

The Effect Of E-Wallet, a Hedonist Lifestyle with Self Control as an Intervening Variable on Consumptive Behavior

Ria Angelina Nur Rohmah¹, Nikma Yucha²

^{1,2} Maarif Hasyim Latif University, Sidoarjo, Indonesia

e-mail: Ria_angelina_nur_rohmah@student.umaha.ac.id¹, nikma@dosen.umaha.ac.id²

*Corresponding Author: E-mail: nikma@dosen.umaha.ac.id

ARTICLE INFO

Received: September 25th 2023

Accepted: November 24th 2023

Published : December 6th 2023

Keywords: Consumptive Behavior, E-Wallet, Hedonic Lifestyle, Self-Control

ABSTRACT

This study aims to prove and analyze the effect of e-wallet, a hedonist lifestyle with self-control as an intervening variable on Consumptive Behavior. This study uses quantitative methods, and data collection using questionnaires. The sample was selected using non-probability sampling with a total of 182 respondents. And data processing and analysis using path Analyzes. The results of this study can be concluded that E-wallet Variable has a positive and significant effect on self-control. Hedonic lifestyle variables have a positive and significant effect on self-control. The hedonic lifestyle has a positive and significant effect on consumer behavior. Self-control variable has a positive and significant effect on consumptive behavior. E-wallet variables have a positive and insignificant effect on consumptive behavior through self-control. Hedonic lifestyle variable has a positive and insignificant on consumptive behavior through self-control.

Introduction

Currently, digital technology has become an undeniable necessity with various activities that make it easier for people to fulfill their daily needs. Such as consumption, education payments, travel costs and various other activities. Apart from this needs, people often cannot control themselves in fulfilling their desires and cannot differentiate between needs [1]. Several aspects of the development of digital technology in Indonesia such as online schools or courses, online transportation booking services, online cinemas and various economic activities are shifting towards digitalization [2].

People have difficulty making large payments which they feel is impractical. So, the emergence of electronic payment systems has become popular among people who tend to follow developments. People are starting to recognize paperless payments such as electronic money, credit cards, debit cards, digital wallets (OVO, dana, ShopeePay, etc.). apart from the large number of cashbacks makes people increasingly interested in using it. Due to this, people's behavior has begun to undergo drastic changes to become completely digital. The development of financial technology is very important, then an innovation emerged, namely financial technology or what is called fintech[3].

Having cashless transactions makes various activities more practical. Apart from the positive impact of E-Wallets, of course you have to pay attention to the negative impacts, and they must be minimized. People consider various purposes in using E-

Wallets to meet their needs, there are several factors driving the use of E-Wallets in Indonesia in 2021.

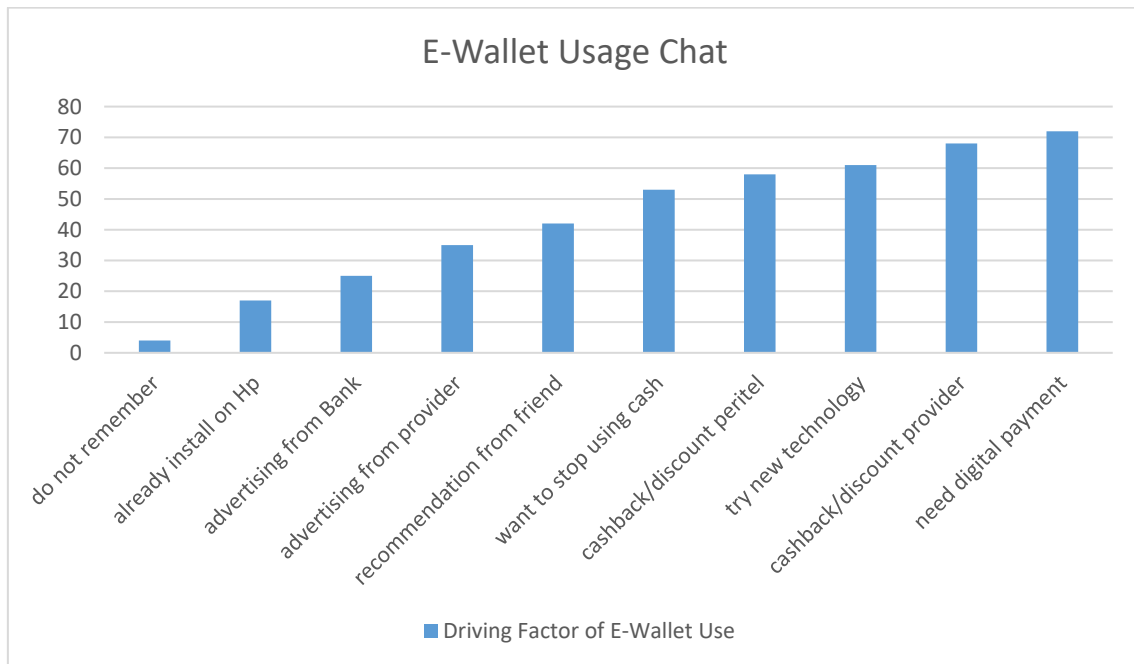


Figure 1. E-Wallet Usage Chat

Source: Report From (Boku Inc.) Entitled “Mobile Wallets Report 2021”

From the data above, 73% of Indonesian people use e-wallets with the aim of making online payments easier. Data from this research shows that the need for digital payments is the highest reason for using E-Wallets in Indonesia. As many as 69% indicated that cashback or discounts were the second reason for using E-Wallet. In addition, 61% indicated a desire to try new technology. A total of 53% indicated that the reason they wanted to stop was using cash. Then 42% were due to getting recommendations for use by friends and as many as 35% and 26% used E-Wallet because they were motivated by advertisements for the E-Wallet service.

As a result of the survey conducted, the 5 E-Wallets that are popular and have many active users in Indonesia are OVO with 31%, GoPay with 25%, ShopeePay with 20%, DANA with 19%, and LinkAja with 4%. OVO (PT. Visioneit International) got the Unicorn title. PT. Visioneit International is the largest electronic wallet company in Indonesia which is usually known as OVO. OVO is a payment and financial service provider in Indonesia which aims to make it easier to save money through comfortable, safe and affordable products and services. In order to balance the use of e-commerce so that it becomes increasingly well-known and expands market share.

Students are teenagers who are easily influenced by modernization. The existence of modernization and advances in technology along with the balance of the times will have an impact on student lifestyles and behavior. This is strengthened from research [4] which reminds students to carry out activities that become habits so that they only desire pleasure and excitement, so that hedonic lifestyle behavior appears in the lecture environment [5].

A hedonic lifestyle encourages consumer behavior because it involves buying and selling without thinking about needs and desires. This consumer behavior is balanced because there are triggers that cause people to be unable to control their desires. Apart from that, [6] A hedonic lifestyle is a desire that can motivate a person by considering that pleasure is worth doing and undesirability is something that is not worth doing.

From the results of observations, Management students at Maarif Hasyim Latif University carry out online research every month. Online registration is supported by the existence of an online package at the security guard post which indicates that students are carrying out their registration [7]. This statement was made by a security guard or security guard in the area in front of the Maarif Hasyim Latif Sidoarjo University campus. This proves that Management Students at Maarif Hasyim Latif Sidoarjo University have a high interest in learning. Apart from that, students also buy items in the form of bags, sandals, and beauty tools to support their lifestyle. Purchasing goods outside of basic needs can be assumed to mean that Management students at Maarif Hasyim Latif Sidoarjo University have consumptive behavior.

The impact of a Hedonic Lifestyle is that it causes students to be in arrears in paying tuition fees or other payments to support an unsuitable lifestyle. Hedonic lifestyle is a form of life that revolves around consumptive activities in the pursuit of worldly pleasure [8]. This means that students cannot control themselves from the convenience of using E-Wallet[9]. However, problems occur because of a wasteful attitude that occurs repeatedly if one cannot manage one's finances. This happens even though a person does not have money but still has money so that debt or other actions and this behavior must be avoided. Therefore, a strong sense of self-control is needed so that students can control their desires towards more consumptive behavior. Self-control or self-control is a person's attitude which is a person's control over behavior by managing a desire by making considerations before making decisions that conflict with the norms in society can be avoided. Good self-control and being able to exercise strong self-control can lead to positive behavior. [2] Consumptive behavior can be minimized by realizing the importance of self-control in individuals [10].

The result of the research [11] concluded the electronic money variable shows that the higher the value of using electronic money, lifestyle variable shows that the higher the lifestyle, the lower of probability Islamic consumption behavior patterns, and the self-control variables shows that the lower self-control value, the higher the probability of Islamic Consumption behavior patterns. Based on the background above, the formulation of the problem is as follows: (a) Does E-Walleit have a positive and significant influence on self-control among UMAHA Management Students 2022?, (b) Does the Hedonic Lifestyle have a negative and significant influence on self-control among Management Students UMAHA 2022?, (c) Does Ei-Wallet have a positive and significant influence on consumptive behavior among UMAHA Management Students 2022?, (d) Does the Hedonic Lifestyle have a positive and significant influence on consumptive behavior among UMAHA Management Students 2022?, (ei) Does Self-control has a negative and significant influence on consumptive behavior in 2022 UMAHA Management Students?, (f) Does Ei-Walleit have a positive and insignificant

influence on consumer behavior through self-control in UMAHA Management Students 2022?, (g) Does Hedonic Lifestyle have a positive influence and is it not significant for consumer behavior through self-control among UMAHA 2022 Management Students?

Some research results also show that these behaviors lead to extraordinary living conditions. Where the hedonic life leads to a life of activities aimed at pursuing pleasure, such as playing a lot, enjoying the hustle and bustle of the city, enjoying unnecessary shopping and wanting to always be the center of attention [12]. This research is 1) does social media advertising affect fashion consumptive behavior 2) does conformity influence fashion consumptive behavior 3) Does the environment influence fashion consumptive behavior 4) does fashion consumptive behavior affect the hedonic lifestyle? 5) Does Social Media advertising affect the hedonic lifestyle 6) Does conformity affect the hedonic lifestyle 7) Do environmental attitudes influence the hedonic lifestyle. This research aims to prove and analyze the effect of social media advertising, conformity, and the environment on the hedonic lifestyle of students through their consumptive behavior towards fashion style.

Research Methods

This research was conducted on Maarif Hasyim Latif Sidoarjo who became the subject of this study were students of the management Department of Economics and Business. The research method used in this study is a quantitative method using a data collection method using a questionnaire that refers to the Likert scale. As for some of the variables in this study, among others. Sampling was carried out by purposive sampling, which is sampling according to predetermined criteria, so that the samples taken are in accordance with the objectives of this study. This sample in this research were students of the Management Department of the Faculty of Economics and Business This research uses random samples by using the SmartPLS 3.0 program to intuitively process real data. The number of samples that met the criteria for random sampling was determined by Isaac and Michael in Management Students at University Maarif Hasyim Latif Sidoarjo, which was 550 samples, which resulted in an error tolerance limit of 10% being 182 samples.

Result and Discussion

Path Analysis

From this result of path coefficient is known:

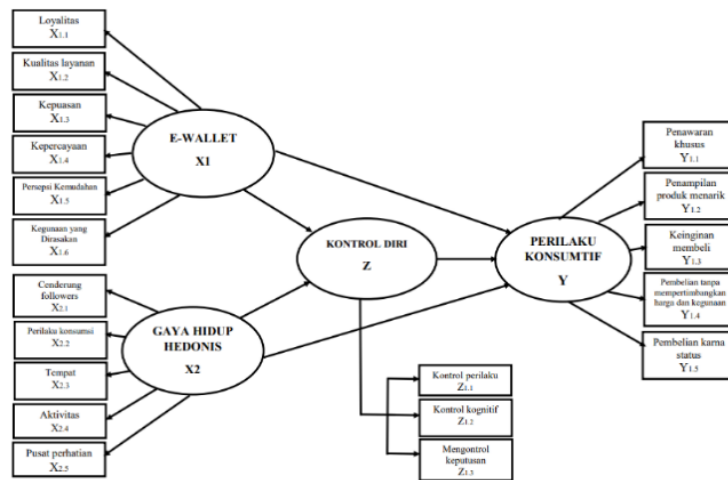


Figure 2. Path Coefficient
Source: Output Algorithm SmartPLS3

Based on the results of testing the hypothesis with the Bootstrapping method using SmartPLS software, it can be concluded that the discussion concerns all hypotheses in this study as follows:

Table 1. Path Analysis Direct

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEi V I)	P Values	Description
E-Wallet → Self-Control	0.127	0.152	0.102	1.248	0.229	Positive and insignificant
E-Wallet → Consumptive Behavior	0.000	0.016	0.067	0.003	0.997	Positive is not significant
Hedonistic Lifestyle → Self-Control	0.084	0.092	0.09	0.937	0.330	Significant positive
Hedonistic Lifestyle → Consumptive Behavior	0.419	0.428	0.078	5.354	0.000	Significant positive
Self-Control → Consumptive Behavior	0.162	0.161	0.065	2.479	0.017	Positive and significant

Source: Output Algorithm SmartPLS3

Based on the table above, the correlation between the research variables can be described as follows: (a) The direct influence value between the Ei-Walleit variables on

Self-Control is equal to 0.127 with the P-Value $0.229 > 0.05$, (b) The direct influence value between the E-Wallet variables towards Conscientious Behavior 0.000 with P-Value $0.997 > 0.05$, (c) Direct influence value between Hedonic Lifestyle variables and Self Control equal to 0.084. with P-Value $0.330 > 0.05$, (d) The direct influence value between the Hedonic Lifestyle variables on Consumptive Behavior is 0.419 with the P-Value $0.000 < 0.05$, (e) The direct influence value between the Self-Control variables on Consumptive Behavior 0.162 with P-Value $0.017 < 0.05$.

Table 2. Path Analysis Indirect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statistics (I O/Stdev I)	P Values	Description
Ei-Wallet → Self-Control → Consumptive Behavior	0.021	0.023	0.018	1.165	0.252	Positive and insignificant
Hedonistic Lifestyle → Self-Control → Consumptive Behavior	0.014	0.014	0.015	0.898	0.374	Positif and insignificant

Based on the table above, the relationship between the research variables can be described as follows: (a) The direct influence value between the E-Wallet variables on Self-Control through Consumptive Behavior is 0.021 with the P-Value $0.252 > 0.05$, (b) The direct influence value between variable The Hedonic Lifestyle is related to Self-Control through Conscientious Behavior of 0.014 with a P-Value of $0.374 > 0.05$.

The Influence E-Wallet on Consumptive Behavior

The E-Wallet variable has a positive and insignificant effect on self-control in UMAHA Management students. This is because the significance value is greater than 0.05, namely 0.229. It can be concluded that E-Wallet has no effect on self-control. If E-Wallet use increases, then self-control will also increase and if E-Wallet use decreases then self-control will decrease.

The Influence Hedonist Lifestyle on Consumptive Behavior

The Hedonic Lifestyle variable has a positive and insignificant effect on Self-Control in UMAHA Management students. This is because the significance value is greater than 0.05, namely 0.330. It can be concluded that a hedonic lifestyle has no effect on self-control. If the Hedonic Lifestyle decreases, then self-control will decrease and if the Hedonic Lifestyle increases then self-control will increase.

The Influence Self Control on Consumptive Behavior

E-Wallet has a positive and insignificant effect on consumer behavior among UMAHA Management students. This is because the significance value is greater than 0.05, namely 0.997. Getting an E-Wallet has no effect on consumer behavior. If E-Wallet Style decreases, then Consumptive Behavior will decrease and if E-Wallet increases then Consumptive Behavior will increase.

The Influence E-Wallet on Consumptive Behavior

Hedonic Lifestyle Variables have a positive and significant effect on Consumptive Behavior in UMAHA Management students. This is because the significance value is smaller than 0.05, namely 0.000. It can be concluded that the Hedonic Lifestyle has an influence on the emergence of consumer behavior in students. If the hedonic lifestyle increases, consumer behavior increases.

The Self Control on Consumptive Behavior

The Self-Control variable has a positive and significant effect on Consumptive Behavior in UMAHA Management students. This is because the significance value is greater than 0.05, namely 0.017. This means that the more self-control the attitude increases, the more consumptive behavior will increase. Conversely, the more the use of self-control decreases, the more consumer behavior will decrease.

The Influence E-Wallet on Consumptive Behavior

The E-Wallet variable has a positive and insignificant effect on Consumptive Behavior through Self-Control among UMAHA Management students. The significant effect is greater than 0.05, namely 0.252. This means that in this study, when consumptive behavior is combined with the E-Wallet variable, Self-Control is not an intervening variable or a variable that is strong enough to mediate the relationship between E-Wallet and consumptive behavior.

The Influence Hedonist Lifestyle on Self Control

The Hedonic Lifestyle variable has a positive and insignificant effect on Consumptive Behavior through Self-Control in UMAHA Management students. This is because the significance value is greater than 0.05, namely 0.374. This means that in this research, when consumptive behavior is combined with the hedonic lifestyle variable, self-control is not an intervening variable or a variable that is strong enough to mediate the relationship between hedonic lifestyle and consumptive behavior.

Conclusion

Based on results of research Social Media Advertising, Conformity, And Environment on Hedonist Lifestyle Through Consumptive Behavior are social media advertising influences consumptive behavior. Conformity influences fashion consumptive behavior. The environment influences consumptive behavior. Consumptive behavior affects the hedonic lifestyle. Social media advertising does not affect the hedonic lifestyle. Conformity does not affect the hedonic lifestyle. The environment does not affect the hedonic lifestyle.

The limitation of this research is the limited number of samples that affect the results of statistical tests carried out. The sample size is still quite limited. This study included only samples from educational organization backgrounds to deepen the data and processable results. And then, adding variables that have not been discussed in this study, such as financial literacy variables that can influence consumptive behavior which will then affect a hedonic lifestyle.

References

- [1] R. Nurindah and N. Yucha, "Social Media Advertising , Conformity , and

- Environment on Hedonist Lifestyle Through Consumptive Behavior,” vol. 4, no. 1, pp. 42–48, 2023, doi: 10.37802/jamb.v4i1.398.
- [2] L. G. K. Dewi, N. T. Herawati, and I. M. P. Adiputra, “Penggunaan E-Money Terhadap Perilaku Konsumtif Mahasiswa Yang Dimediasi Kontrol Diri,” *EKUITAS (Jurnal Ekon. dan Keuangan)*, vol. 5, no. 1, pp. 1–19, 2021, doi: 10.24034/j25485024.y2021.v5.i1.4669.
- [3] H. Kusuma and W. K. Asmoro, “Perkembangan Financial Teknologi (Fintech) Berdasarkan Perspektif Ekonomi Islam,” *ISTITHMAR J. Pengemb. Ekon. Islam*, vol. 4, no. 2, pp. 141–163, 2021, doi: 10.30762/itr.v4i2.3044.
- [4] M. Khairat, N. A. Yusri, and S. Yuliana, “Hubungan Gaya Hidup Hedonis Dengan Perilaku Konsumtif Pada Mahasiswi,” *Al-Qalb J. Psikol. Islam*, vol. 9, no. 2, pp. 130–139, 2019, doi: 10.15548/alqalb.v9i2.861.
- [5] D. R. Pulungan and H. Febriaty, “Pengaruh Gaya Hidup dan Literasi Keuangan Terhadap Perilaku Konsumtif Mahasiswa,” *J. Ris. Sains Manaj.*, vol. 2, no. 3, pp. 1–8, 2018, doi: 10.5281/zenodo.1410873.
- [6] A. Findhi, “Hubungan Antara Konsep Diri Dengan Gaya Hidup Hedonis,” *J. Ris. Mhs. Bimbing. dan Konseling*, vol. 7, p. 7, 2021, [Online]. Available: <http://eprints.ums.ac.id/41804/>.
- [7] J. Sistim, S. B. Utomo, H. Jamali, I. Arief, M. N. Saputra, and C. G. Priambodo, “Analysis of The Influence of Hedonic Digital Lifestyle on Consumptive E-Shopping Behavior of Generation Z Through E-Commerce Applications,” vol. 5, no. 3, pp. 85–91, 2023, doi: 10.60083/jsisfotek.v5i3.309.
- [8] Mohammad Farraas Salsabiil and Nuruni Ika Kusuma W, “The Influence of Brand Love and Hedonistic Lifestyle on the Purchasing Decision of Iphone Smartphones (A Study on Iphone Users From Generation Z in Surabaya),” *Indones. J. Bus. Anal.*, vol. 3, no. 3, pp. 583–588, 2023, doi: 10.55927/ijba.v3i3.4836.
- [9] O. Nuratika, S. Mukhtar, and H. Kuncara, “the Effect of Using Digital Wallets and Financial Literacy on Consumptive Behavior of Students in DKI Jakarta,” *J. Pendidik. Ekon. Perkantoran, dan Akunt.*, pp. 1–12, 2022, [Online]. Available: <http://pub.unj.ac.id/index.php/jpepa>.
- [10] F. N. Azizah and E. S. Indrawati, “Kontrol diri dan gaya hidup hedonis pada mahasiswa Fakultas Ekonomika dan Bisnis Universitas Diponegoro,” *J. EMPATI*, vol. 4, no. 4, pp. 156–162, 2015, [Online]. Available: <https://ejournal3.undip.ac.id/index.php/empati/article/view/14313>.
- [11] N. Al Arif and Imsar, “Pengaruh Literasi Keuangan, Norma Subjektif, dan Gaya Hidup terhadap Perilaku Konsumtif Mahasiswa UIN SU Medan Pengguna Electronic Money dengan Pengendalian Diri sebagai Moderasi,” *J. Islam. Educ. Manag.*, vol. 2, no. 1, pp. 57–72, 2021, doi: 10.47476/manageria.v4i1.2293.
- [12] B. Setia Wibowo, “Pengaruh Instagram Online Store, Konformitas Dan Iklan Televisi Terhadap Perilaku Konsumtif Serta Dampaknya Terhadap Gaya Hidup Hedonis Mahasiswa,” *JBTI J. Bisnis Teor. dan Implementasi*, vol. 9, no. 1, pp. 1–12, 2018, doi: 10.18196/bti.91095.