The Effect of Self-Control, Self-Concept, and Lifestyle on Consumptive Behavior in Online Shopping on Students of Batam University

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Abstract–The reason for this study was to examine the impact of Self-Control, Self-Concept, and Lifestyle on Consumptive Behavior in Online Shopping on Students of Batam University. The method applied in this study is the quantitative method. The population used in this study were students of Batam University with a total of 2,814 students in 2022, while the sampling was 97 respondents. Data collection primarily involved administering questionnaires to the participants. Data processing in this study used the SPSS Software version 25 program. Results from the partial t-test revealed that self-control and lifestyle significantly influenced consumptive behavior in online shopping, whereas self-concept did not demonstrate a significant effect. However, when these factors were considered together, they collectively showed a considerable impact on consumer behavior in online shopping. The value of R Square on self-control, self-concept, and lifestyle factors influencing consumer behavior in online shopping is 20.9% and the remaining 79.1% is explained by other relevant variables.

Keywords:Consumptive Behavior, Lifestyle, Self-Concept, Self-Control.

1. INTRODUCTION

It cannot be denied that human needs are now increasingly diverse, such as primary, secondary and tertiary needs. Especially in this day and age, getting what we need is very easy. However, sometimes many people end up buying products that don't meet their needs just because they want to get them, regardless of whether they need them or not.

Changes in wasteful lifestyles or leading to consumer behavior, are common among the younger generation today. It is undeniable that rapid technological advances in the last 5 years have influenced changes in the behavior patterns of the younger generation, especially in online shopping. Moreover, with the many online stores available, shopping can be done anytime and anywhere with just a press of a button on the gadget.

The popularity of online shopping has made it easier for students to purchase the products and services they want. The ease of shopping online makes it difficult for students to control themselves, this can lead to shopping addiction, and in the end students stop thinking about the product when using it. When buying products online, it is better to only buy products that are really needed.

Table 1. Initial Observation Data of FEB UNIBA Students in 2019-2021

Information	Number of Students	Percentage (%)
Students who shop online	133	73.4%
Students who do not shop online	48	26.6%
Total	**181**	**100%**

Source: Initial Observation, 2022

From the table above, it can be seen that data from initial observations carried out on Batam University FEB students in 2019-2021 shows that 73.4% have shopped online, while the remaining 26.6% have never shopped online. So some of Batam University FEB students shop online and behave consumptive behavior.

Usually, online purchases made by students are not because of need, but because of pleasure/desire and lifestyle, so that it affects excessive spending, or more precisely called consumer behavior. Consumer behavior is the behavior of someone who consumes something without limits and excessively or over buying, or without planning.

The trend in consumer behavior at Batam University students can be seen from the high percentage of online purchases. The factor that influences consumer behavior when shopping online is self-control. Self-control is very influential in creating consumer behavior for students. Self-control is the ability to restrain or prevent impulsive or spontaneous behavior. A person's ability to control themselves well can prevent consumer behavior, because students can prevent an action without thinking about the benefits they will receive.

In addition to self-control, self-concept is also a factor that influences consumer behavior when shopping online. Self-concept is how a person views themselves and the behavior they have can

influence interactions with their environment. Thus, Batam University students must also have a positive self-concept in order to reduce their consumer behavior.

Students with a consumer lifestyle always look attractive, wear branded clothing, and have a medium to high standard of living. This is also in accordance with the theory of consumer behavior, where modern developments allow people to consume products using online shop services. Therefore, to avoid consumer behavior, students should think about what they want to buy through online shop services.

2. RESEARCH METHODS

To provide information about the characteristics of respondents, researchers collected respondent survey data based on the respondent's gender, age, faculty, and frequency of online shopping in a month. There were 97 questionnaires distributed. The explanation for collecting data from this field study was to measure the variables studied, such as consumptive behavior, self-control, self-concept and lifestyle. -style). Parametric and non-parametric statistical data analysis testing in this study used the SPSS version 25 program.

The population of this study was students of Batam University totaling 2,814 people in 2022. This study used non-probability sampling techniques and purposive sampling as the sampling technique. So the sample used in this study was 97 respondents, with the criteria of active students at Batam University and having shopped online.

3. RESULTS AND DISCUSSION
Data Analysis Techniques
Respondent Description

Respondents consisted of 97 respondents, 70 female respondents and 27 male respondents. The age of respondents ranged from 18 to more than 25 years. Where respondents who answered

were predominantly from the Faculty of Economics and Business with an online shopping intensity in 1 month, between 1 to more than 5 times.

Instrument Test

Instrument testing was carried out to see the feasibility of the research questionnaire statements. Instrument testing was carried out on 30 Batam University student respondents taken from part of the sample.

Validity Test

The results of validity testing obtained on the variables Consumptive Behavior (Y) and Self-Control (X1), and Lifestyle (X3) each found 1 invalid statement item, while in the Self-Concept variable (X2), 4 invalid statement items were found. valid. Where the invalid items are discarded/not used in the questionnaire distributed

Reliability Test

The reliability test results obtained for all variables are reliable with a Cronbach's Alpha coefficient value > 0.60, so they can be used for further testing.

Classical Assumption Test
Normality Test

Normality testing is used to see whether the data is normally distributed or not. The approach used in this study is based on the Histogram, P Plot, and One Sample Kolmogorov – Smirnov (KS) approaches.
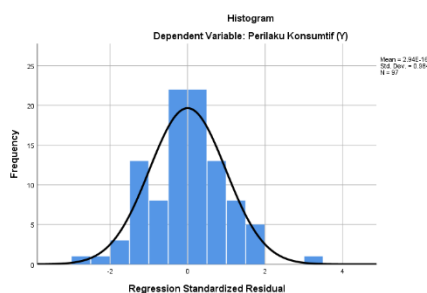
Picture1
Histogram Normality Test Results

Figure 2 shows that the data is normally distributed, because it is not skewed to the left or right.
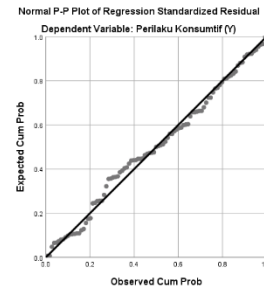
Picture 2. Normality Test Results P - Plot

Shows that the data is normally distributed because the points are distributed around the diagonal and follow the direction of the line.

Normality testing with the Kolmogorov-Smirnov approach is as follows.

Table 2. *KS Normality Test Results*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		97
Normal Parameters, b	Mean	.0000000
	Std. Deviation	7.61544586
Most Extreme Differences	Absolute	.074
	Positive	,051
	Negative	-.074
Statistical Tests		.074
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed from 2022 primary data

### Multicollinearity Test

Table 3 Multicollinearity Test Results

Coefficientsa		
	Collinearity Statistics	
Model	Tolerance	VIF

1		Tolerance	VIF
	(Constant)		
	Self Control (X1)	,820	1,220
	Self Concept (X2)	,915	1,093
	Lifestyle (X3)	.800	1,251
a. Dependent Variable: Consumptive Behavior (Y)			

Source: Processed from 2022 primary data

It is known that there are no symptoms of multicollinearity between independent variables because the Tolerance value is >0.10 and the VIF value is <10.

Heteroscedasticity Test
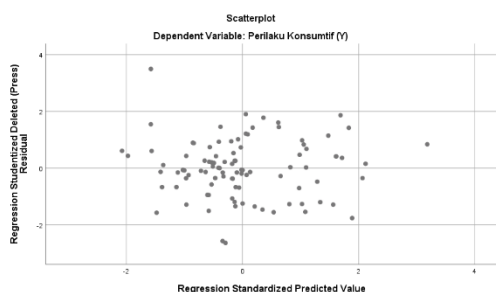
Picture3
Scatterplot Heteroscedasticity Test Results

Shows that there is no heteroscedasticity problem because the points are distributed (above/below the number 0 on the Y axis) randomly and do not form a particular pattern.

Multiple Linear Regression Analysis

Table 5. *Results of Multiple Linear Regression Analysis*

	Coefficients^a				
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1 (Constant)	-3.387	8.100		-.418	.677
Self Control (X1)	,348	.172	,206	2,027	.046
Self Concept (X2)	,358	,239	.144	1,497	.138
Lifestyle (X3)	.398	.156	.262	2,541	.013
a. Dependent Variable: Consumptive Behavior (Y)					

Source: Processed from primary data 2022

Based on the data above, the multiple regression equation can be formulated as follows:

$$Y = -3.387 + 0.348X1 + 0.358X2 + 0.398X3 + e$$

From the regression equation, it can be explained that:

1. The constant value (a) = -3.387 can be interpreted if all independent variables (self-control, self-concept, and lifestyle) are considered constant or unchanged (equal to zero), and consumptive behavior in online shopping is -3.387.

2. The regression coefficient on the self-control variable (X1) is positive, b1 = 0.348 with a significance of $0.046 < 0.05$. This means that self-control has a positive and significant influence on the online shopping consumptive behavior of Batam University students. Increasing self-control by 1% reduces consumer behavior when shopping online by 0.348. This means that the higher the self-control a student has, the less consumptive behavior he will have.

3. The regression coefficient on the self-concept variable (X2), b2 = 0.358 with a significance of $0.138 > 0.05$. This means that self-concept has a positive but not significant influence on online shopping consumptive behavior of Batam University students. An

increase in self-concept by 1% reduces consumptive behavior when shopping online by 0.358, in other words, the higher the self-concept a student has, the lower his consumptive behavior will be. On the other hand, if a student's self-concept is low it will increase the student's own consumptive behavior.

4. The regression coefficient on the lifestyle variable (X3) is positive, b3 = 0.398 with a significance of 0.013 <0.05. This means that lifestyle has a significant positive effect on the online shopping consumer behavior of Batam University students. A 1% increase in a person's lifestyle increases online shopping consumer behavior by 0.398. This means that if lifestyle increases, consumer behavior will also increase, conversely if lifestyle decreases, consumer behavior will also decrease.

The equation above shows that all independent variables in this study have a relationship/influence that is not in the same direction on the dependent variable.

Hypothesis Testing
Partial Test (t Test)

Partial testing will show how much influence the independent variable has on the dependent variable individually/partially, with the following criteria:

a. Ha is rejected if each independent variable has a significance value ≥ 0.05. This means that the independent variable has no influence on the dependent variable.

b. Ha is accepted, if the significance value of each independent variable is <0.05. This means that the independent variable has an effect on the dependent variable.

The t-table obtained for 97 respondents was 1.985 (n – (k–1) = 97 – 3 – 1 = 93). The research results show:

1. Hypothesis 1 is accepted, the calculated t value > t table = 2.027 > 1.985 with a significance of 0.046 < 0.05, meaning H0 is rejected and Ha is accepted. This means that self-control has a significant positive influence on consumer behavior in online shopping for students.

2. Hypothesis 2 is rejected, with a significance value of 0.138 > 0.05, so H0 is accepted and Ha is rejected. This means that self-concept has a positive but not significant effect on students' online shopping consumptive behavior.

3. Hypothesis 3 is accepted, with a significance of 0.013 < 0.05, so H0 is rejected and Ha is accepted. This means that lifestyle has a positive and significant influence on consumer behavior in online shopping among students of Batam University.

Simultaneous Test (F Test)

Table 6
Simultaneous Test Results (F Test)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1474.602	3	491,534	8,211	,000b
Residual	5567.522	93	59,866		
Total	7042.124	96			
a. Dependent Variable: Consumptive Behavior (Y)					
b. Predictors: (Constant), Lifestyle (X3), Self Concept (X2), Self Control (X1)					

Source: Processed from 2022 primary data

Hypothesis 4 is accepted, with a significance of 0.000 < 0.05 so that H0 is rejected and Ha is accepted, meaning that self-control, self-concept

and lifestyle together influence online shopping consumptive behavior.

Coefficient of Determination (R2)

The coefficient of determination measures how much influence the entire independent variable has on the dependent variable. The R2 value is between 0 and 1. The closer the R2 value is to 1, the stronger the influence the independent variable has on the dependent variable.

Table 7 Test of Determination Coefficient (R2)
)

Model Summaryb				
Mod el	R	R Squar e	Adjuste d R Square	Std. Error of the Estimate
1	.458 a	.209	,184	7,737
a. Predictors: (Constant), Lifestyle (X3), Self-Concept (X2), Self-Control (X1)				
b. Dependent Variable: Consumptive Behavior (Y)				

Source: Processed from 2022 primary data

Based on the table above, the R value is 0.458 (45.8%) and R2 is 0.209. Of this value, 0.209 or 20.9% of consumer online shopping behavior is influenced by self-control, self-concept and lifestyle, and the remaining 79.1% is influenced by other factors not examined in this research.

Discussion

The Influence of Self-Control on Online Shopping Consumptive Behavior

Self-control influences the online shopping consumptive behavior of Batam University students. This means that the higher the self-control a student has, the less consumptive behavior he will have. Conversely, if students have low self-control, their consumer behavior will increase.

This study is in line with Diani Tiona's (2019) research entitled "The Influence of Self-Control on Students' Online Shopping Consumptive Behavior", showing the influence of students' self-control on online shopping consumptive behavior.

The Influence of Self-Concept on Online Shopping Consumptive Behavior

Self-concept has a positive but not significant influence on consumer behavior. This means that if students have a high self-concept, this will reduce their consumptive behavior. Conversely, if self-concept is low it will increase the student's own consumptive behavior. Self-concept does not directly influence the emergence of student consumptive behavior because there are other factors that directly influence consumptive behavior, such as personality, beliefs, motivation and Setiadi's perception (Sidabutar, 2017).

This research is in line with Novita Sidabutar's research (2017) entitled "The Influence of Self-Concept on Online Shopping Consumptive Behavior of Female Online Shopping Users at Esa Unggul University", which shows that self-concept does not influence female female online shopping consumptive behavior.

The Influence of Life-Style on Online Shopping Consumptive Behavior

Lifestyle affects online shopping consumer behavior. This means that if students have a high lifestyle, it will increase consumer behavior, conversely if students lower their lifestyle, their consumer behavior will also decrease.

This study is in line with Chendy Dewianti Khabiba's (2020) research entitled "The

Influence of Lifestyle, Peers, and Financial Literacy on Consumptive Behavior in Accounting Economics Education Students, Faculty of Economics, Semarang State University, Class of 2017". Shows that lifestyle significantly influences the emergence of student consumptive behavior.

The Influence of Self-Control, Self-Concept, and Lifestyle on Online Shopping Consumptive Behavior

Self-control, self-concept and lifestyle together/simultaneously contribute or influence consumer behavior when shopping online. This means that students can control their consumptive behavior by increasing self-control and self-concept, by reducing their lifestyle, so that the student's behavior will not be over-consumptive.

4. CONCLUSION AND SUGGESTIONS
Conclusion

Self-control has a significant positive effect on online shopping consumer behavior in Batam University students, while self-concept has a positive but insignificant effect on this consumer behavior. On the other hand, lifestyle also shows a significant positive effect on online shopping consumer behavior. Simultaneously, self-control, self-concept, and lifestyle have a significant positive effect on online shopping consumer behavior in Batam University students.

Suggestion

1. Students are expected to be able to control themselves to inhibit consumptive behavior in online shopping, so that students can be smarter in choosing between needs and desires (impulsive buying). One way or approach to improve good self-control is to use social media more wisely to avoid offers and advertisements which are external factors that influence self-control.

2. Students are expected to continue to maintain a positive self-concept, one of which is by avoiding communities or social environments that do not contribute to the formation of a positive self-concept, both offline and online, and remaining confident in themselves in any condition so that they do not easily behave in an over-consumptive manner.

3. Students who have a consumerist lifestyle should be able to set priorities for their daily needs, such as not making excessive purchases (over buying) and being critical in choosing their consumer goods.

4. Further researchers can consider other variables that influence consumer behavior, such as: financial literacy, self-esteem, and other aspects of consumer behavior. These variables are important to study in order to prevent someone from engaging in everyday consumer behavior that results in uncontrolled financial management.

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