

THE INFLUENCE OF E-WALLET USAGE ON THE CONSUMPTIVE BEHAVIOR OF STUDENTS IN THE ECONOMIC EDUCATION STUDY PROGRAM AT PAMULANG UNIVERSITY

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ABSTRACT

This study aims to determine: (1) the influence of e-wallet usage on students of the Economic Education Study Program at Pamulang University, (2) the influence of consumptive behavior among students of the Economic Education Study Program at Pamulang University, and (3) the relationship between e-wallet usage and consumptive behavior among Economic Education students at Pamulang University. This research adopts a quantitative approach. The study consists of two variables: the dependent variable, Consumptive Behavior (Y), and the independent variable, E-Wallet Usage (X). The population in this study comprises students from the Regular A, B, and C classes of the Economic Education Study Program in their fifth semester, totaling 147 students. The sample consists of 107 students, selected using a Non-Probability Sampling technique. Data collection methods include observation, questionnaires, and documentation. The data analysis methods used include validity and reliability tests for data quality, classical assumption tests such as normality and linearity, and hypothesis testing using simple linear regression, F-test, T-test, and determination tests. The analysis results indicate that consumptive behavior among Economic Education students can be explained by the equation $Y = 2.063 + 0.926X$. This means that for every unit change in X, the average Y score changes by 0.926. Furthermore, e-wallet usage (X) significantly influences the dependent variable, consumptive behavior (Y), with an impact of 0.421 or 42.1%, while the remaining 57.9% is influenced by other factors.

Keywords: E-wallet, Consumptive behavior, Quantitative, association.

INTRODUCTION

In the rapidly evolving era of globalization, information technology plays a crucial role in improving quality of life and supporting daily activities. The rapid advancements in information technology have created intense competition in the business world, including the financial and banking sectors. Along with the widespread digitalization, payment systems

have also undergone changes, shifting from conventional cash-based methods to more practical and efficient electronic transactions.

One of the innovations in digital payment systems is the use of E-wallets or electronic wallets. According to Bank Indonesia Regulation Number 20/6/PBI/2018, an E-wallet is an electronic payment instrument that allows users to store monetary value digitally for financial transactions and fund transfers.

The presence of E-wallets has continued to grow with various technological innovations and the increasing demand for easier and faster transactions. According to a survey by East Ventures (2023), 81% of Indonesians have used E-wallets for financial transactions, with platforms such as GoPay, Dana, OVO, and ShopeePay being the most dominant.

E-wallets, also known as digital wallets, serve as electronic devices that facilitate purchasing transactions without requiring physical cash. According to Megadewandanu et al. (2016), E-wallets function as digital currency, offering convenience in shopping and enabling users to make transactions anytime and anywhere.

Mujahidin (2020) further emphasizes that E-wallets enhance transaction efficiency by providing a user-friendly payment system. Moreover, E-wallets are designed with high-security features to protect users' financial data through encryption and secure internet connections (Abrilia, 2020). These security measures increase user trust, making E-wallets a preferred modern payment solution.

The increasing use of E-wallets also influences consumer behavior, especially among students. The ease of access, cashback features, and various promotions offered by E-wallet platforms encourage students to make transactions more frequently. However, on the other hand, this also leads to excessive consumer behavior.

A study conducted by Pramesti et al. (2023) found that the use of E-wallets contributes to students' consumptive behavior, where they tend to make impulsive purchases without proper financial planning. This phenomenon is further supported by data from AntaraNews (2025), revealing that some digital wallet platforms are even frequently used for high-risk transactions, such as online gambling, exacerbating uncontrolled spending habits.

Consumptive behavior, as defined by Hasanah et al. (2023), encompasses all activities related to fulfilling life needs. In conventional economic perspectives, impulsive consumption often leads individuals to make spontaneous purchases without careful planning. Pribadi (2022) describes consumptive behavior as the tendency to excessively acquire goods that are

not necessarily needed, driven by the desire for instant gratification. Riska (2022) notes that the rapid development of internet-based services, including online shopping and food delivery, has further reinforced this behavior through attractive promotions and rewards that encourage excessive spending.

Students of the Economic Education Program at Pamulang University are among the active users of E-wallets in their daily lives. Preliminary observations indicate that while E-wallets facilitate transactions, they also promote uncontrolled spending due to tempting promotions and social pressure to follow digital consumption trends.

The phenomenon of consumptive behavior among students aligns with Afifah & Yudiantoro's (2022) assertion that hedonic consumption patterns lead individuals to switch between similar products before fully utilizing previous ones, often influenced by promotional incentives. Similarly, Setiadi, as cited in Situmorang (2021), explains that consumptive behavior results from external factors such as culture and social influences, as well as internal factors like psychological and personal motivations, guiding individuals in selecting and consuming goods or services.

Despite the widespread use of E-wallets among students, research specifically examining the impact of E-wallet usage on the consumptive behavior of Economic Education students at Pamulang University remains limited. Therefore, this study aims to analyze the influence of E-wallet usage on students' consumptive behavior at Pamulang University's Economic Education Program. This research is expected to provide valuable insights into the effects of financial technology on students' spending habits and contribute to the development of financial literacy strategies, enabling students to use E-wallets more wisely and responsibly.

METHODS

The method used in this research is a quantitative approach with an associative method. The quantitative approach is a type of research that generates numerical data and is analyzed using descriptive or parametric statistics. According to Sugiyono (2017), quantitative research is based on the philosophy of positivism, which aims to study a specific population or sample. The sampling technique is generally conducted randomly, with data collection using research instruments, and data analysis carried out quantitatively or statistically to test predetermined hypotheses.

The method applied in this research is the associative methodology, in which the variables used include consumer behavior (Y) as the dependent variable and E-wallet usage (X) as the independent variable. Associative research aims to determine the influence or relationship between independent variables that are metric in nature and dependent variables that are also metric.

The population in this study consists of students from the Economic Education Study Program at Pamulang University, Regular A, B, and C, with a total of 147 students. The sample was taken using a random sampling technique based on the Slovin formula, resulting in 107 respondents. The data collection technique was carried out through several methods, namely questionnaires, interviews, and documentation. Questionnaires were used to obtain quantitative data related to E-wallet usage and students' consumer behavior, while interviews aimed to explore in-depth information regarding the reasons and patterns of E-wallet usage as well as the factors influencing their consumption decisions. Meanwhile, documentation was used to collect supporting data, such as academic records or other relevant references.

The research instrument was tested using validity and reliability tests to ensure data accuracy. Additionally, normality and linearity tests were conducted as prerequisites for regression analysis. Data analysis was carried out using the simple linear regression method, with a T-test to measure the influence of the independent variable on the dependent variable and the coefficient of determination (R^2) to assess the contribution of E-wallet usage (X) to consumptive behavior (Y). The results of this analysis are expected to provide a deeper understanding of how E-wallet usage affects students' spending habits, serving as a reference for more responsible financial management.

RESULTS AND DISCUSSION

This study was conducted at Pamulang University, specifically within the Economic Education Study Program. Pamulang University is a private institution of higher education located in South Tangerang, Banten, Indonesia. Since its establishment in 2000, the university has experienced significant growth, offering a wide range of faculties and study programs, including the Faculty of Teacher Training and Education, which houses the Economic Education Study Program.

The Economic Education Study Program at Pamulang University aims to provide students with a strong foundation in economics while integrating it with educational principles.

Students enrolled in this program explore various economic fields, including microeconomics, macroeconomics, accounting, and financial management, combined with pedagogical theories. This interdisciplinary approach prepares them to become educators and professionals in the field of economic education in the future.

Table 1. Respondent Data Based on Regular Class Type

		Frequency	Percent
Valid	Regular A	40	37,38%
	Regular B	15	14,02%
	Regular CK	8	7,48%
	Regular CS	44	41,12%
	Total	107	100%

The research results indicate that E-wallet usage has a significant influence on the consumptive behavior of Economic Education students at Pamulang University. Among the 107 respondents, the majority came from Regular CS (41.12%). The simple linear regression analysis produced the equation $Y = 2.063 + 0.926X$, with a coefficient of determination (R^2) of 42.1%, indicating that E-wallet usage contributes to consumptive behavior, while the remaining 57.9% is influenced by other factors. The F-test (Sig. 0.000 < 0.05) confirmed a significant relationship between the two variables. The ease of transactions and E-wallet promotions encourage students to make impulsive purchases, highlighting the need for financial literacy education to promote more responsible usage.

E-Wallet Usage Among Economic Education Students at Pamulang University

This study shows that the use of e-wallets has become a part of students' lives in fulfilling their needs. According to Rahmawati (2021), convenience is an important aspect that needs to be considered, as it can increase users' interest in meeting their needs. This is evidenced by the total score of the convenience indicator, which is 2,775, higher than other indicators.

Additionally, perceived benefits also play a crucial role, where users who experience significant benefits from e-wallets tend to use them more frequently for transactions. The descriptive analysis results from the table distribution also show that the most frequent use of e-wallets falls within the range of 108–113 transactions, with 22 respondents accounting for 20.56% of the total percentage.

Consumptive Behavior Among Economic Education Students at Pamulang University

Based on the results of research and observations, it was found that the consumptive behavior of Economics Education students at Pamulang University is significantly influenced by social factors, which play a crucial role in shaping their lifestyle. One of the biggest indicators of this consumptive behavior is the influence of the social environment, which includes friends, family, and social media.

Students often feel compelled to buy products or follow certain trends due to peer influence or the expectations of their social environment. Additionally, social media plays a major role in shaping students' consumptive behavior. With the abundance of advertisements and influencers promoting various products, students are frequently exposed to content that encourages impulsive purchases. Many of them buy items not out of necessity but rather to meet social standards or gain recognition on social media.

According to Putri (2023), the urge to own the latest products, driven by social factors and celebrity influence on social media, has significantly increased consumption levels. Factors such as urbanization, globalization, and rapid technological advancements have further reinforced consumptive behavior. Moreover, the pressure to continuously follow trends and social norms can lead to dissatisfaction and anxiety about social status.

In conclusion, modern consumptive behavior has become a defining characteristic of society within a complex market dynamic. The constant drive to acquire new products and instant experiences has fueled high consumption levels, with significant economic and social implications. This is evidenced by the total score of the social factor indicator, which is 3,125, higher than other consumptive behavior indicators such as hedonic and impulsive behavior. Additionally, descriptive analysis results from the table distribution show that the most frequent consumptive behavior falls within the range of 88–94 transactions, with 20 respondents accounting for 18.69% of the total percentage.

The Influence of E-Wallet Usage on Students' Consumptive Behavior

Based on the research results obtained from 107 student respondents in the Education study program, it was concluded that the use of e-wallets has a significant impact on the consumptive behavior of Economics Education students at Pamulang University. From the model summary output, it is evident that the contribution of e-wallet usage to consumptive behavior is 0.421 or 42.1%, while the remaining 57.9% is influenced by other factors.

According to the ANOVA model output, the significance value (Sig) is 0.000, which is less than 0.05 (5%), leading to the rejection of H_0 and acceptance of H_1 . This indicates a significant relationship between e-wallet usage and consumptive behavior. Therefore, the study concludes that when e-wallet usage increases, the consumptive behavior of Economics Education students at Pamulang University also increases, and vice versa. If e-wallet usage does not increase, then consumptive behavior does not rise, leading to no significant influence between the two variables.

Furthermore, the output from the Coefficients section resulted in a simple linear regression equation: $Y = 2.063 + 0.926X$. This means that for every change in X , the average Y score changes by 0.926. This finding is supported by previous research by Pramesti et al. (2023) titled "The Influence of ShopeePay E-Wallet Usage and Cashback Promotions on Student Consumptive Behavior." Their analysis found that the ShopeePay e-wallet variable (X_1) had the most significant impact on student consumptive behavior, with a regression coefficient of 0.728. The average score of all ShopeePay e-wallet indicators, including ease of use, security, benefits, and rewards, reached 53.63, demonstrating that these factors influence students' consumptive behavior. The results confirm that ShopeePay has a major impact on student spending habits.

Therefore, as hypothesized, ShopeePay e-wallet usage is proven to influence student consumptive behavior, showing its increasing popularity among students. The discussion above clearly highlights that e-wallet usage significantly affects the consumptive behavior of Economics Education students at Pamulang University. Indicators such as convenience, ease of use, satisfaction, and trust in using e-wallets show that convenience is the dominant factor influencing students' tendency toward impulsive, hedonic, and social purchasing behaviors.

E-wallets offer features such as a user-friendly interface, fast transactions, and easy expense tracking, which enhance convenience and encourage higher consumption levels. This convenience is further reinforced by advanced security features and integration with various online shopping platforms, making students feel secure and more inclined to use these services in daily activities. Thus, it is essential to provide students with deeper knowledge about wise financial management, ensuring that e-wallet usage can be leveraged positively and does not lead to excessive and harmful consumptive behavior.

CONCLUSION

Based on research conducted at Pamulang University on students of the Economic Education Study Program, empirical results were obtained through data processing, descriptive analysis, and data interpretation, as explained in the previous chapter. The study yielded the following findings:

The research results indicate that E-wallet usage has a significant influence on consumptive behavior. According to the ANOVA Model output, the Sig. value of $0.000 < 0.05$ (5%) leads to the rejection of H_0 and the acceptance of H_1 . This confirms that there is a significant impact of E-wallet usage on consumptive behavior. Thus, this study concludes that E-wallet usage has a positive and significant effect on students' consumptive behavior, with a contribution value of 0.421 or 42.1%, while the remaining 57.9% is influenced by other factors.

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