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The Influence of Lifestyle on the Consumptive Behavior of Students of the Guidance and Counseling Study Program, PGRI University of West Sumatra

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A B S T R A K

Penelitian ini dilatar belakangi adanya mahasiswa yang boros dengan uang jajannya karena tergoda membeli barang diskon, mahasiswa yang suka mengikuti hobi nongkrong di *cafe* sampai pagi dan mahasiswa yang terpengaruh budaya kebarat-baratan seperti mengikuti *trend* berpakaian seksi. Tujuan dari penelitian ini adalah untuk mendeskripsikan: 1) Profil gaya hidup. 2) Profil perilaku konsumtif. 3) Pengaruh gaya hidup terhadap perilaku komsumtif. Penelitian ini menggunakan metode penelitian kuantitatif analisis regresi linear sederhana populasi sebayak 408 teknik pengambilan sampel *propotional random sampling dengan* jumlah sampel 202. Instrumen yang digunakan dalam penelitian ini adalah angket. Analisis data dalam penelitian ini adalah persentase dan regresi linear sederhana. Hasil penelitian ini mengungkapkan bahwa : 1) Profil gaya hidup mahasiswa Program Studi Bimbingan dan Konseling Universitas PGRI Sumatera Barat berada pada kategori cukup baik. 2) Profil perilaku konsumtif mahasiswa Program Studi Bimbingan dan Konseling Universitas PGRI Sumatera Barat berada pada kategori cukup tinggi. 3) Adanya pengaruh gaya hidup terhadap perilaku komsumtif mahasiswa Program Studi Bimbingan dan Konseling Universitas PGRI Sumatera Barat sebesar 29%. Penelitian ini direkomendasikan agar mahasiswa menerapkan gaya hidup yang baik sehingga mampu menekan perilaku kosumtif yang cukup tinggi.

A B S T R A C T

This research was motivated by the existence of students who waste their pocket money because they are tempted to buy discounted goods, students who like to follow the hobby of hanging out in cafes until morning and students who are influenced by western culture, such as following the trend of dressing sexy. The aim of this research is to describe: 1) Lifestyle profile. 2) Consumptive behavior profile. 3) The influence of lifestyle on consumer behavior. This research uses a quantitative research method, simple linear regression analysis, a population of 408 proportional random sampling techniques with a sample size of 202. The instrument used in this research is a questionnaire. Data analysis in this research is percentage and simple linear regression. The results of this research reveal that: 1) The lifestyle profile of the students of the Guidance and Counseling Study Program at PGRI West Sumatra University is in the quite good category. 2) The consumer behavior profile of students at the Guidance and Counseling Study Program at PGRI West Sumatra University is in the quite high category. 3) The influence of lifestyle on the consumptive behavior of students in the Guidance and Counseling Study Program at PGRI University of West Sumatra is 29%. This research recommends that students adopt a good lifestyle so that they can reduce high levels of consumptive behavior.

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1. INTRODUCTION

The development of the current era triggers many human needs and desires to make their lives happy. This cannot be separated from the role of globalization, globalization is an unlimited process, meaning a process in which in a country will be narrower because there is convenience in all things. In fact, what is happening now is found among millennials who follow trends that affect a lot to cause an excessive lifestyle.

According to Kotler (Sumarwan, 2011:173), lifestyle is a person's lifestyle in the world that is expressed in their activities, interests and opinions. Lifestyle describes "a person's whole self" in interacting with his environment. Lifestyle describes the entire pattern of a person in reacting and interacting in the world. According to Setiadi (2016:41), lifestyle indicators consist of 3 factors, activities, interests, and opinions.

The theory put forward by Hawkins, (Haryono, 2014:272) is that lifestyle is one of the factors that affect consumptive behavior, because a person's lifestyle affects their needs, desires, and behaviors, including buying behavior. Hawkins also said that lifestyle is also often used as a basic motivation and guideline in buying something. This means, individuals in buying a product refer to the lifestyle they adhere.

Consumptive behavior also describes the existence of a human life pattern that is controlled and driven by a desire to fulfill desires, desires, desires, and pleasures alone. Consumptive is a behavior where the desire to buy goods that are less necessary to meet personal needs arises.

According to Tripambudi & Indrawati, (2020:190) consumptive is the use of goods or services by behaving extravagantly and excessively that prioritizes desires over needs in terms of priorities or can also be said to be an excessive lifestyle. In addition, according to Wahyudi (2013:26), consumptive behavior is the behavior of a person who is irrational, tends to be realistic, and has a passionate desire to have various luxury goods and is excessive in using goods/services and is driven by all desires to fulfill mere pleasure.

According to Sumartono, (Hafizh, et al. 2022:57) argue that there are several indicators of consumptive behavior, namely, buying products because of lures, buying products because of attractive packaging, buying products to maintain their appearance and prestige, buying products for price considerations, just symbols, wearing products because of the conformity element to the model, having confidence when using expensive goods, and trying to buy two similar products.

Based on the above definition, it can be concluded that consumptive behavior is behavior that can harm oneself as seen from often attaching importance to appearance and prestige. Because consumptive behavior is excessive behavior in buying goods without thinking about the usefulness of the goods or their benefits because consumptive behavior is more concerned with lifestyle and trends.

The influence of lifestyle on consumptive behavior that occurs in students seems to result in student life becoming wasteful where the behavior consumes goods and services excessively, which prioritizes desires rather than needs by not using a priority scale. This makes students undirected in spending their money and how to allocate their Time.

Based on observations, researchers conducted in January 2024 to BK students on the campus of the University of PGRI West Sumatra that there were students who wasted their pocket money because they were tempted to buy discounted goods, there were students who liked to follow the hobby of hanging out at cafes until the morning, there were students who were influenced by western culture such as following the trend of sexy dressing.

The researcher also conducted interviews with BK students in February 2024 to get information about students' lifestyles towards consumptive behavior, namely the existence of students who often follow the fashion of their idols who lose their identity, the existence of students who often shop without looking at the price and use, the existence of students who have a hobby of shopping for branded goods, There are students who often lie to their parents because they buy clothing products to attach importance to appearance and prestige, there are students who are affected by excessive shopping desires, and even students who shop for branded products to increase their high self-confidence.

2. METHOD

This study uses quantitative research with simple linear regression analysis. The population in this study amounted to 408 students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra. The sampling technique uses proportional random sampling. The sample in this study is 202 students. The instrument used in this study is a questionnaire. The data analysis in this study is a simple linear percentage and regression.

3. RESULTS AND DISCUSSION

Result

Lifestyle

Based on the data obtained from the description of Lifestyle, it can be seen in Table 1. The following:

Table 1. Frequency Distribution and Score Category Lifestyle

Classification	Category	F	%
131 – 155	Excellent	0	0,00
106 – 130	good	15	7,43
81 – 105	Good Enough	171	84,65
56 – 80	Less Good	16	7,92
31 – 55	Very Bad	0	0,00
Σ		202	**100**

Table 1 shows that the lifestyle of students can be seen that there are 15 respondents with a percentage of 7.43% in the good category, as many as 171 respondents with a percentage of 84.65% in the fairly good category, as many as 16 respondents with a percentage of 7.92% in the poor category and no respondents in the very good and very poor categories. So, the lifestyle of students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra is in the fairly good category with a percentage of 84.65%. This means that most students have a fairly good lifestyle.

Consumptive Behavior

Based on the data obtained from the description of Consumptive Behavior, it can be seen in Table 2. The following:

Table 2. Frequency Distribution and Categories of Consumptive Behavior Score

Classification	Category	F	%
199 – 235	Very High	0	0,00
161 – 198	Tall	6	2,97
123 – 160	Quite High	100	49,50
85 – 122	Low	96	47,53
47 – 84	Very Low	0	0,00
Σ		202	**100**

Table 2 shows that there are 6 respondents with consumptive behavior with a percentage of 2.97% in the high category, as many as 100 respondents with a percentage of 49.50% in the fairly high category, as many as 96 respondents with a percentage of 47.53% in the low category and no respondents in the very high and very, very low category. So, the consumptive behavior of students of the Guidance and

Counseling Study Program at the University of PGRI West Sumatra is in the fairly high category with a percentage of 49.50%. It can be concluded that most students have quite high consumptive behavior.

The Influence of Lifestyle on Consumptive Behavior

Based on the results of the study by looking at the coefficient of determinants ($\mathbb{R}^2$ $\mathbb{R}^2$) and Adjusted (*Adjusted* R^2R^2) R *Square* ($\mathbb{R}^2$ $\mathbb{R}^2$) aims to see how much X affects Y and see the regression value on the t-value and its significance. In this study, R Square X to Y is 0.292, so it can be concluded that the identified student mentoring activities have an influence, namely 0.292 x 100%, then the influence of X on Y is 29% and the rest is influenced by other variables that are not seen and detected in this study.

Judging from the t-value of 2.889 and t-table of 1.693, with (α) = 0.05. Therefore, from the data, it can be concluded that the regression coefficient of X to Y is declared significant because t calculates > t Table (9,169>1652) in other words, the accepted hypothesis reads that there is an influence of lifestyle on the consumptive behavior of students.

It is undeniable that researchers see that the lifestyle of students in the guidance and counseling department of PGRI University of West Sumatra is quite high, this is evident from those who follow the fashion or style trends of today's young people who are influenced by social media such as Instagram, tiktok and other social media. Therefore, it is necessary for students to manage finances to suppress these consumptive behaviors.

Discussion

Lifestyle

Based on the results of the study, it was shown that the student lifestyle had 15 respondents with a percentage of 7.43% in the good category, as many as 171 respondents with a percentage of 84.65% in the fairly good category, as many as 16 respondents with a percentage of 7.92% in the poor category and no respondents in the very good and very poor category. So, the lifestyle of students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra is in the fairly good category with a percentage of 84.65%. This means that most students have a fairly good lifestyle.

According to Wahidah, (2013:4) a lifestyle (life style) is different from a way of life. The way of life is displayed with characteristics such as norms, rituals, patterns of social order, and perhaps also the way a person speaks the language. Meanwhile, lifestyle can be expressed through what a person wears, what they consume, and how they behave or behave in front of others.

According to Wahidah (2013:12), the expected picture of the student lifestyle should be that students are a group of young people who fill their time by learning to increase their knowledge, skills, expertise, and fill their activities with various kinds of positive activities so that they will have an orientation to the future as human beings who are beneficial to society and the nation. By participating in various campus activities, being active in class, as well as in terms of organization, and so on. Thinking rationally with existing developments, not choosing immediately satisfaction but needs. It is not tempting to have a growing influence out there because it remains focused on the lecture period.

Based on the opinions of several experts, it can be concluded that lifestyle is a picture of a person's life that is a characteristic of the individual, displayed by activities carried out by the individual, both positive and negative lifestyles. The ideal lifestyle of students should be that students must be able to condition themselves to participate in activities that can build themselves to be better.

Consumptive Behavior

Based on the results of the study, it was shown that there were 6 respondents with consumptive behavior with a percentage of 2.97% in the high category, as many as 100 respondents with a percentage of 49.50% in the fairly high category, as many as 96 respondents with a percentage of 47.52% in the low category and no respondents in the very high and very, very low category. So, the consumptive behavior of students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra is in the fairly high category with a percentage of 49.50%. It can be concluded that most students have quite high consumptive behavior.

Anggasari Kurniawan (2017:108) consumptive behavior is the act of buying goods that are insufficient or not taken into account so that their nature becomes excessive. The pattern of consumptive behavior in question is a pattern of purchasing and fulfilling needs that is more concerned with the desire factor than the need and tends to be dominated by worldly desires and pleasures alone. When associated with the previous example, buying a cellphone for communication is natural, but it is different if you buy

a cellphone by following the trend, the trend of changing cellphones always changes, even having more than two cellphones.

According to Udayanthi, Herawati & Julianto (2018:195) consumptive behavior must be accompanied by an understanding of the knowledge of managing money well. Financial literacy is very beneficial for students to avoid consumptive behavior. To avoid consumptive behavior, a level of knowledge, skills, and beliefs that affect attitudes and behaviors in making financial management decisions is needed. This level of knowledge and attitude is financial literacy.

Based on the opinions of several experts, it can be concluded that consumptive behavior is a behavior of understanding to control oneself so that you can manage your finances so that you are not easily tempted by discount promos.

The Influence of Lifestyle on Consumptive Behavior

Based on the results of the study by looking at the coefficient of determinants ($\mathbb{R}^2$ $\mathbb{R}^2$) and Adjusted (*Adjusted* R^2 R^2) R *Square* ($\mathbb{R}^2$ $\mathbb{R}^2$) aims to see how much X affects Y and see the regression value on the t-value and its significance. In this study, R Square X to Y is 0.292, so it can be concluded that the identified student mentoring activities have an influence, namely 0.292 x 100%, then the influence of X on Y is 29% and the rest is influenced by other variables that are not seen and detected in this study.

Judging from the t-value of 2.889 and t-table of 1.693, with (α) = 0.05. Therefore, from the data, it can be concluded that the regression coefficient of X to Y is declared significant because t calculates > t Table (9,169>1652) in other words, the accepted hypothesis reads that there is an influence of lifestyle on the consumptive behavior of students.

The results of this study are also supported by the results of research, namely research conducted by Pulungan and Febriaty (2018:103) with the results that lifestyle has a positive and significant effect on students' consumptive behavior. It can be concluded that the more luxurious and hedonistic the student's lifestyle, the more consumptive behavior will increase their consumptive behavior. On the other hand, if the luxurious attitude and hedonistic lifestyle of students decreases, it will reduce the level of consumptive behavior of students.

It is undeniable that researchers see that the lifestyle of students in the guidance and counseling department of PGRI University of West Sumatra is quite high, this is evident from those who follow the fashion or style trends of today's young people who are influenced by social media such as Instagram, tiktok and other social media. Therefore, it is necessary for students to manage finances to suppress these consumptive behaviors.

4. CONCLUSION

Based on the results of the research on the influence of lifestyle on the consumptive behavior of students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra, the following conclusions can be drawn.

1. The lifestyle of students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra is in the category of quite good.
2. The consumptive behavior of students of the Guidance and Counseling Study Program at the University of PGRI West Sumatra is in the fairly high category.
3. There is a significant influence between lifestyle on the consumptive behavior of students of the Guidance and Counseling Study Program, PGRI University of West Sumatra, in other words, the hypothesis is accepted that there is an influence of lifestyle on the consumptive behavior of students by 29%.

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