and the influence of advertising, where advertising can influence a person's perception and desire to buy certain goods and services.

Islamic Financial Literacy

Financial literacy is an understanding of financial concepts and implications, namely confidence, motivation, and the ability to use information about the financial environment to make informed decisions, improve personal and community financial status, and encourage economic participation (Rafidah et al., 2020). Islamic financial literacy is a person's ability to use their financial knowledge and the ability and attitude to manage their financial resources according to Sharia principles. The principles of Islamic finance are belief in divine demands, avoidance of usury, absence of haram investments, no *gharar* (uncertainty), no maysir (gambling/speculation), and financing based on real assets (Puspita et al., 2021). Financial literacy helps people better understand the concepts and mechanisms of using financial services products and encourages them to make the best and wisest decisions to meet their own and their family's financial needs (Tulasmi & Mukti, 2020). Islamic financial literacy can help people understand financial principles that are by their religious teachings, this can lead them to make wiser consumption decisions and avoid purchasing goods that are considered haram or forbidden in sharia. Islamic financial literacy helps people understand the risks and benefits of their financial decisions with a better understanding of the long-term consequences of excessive consumptive behavior so that people tend to make more rational and thoughtful decisions in their financial management (Nainggolan, 2022). The Indicators of Understanding Sharia Finance are (1) Financial knowledge, Basic Sharia is knowledge related to the basic principles of financial management used by a person as a person to manage personal, family, and business finances. (2) Financial behavior, Consumer behavior can affect financial status and welfare in the short and long term. (3) Financial attitude represents the aspect of financial planning that directs attention towards future objectives. (4) The degree of financial literacy is

multifaceted and constitutes a blend of financial behavior, knowledge, and attitudes (Rafidah et al., 2020).

Social Media

Social media can be defined as computer applications where users create and manage content that acts as a link between the user's profile and content and others (Susanti & Rikah, 2020). Social media represents the latest advancement in internet-based technologies, facilitating seamless communication, collaboration, and content sharing among users, enabling the formation of online networks for the dissemination of user-generated content (Mustomi & Puspasari, 2020). In general, social media is defined as online media that supports social interaction using web-based technology that turns communication into an interactive dialog. Some of the popular social media sites today include blogs, Twitter, Facebook, and Wikipedia (Istiani & Islamy, 2020). Consumers in today's world are increasingly relying on the Internet for information on various food, beverages, clothing, and other products to compare different purchase options and maximize their information before deciding to purchase the desired product (Abdullah & Suja'i, 2022). Social media often offers an easy and fast shopping experience and advertisements that appear on social media give the impression of being attractive and tailored to user preferences can trigger impulsive consumptive behavior where individuals buy goods without careful consideration or deep thought so that social media users are often exposed to tempting advertisements and lead them to buy goods that may not be needed (Afandi et al., 2023). According to Horrigan in the journal Anggraeni & Setiaji, (2018), there are two basic things that need to be considered to determine the intensity of internet use, namely the frequency of frequent use of the Internet and the duration of use every time Internet users use the Internet. There are several indicators of social media which include, attention to objects, appreciation of information, duration of use (how long respondents spend using social media in a day), frequency of use of social media (how often respondents use social media), ease of use, trust in online purchases, and quality of information.

RESEARCH METHODOLOGY

This research is a quantitative study using primary data obtained from distributing questionnaires using Google Forms to people in Central Java. The population in the study is Muslim people who have social media and are of productive age who live in Central Java. The sampling used a Nonprobability sampling technique through Purposive Sampling. Purposive Sampling is a sampling technique with certain considerations that aim to make the data obtained later representative. The sample provisions used in this study are to apply simple random sampling, which is carried out randomly without seeing and paying attention to the similarities or strata that exist in the population. The sample found was 186 respondents with the criteria of productive age people domiciled in Central Java aged 17 years to 43 years who already have income, and use social media. The tool measures the variables used by using a five-level Likert scale, namely: (1 = Strongly disagree, 2 = don't agree, 3 = disagree, 4 = agree, and 5 = Strongly agree). This research employs path analysis utilizing Smart PLS (Partial Least Square) software for data analysis.

The Partial Least Square (PLS) evaluation model relies on predictive measurements with non-parametric properties. Data analysis techniques in the evaluation of the measurement model or outer model with reflexive indicators entail assessing the convergent and discriminant validity of the indicators and composite reliability for the indicator block. The assessment of the structural model or inner model involves examining the percentage of variance explained, primarily by scrutinizing the R2 value. The stability of these estimates is appraised utilizing the t-test statistic derived from the bootstrapping procedure.

RESULT AND DISCUSSION
Characteristics Of Respondents

Respondents in the study were dominated by women, 79.2% or 148 people, while the remaining 20.8% were men. Based on the latest education, the majority graduated from high school SMA, MA with a percentage of 67.2% or 129 people. Based on the total age of respondents in productive age, which ranges from 17-45 years. Based on employment status, the majority of respondents are students with a percentage of 59.9% or 110 people, and private employees self-employed with 51 people. Furthermore, the average income of respondents with a percentage of 53.6% or 103 people earned one million rupiahs, and 38.5% or 74 people had an income of one million to three million rupiahs. based on the social media used, the majority of respondents used Instagram with a percentage of 46.4% or 89 people and TikTok with a percentage of 27.6% or 53 people. Based on domicile, people found in Central Java are in the areas of Jepara, Semarang, Pati, Magelang, Solo, Grobogan, Tegal, and Demak.

Evaluation Measurements
1. Outer Model

In this study, the validity test will use the convergent validity and discriminant validity methods which are processed with a tool, namely SmartPLS.
a. Convergent Validity

Average Variance Extracted (AVE) measures how much variation from latent variable indicators. When the AVE for a latent variable exceeds 0.5, it indicates sufficient validity and the model is considered feasible. The AVE value for each variable reflects the variation of the indicator under consideration. The convergent validity test examines the AVE (average variance extracted) score, which should exceed 0.5. In this study, there are independent variables, namely Income, Islamic Financial Literacy, and social media, while Consumptive Behavior serves as the dependent variable.

Table 1. Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE)
X1_ Income	0,554
X2_ Islamic Financial Literacy	0,636
X3_ Social Media	0,641
Y_ Consumptive behaviour	0,772

Source: SmartPLS Program Output, 2023

After conducting the Average Variance Extracted (AVE) test, it was observed that the income variable yielded a score of 0.554> 0.5, the Islamic financial literacy variable yielded a score of 0.636> 0.5, the social media variable yielded a score of 0.641> 0.5, and the consumptive behavior variable yielded a score of 0.772> 0.5. Overall, all these variables demonstrated an AVE value exceeding 0.5, indicating robust convergent validity within the study's variables.

b. Discriminant Validity

In the reflective measurement model, discriminant validity is evaluated by ensuring that the AVE (Average Variance Extracted) value exceeds 0.5.

Table 2. Discriminant Validity

Indicator	Loading Factor	Discriminant Validity
X1.3	0,797	Good
X1.5	0,646	Good
X1.6	0,780	Good
X2.2	0,668	Good
X2.3	0,706	Good
X2.7	0,838	Good
X2.8	0,874	Good
X2.9	0,877	Good
X3.11	0,812	Good
X3.12	0,774	Good
X3.9	0,815	Good
Y.3	0,919	Good
Y.4	0,909	Good
Y.5	0,923	Good
Y.7	0,751	Good

Source: SmartPLS Program Output, 2023

Based on the table above, the cross-loading value also shows good discriminant validity, because the correlation value between the variable indicators is greater than the correlation value with other variables.

c. Composite Reliability

Composite reliability is a measure of reliability in PLS, indicating the accuracy and consistency of a measuring instrument in conducting measurements. Constructs are considered reliable if both the composite reliability and Cronbach's alpha values exceed 0.70 (Ghozali, 2015). The outcomes of the composite reliability assessment are provided in the subsequent table.

Table 3. Value Crobach's Alpha dan Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha
X1_Income	0.787	0.624
X2_Islamic Financial Literacy	0.896	0.857
X3_Social Media	0.843	0.723
Y_Consumptive Behavior	0.931	0.899

Source: SmartPLS Program Output, 2023

Based on the table above, the composite reliability value of each variable shows a construct value> 0.60, these results indicate that each research variable has met the requirements. The Cronbach's alpha value on Islamic financial literacy variables, social media, and consumptive behavior> 0.70, these results indicate that the research variables have met the requirements but there is 1 research variable, namely the income variable whose results are <0.70 so that the variable can be said not to meet the requirements.

Figure 2. Outer model with factor loading, path coefficients, and R-square
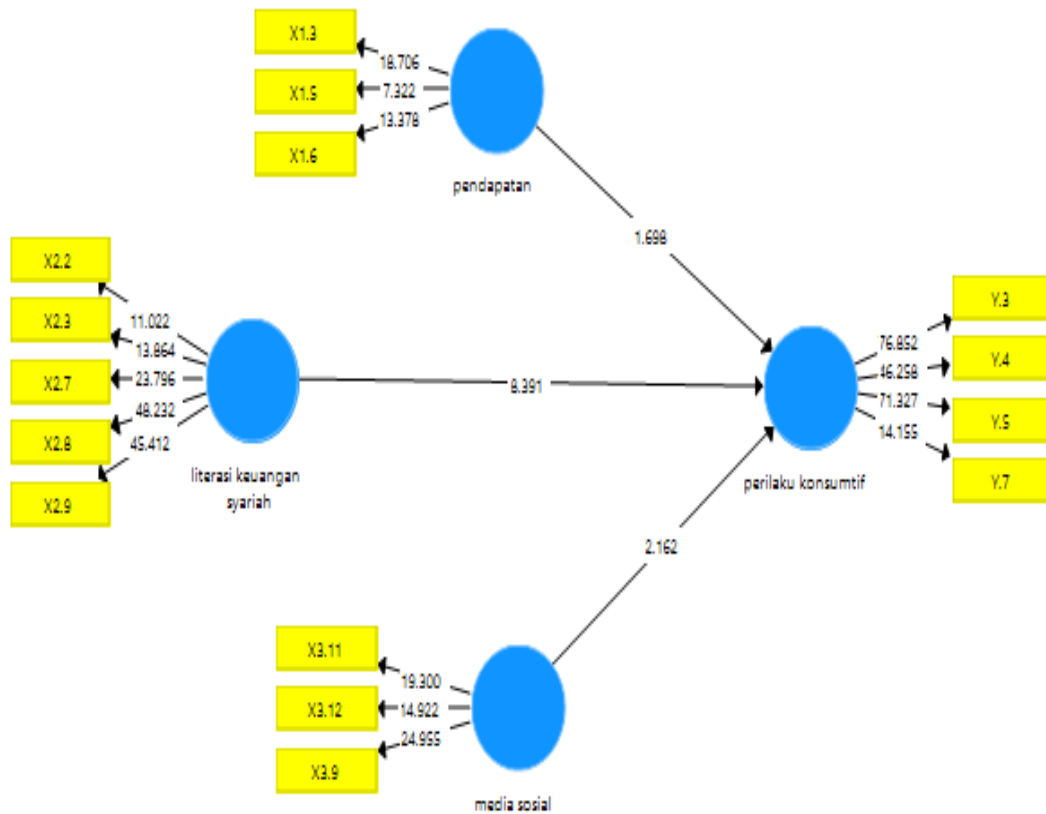
Source: SmartPLS Program Output, 2023

Based on the picture above, the cross-loading value for each variable must be> 0.7, and the results obtained show that all reflective indicators on the variable income (X1), Islamic financial literacy (X2), social media (X3), and consumptive behavior (Y) show that the charging factor is greater than 0.7 so that it can be stated that all indicators meet the criteria or are significant.

2. Inner Model Evaluation

The structural model in PLS is evaluated using R2 for the dependent variable and the path coefficient value for the independent variable which is then significant by looking at the P value of each path or path.

a. Assess or evaluate the structural model (structural model)

Structural model testing is conducted to examine the relationships between constructs or latent variables, as indicated by the R-Square (R2) value of the research model and the estimated structural path coefficients. The R-Square (R2) value represents the coefficient of determination for endogenous constructs, signifying the extent to which exogenous variables can elucidate the variance of endogenous variables. According to Chin (1998), R-Square (R2) values of 0.67 (strong), 0.33 (moderate), and 0.19 (weak) are delineated. Additionally, the estimated structural path coefficients are scrutinized within the model (Estimate for path coefficients).

Tabel 4. R-square

	R Square
Consumptive Behaviour (Y)	0,702

Source: SmartPLS Program Output, 2023

The table above shows the R-Square (R2) value for the consumptive behavior variable (Y) obtained at 0.702. Income, Islamic financial literacy, and social media have the power to explain the impact of consumptive behavior variables of 0.702. This acquisition explains that the percentage of consumptive behavior variables is 70.2%, which means that there is still around 29.8% of the diversity of consumptive behavior variables (Y) that can be explained by other factors. which corresponds to the value and the rest is influenced by other variables outside the research model.

3. Hypothesis Testing

Hypothesis test results can be analyzed from the path coefficient value (β) and value. The path coefficient value (β) shows the effect (positive and negative), while the value indicates significance to deciding to accept or reject the hypothesis, with a p-value <0.05 (Ghozali, Imam & Latan, 2017). In addition, it can be seen with the original sample information (O), namely if the original sample value (O) is above 0, it can be called a positive effect, otherwise if the original sample value (O) is below 0, it is called a negative effect (Jogiyanto., 2011).

Table 5. Path Coefficients

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Income -> Consumptive Behaviour	0,117	1,698	0,090
Islamic Financial Literacy -> Consumptive Behaviour	0,653	8,391	0,000
Social Media -> Consumptive Behaviour	0,156	2,162	0,031

Source: SmartPLS Program Output, 2023

The table above shows clearly that the income variable (X1) does not affect consumptive behavior because the t-statistic value is 1.698 less than 1.96 so that hypothesis H1 in the study is rejected. Islamic financial literacy variable (X2) affects consumptive behavior because the t-statistic value is 8.391 more than 1.96 so the H2 hypothesis in the study is accepted. And the social media variable (X3) affects consumptive behavior because the t-statistic value is 2.162 more than 1.96 so that hypothesis H3 in the study is accepted.

Discussion
The Effect of Income on Consumptive Behaviour
The results of hypothesis testing contained in Table 4 show that the direct effect of income on consumptive behavior shows the original sample value which has a positive effect of 0.117 and obtains insignificant results with a t-statistic value of 1.698 and a P value of 0.090. Thus, hypothesis 1 suggests that income does not influence consumptive behavior. This implies that the magnitude of an individual's income does not impact the reduction in consumptive levels among individuals in Central Java. Regardless of whether someone has a high or low income, it appears that the income level of the millennial generation does not contribute to a decrease in their consumptive behavior. This is because individuals in Central Java tend to spend their money, driven by various desires and needs that must be fulfilled. However, this expenditure may be influenced by other factors, such as maintaining a high lifestyle. Therefore, this study concludes that income does not affect individuals' consumptive behavior. While it is generally thought that individuals with higher incomes tend to have greater consumptive behavior, other factors also influence consumptive behavior. For example, individuals with higher incomes may have higher levels of self-satisfaction, making them less tempted to consume unnecessary products or services. In addition, cultural factors, personal values, and social environment can also influence how individuals view their consumption and spending. There are also individuals with low income who may have high consumptive behavior due to social pressure or the urge to show their social status. These findings contradict the study conducted by Rahma et al (2022) which suggests that income influences the consumptive behavior of online shopping. There exists a positive association between income and consumptive behavior in online shopping among the millennial generation. Nonetheless, this study aligns with the findings of Prihastuty & Rahayuningsih (2018), indicating that the income variable does not exert a significant impact on the Consumptive Behavior variable. The income of students does not seem to affect their level of consumption. Regardless of whether someone has a higher or lower income, they tend to spend the money they receive.
The Effect Of Islamic Financial Literacy On Consumptive Behaviour
The results of testing the second hypothesis also show that the direct effect of Islamic financial literacy on consumptive behavior shows the results of the original sample which has a positive effect of 0.653 and obtained significant results with a t-statistic value of 8.391 and a P-value of 0.000. Thus, hypothesis 2 can be said that the income variable has a positive effect on consumptive behavior. Inadequate Islamic financial literacy may result in a limited comprehension of Islamic finance principles, consequently influencing consumer choices concerning products or services that

adhere to these principles. Ignorance of Islamic financial mechanisms can lead to uncontrolled consumptive behavior. Individuals need to understand and manage their finances wisely, improve Islamic financial literacy, and be aware of the impact of social media on consumption patterns to avoid excessive and potentially harmful consumptive behavior. However, individuals who have a high level of Islamic financial literacy tend to make purchasing decisions that are more prudent and follow Islamic financial principles. They may be more likely to prioritize halal investments and avoid financial products that go against their religious teachings. In addition, Islamic financial literacy may also increase awareness of the financial consequences of each purchase decision, making individuals more likely to undertake sound financial planning and reduce uncontrolled consumptive behavior. Nonetheless, the findings suggest that enhancing Islamic financial literacy can serve as an effective approach to managing consumptive behavior more prudently and sustainably, aligning with Islamic financial principles. This study corroborates the findings of Rafidah et al (2020) indicating that Islamic financial literacy positively and significantly influences consumptive behavior. This implies that individuals tend to exhibit lower levels of consumptive behavior as their Islamic financial literacy increases. Additionally, research by M. Sari et al. (2021) demonstrates that financial literacy significantly impacts student consumption behavior. However, findings by Nainggolan (2022) suggest a negative and significant relationship between financial literacy and consumptive behavior. In a study by Anisa et al. (2020), data analysis reveals an association between financial literacy and impulsive buying behavior, indicating that higher financial literacy among students correlates with lower levels of impulsive buying behavior, and vice versa. Lower levels of financial literacy are associated with higher levels of impulsive buying behavior.

The Effect of Social Media on Consumptive Behaviour

Furthermore, the direct effect of social media on consumptive behavior shows the original sample results which have a positive effect of 0.156 and obtained significant results with a t-statistic value of 2.162, and a P-value of 0.031. Thus, hypothesis 3 suggests that income has a positive impact on consumptive behavior. The findings of this study are consistent with the research by Harita et al., (2022), which demonstrates a significant positive influence of social media on consumptive behavior. Abdullah & Suja'i (2022) also found partial significant effects of social media on consumptive behavior. Additionally, Hengo et al., (2021) highlight how the presence of social media facilitates modern and convenient lifestyles, enabling individuals with income to access information and purchase goods more freely, often without meticulous consideration of their financial management. Social media has a significant role in influencing consumptive behavior because the time spent using social media can influence a person's purchasing decisions, with the existence of social media making a person compete to display posts and as a means of promotion that makes him feel cool to follow trending products. Social media has become a significant force in influencing consumptive behavior in modern society. Exposure to abundant promotional content on platforms such as Instagram, Facebook, and Twitter exposes individuals to products and lifestyles that are perceived as tempting. The influencer marketing phenomenon further strengthens

the influence of social media in shaping consumption decisions. Many brands use influencers who have a large reach on social media to promote their products. Followers of influencers are often influenced by their recommendations and endorsements, leading to an increase in impulse purchases or following advertised consumptive trends. In addition, social media creates a sense of FOMO (Fear of Missing Out) among users, where individuals feel pressured to purchase items or follow trends so as not to feel left out. This can lead to overconsumption and unplanned impulse purchases. With sophisticated algorithms, social media platforms can target ads and content according to users' interests and preferences, reinforcing the urge to make purchases by displaying products that match individual wants and needs. Through social media, individuals are exposed to various advertisements, promotions, and consumption trends that often attract and arouse consumer desires. Social effects and pressure from the online environment can also encourage consumptive behavior, such as the desire to buy certain products or lifestyles to gain popularity.

CONCLUSIONS

Based on the results of research that has been conducted and data analysis, it is known that income has no effect on consumptive behaviour but Islamic financial literacy and social media affect consumptive behaviour. The results show that income does not affect consumptive behavior, this shows that the size of a person's income will not affect the decrease in consumptive levels in society. Based on economic theory, income level is seen as one of the key factors that influence individual consumption. The higher a person's income, the more likely they are to spend their money in unrestrained spending. The results also show that a high level of Islamic financial literacy helps individuals make wiser consumption decisions following Sharia principles, while low Islamic financial literacy can increase the risk of uncontrolled consumptive behavior. Islamic finance theory emphasizes the importance of a good understanding of Islamic financial principles in managing finances and making purchasing decisions by religious teachings. The results also show that social media can influence consumptive behavior through the duration of use of social media, the content displayed, and the social pressure generated in addition, to the existence of product reviews on social media that attract customers to buy products. In this study there are still shortcomings, namely Limitations of Research Age, consumptive behavior and the factors that influence it can change over time, so long-term research may be needed to understand these changes. As well as the influence of other variables that can also affect consumptive behavior. As a suggestion in this study, it is important to expand the sample coverage to include various demographic groups and economic backgrounds. In addition, pay attention to the development of technology and social media that continues to grow.

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