



The Relationship Between Digital Wallets and the Increase in Consumptive Behaviour of X University Students in Bandung City

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ABSTRACT

The purpose of the study was to analyze the influence e-wallet has on student consumptive behaviour. This research was conducted at X University in Bandung with 99 respondents from various study programs. The method used is descriptive quantitative, with data collected through questionnaires using G-form media distributed to active students who have used or often use e-wallets. Analyzed the data with a simple regression method to determine the level of influence using software SPSS and Smart PLS. The results revealed that the use of e-wallets with elements related to self-efficacy, trust, benefits, and ease of use has a significant positive impact of 82.2% on consumptive behaviour. However, there are other factors outside of this research model that affect 17.8%, assuming that peer pressure, lifestyle, and social environment are additional indications that affect consumptive behaviour. These findings not only help students become wiser in using e-wallets and avoid excessive consumption patterns, but also encourage universities to organize financial literacy programs. In addition, these findings also provide insight for e-wallet service providers to design more responsible promotions and support the use of e-wallets for important needs such as education and investment.

Keywords: e-wallet, consumptive behavior, student of X University



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INTRODUCTION

In this digital era (2024), technology has been embedded in people's daily lives and affects various sectors, including the payment system. One of the innovations that has changed the way people make transactions is a digital wallet, also known as an e-wallet. E-wallet is an application used by users to carry out transaction activities without the need to use cash but using electronic devices such as smartphones (Sriyono et al., 2023). In addition, e-wallets offer speed and convenience in making transactions, which makes them increasingly popular among the public, especially the tech-savvy younger generation.



Figure 1. Insight Asia Survey Results “Consistency Leads: E-Wallet Industry Outlook 2023”

The popularity of digital wallets as a payment method continues to increase in society. This is also supported by the report “Consistency That Leads: 2023 E-Wallets Industry Outlook” from Insight Asia. From a survey of 1,300 urban residents, especially in big cities like Bandung, 74% of respondents are known to have used digital wallets. The use of e-wallets in West Java, especially Bandung, continues to show a positive trend in recent years to use digital wallet services in various types of transactions, both for daily needs and online product purchases (Muharam et al., 2021; Thariq & Efawati, 2024). In Bandung, as one of the cities with high technology penetration, e-wallet adoption among the public is even more prominent, with high usage among the younger generation including students. The ease of access to digital payment platforms and various attractive promotions from service providers are the main factors that encourage Bandung people to switch from conventional payment methods to e-wallets. In the context of students, e-wallets are not only a practical payment tool, but also an important part of modern life.

In addition to making transactions easier, the development of e-wallets has also influenced users, especially students as a generation that is more adaptive to technological developments (Nisa, 2023). According to Rachmawati (2022) states that students are encouraged to use e-wallets as a way of transaction for three main reasons including the availability of promotions, ease of use, and more convenient transactions. In addition, the development of e-wallets among students raises some real issues. The paylater feature

on e-wallets, for example, allows students to make purchases without paying directly, but increases the risk of accumulating debt for those who are not yet earning (Widyani et al., 2023). In addition, the convenience of e-wallets often reduces saving habits and makes students more consumptive, because instant transactions tend to weaken self-control over needs and desires (Zakaria et al., 2023).

The influence of social environment and social media also encourages students to follow viral consumptive trends. Unfortunately, low financial management makes them vulnerable to waste due to promotions. This indirectly affects the increasing use of e-wallets, driven by various attractive promotions that can cause students to tend to be more consumptive (Rachman et al., 2024; Chaniago 2020). Thus, the purpose of this study is to investigate how the use of e-wallets affects the consumptive behavior of X University students in Bandung city. It is hoped that the findings of this study can help students be wiser in using e-wallets so as not to be trapped in excessive consumptive patterns. In addition, this research can also provide advice to universities to play an active role, for example by holding financial literacy education programs or personal financial management training. In this way, students can be more aware and skilled in managing their expenses.

The results of this study can also be used by e-wallet service providers to design more responsible promotions. For example, promotions that support the use of e-wallets for important needs, such as payment for education or investment rather than just encouraging excessive consumption of goods. That way, this research not only provides insights, but also practical solutions to help students manage their finances better.

LITERATURE REVIEW

E-Wallet

According to (Nawawi, 2020), E-wallet is one type of Fintech (Finance Technology) that uses online media as a substitute for cash. According to Megadewandanu et al., in Hasan et al. (2023) E-wallet itself is a digital currency that makes it possible to buy comfortably without the need to carry cash when buying various needs. Meanwhile, according to Rahmawati & Yuliana (2020) E-wallet is an application or service feature created by banks to facilitate non-cash payments and transactions, so that currently cash is used less and less.

Based on the definitions previously described, it can be concluded that an e-wallet or electronic wallet is a form of internet-based financial technology (fintech) that allows users to make non-cash payment transactions. E-wallet function as digital money that facilitates transactions by storing funds virtually, so users do not need to carry physical money. These services are developed by various providers, including banks, to facilitate cashless transactions with the aim of increasing awareness and use of digital payment methods in the community.

Daulay et al. (2020) state that the perception of e-wallet users is influenced by four components, including the following:

1. Ease of use: The ease of features obtained by users when using the e-wallet application. This factor is very influential for service providers or businesses to be able to compete with competitors.
2. Benefits: The benefits felt by e-wallet users. Which when customers use e-wallets will get discounts, free shipping and cash back. This indirectly encourages users to switch to cashless users.
3. Trust: A user's belief that the e-wallet used is safe, reliable and will protect their personal data and transaction activities.
4. Self-efficacy: A person's belief that they are able to use e-wallets correctly without experiencing difficulties.

The emergence of e-wallets is certainly very useful for conducting financial transactions. Using an e-wallet wallet provides several benefits, including (M. Farhan, 2024):

1. Users can send and receive money anywhere;
2. Ease when you want to make a payment or transfer process using an e-wallet;
3. Users can access their own accounts from their cell phones;
4. Users can send or receive money directly through e-wallets;
5. When users perform transaction activities, they will automatically get information via email or SMS;

Consumptive Behavior

The Big Indonesian Dictionary (KBBI) explains in Lesmana & Rarung (2020) that consumptive behavior is consuming, which solely depends on other people's creations and does not produce anything. According to Sinaga (2022) consumptive behavior means a person's lifestyle that has been controlled by the desire to fulfill one's own pleasure. Meanwhile, according to Fransisca & Erdiansyah (2020), consumptive behavior is defined as a person's attitude when buying a product or service based on desire alone and not the needs needed by that person.

So it can be said that consumptive behavior is a consumption pattern that focuses on the use of products and services based on wants, not needs. This can involve dependence on the production of others, control by the desire for pleasure, and excessive purchases to achieve satisfaction, even though the items purchased may not be needed.

Salsabila (2024) identified several components that make up consumptive behavior, including:

1. Impulsive Buying, is a person's attitude when buying goods or services suddenly without prior planning. This attitude is usually based on momentary emotions, without thinking that the item is really needed.
2. Wasteful Buying, is the purchase of goods or services by consumers that are not based on real needs. This purchase usually aims to make more money by buying items that are not really important.
3. Non Rational Buying, is a person's attitude when buying goods that are not needed. This purchase is more influenced by one's prestige when following a hot trend, not based on personal needs.

E-Wallet Relationship with Consumptive Behavior

Consumptive behavior usually arises when purchasing decisions are influenced more by excessive and uncontrollable personal desires than by logical considerations. At this point, individuals are often unable to distinguish between urgent needs and non-essential desires. One of the possible target markets for producers is the adolescent group, because in this phase their consumption habits begin to form. In addition, Amaliah (2021) revealed that teenagers are also easily influenced by advertisements, tend to follow trends that develop around them, and are often unrealistic in managing personal finances, so wasteful behavior appears more often.

Teenagers who grow up in families with stable economic conditions, especially in urban areas, often make shopping centers or malls a gathering place. They tend to engage in a consumptive lifestyle, following the ever-changing trends, thus creating a constant sense of dissatisfaction due to the desire to always keep up with the latest trends.

In today's digital era, the use of e-wallet, increasingly has an impact on consumptive behavior patterns (Chaniago and Efawati, 2022). E-Wallet is a digital payment system where money is stored electronically on a server and used for transactions with third parties. The use of e-wallets provides many conveniences such as faster and safer transactions, reducing the risk of crime such as theft and robbery (A. Farhan & Shifa, 2023). However, sometimes this convenience also has a negative side, namely encouraging consumptive behavior because users do not directly feel the physical loss of money. With this convenience, many people, especially teenagers, tend to make impulsive and unnecessary purchases.

Dewi et al. (2021) explain that the use of e-wallets has a significant direct impact on student consumptive behavior. The ease of using applications and promotions carried out aggressively by e-wallets, are the main factors attracting young consumers' attention. This condition encourages students to shop more often, even impulsively (Kumala & Mutia, 2020). Thus, it is important for students to have awareness of the use of E-Wallets so as not to be trapped in excessive consumption patterns.

Framework

This study involves two main variables, namely the independent variable and the dependent variable. The independent variable in this study is the use of e-wallets, while the dependent variable is consumptive behavior in students. The use of digital wallets is influenced by several perceptual factors that have been identified by Daulay et al. (2020), including self-efficacy, trust, benefits, and ease of use. These perceptual factors have the potential to influence consumptive behavior among the public, especially students of University X in the city of Bandung. E-Wallet provides easy access and various benefits that can influence students to make more frequent transactions. Along with the increasing use of E-Wallets, consumptive behavior can also be triggered. The aspects of consumptive behavior that are the focus of this study include: Impulsive buying, excessive buying and irrational buying.

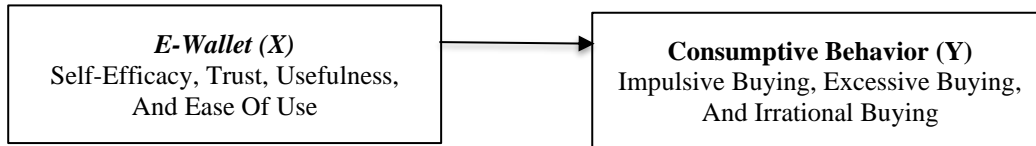


Figure 2. Framework

In this study, there is a hypothesis proposal, which can be formulated as follows:

1. Null Hypothesis (Ho)

Ho: The use of e-wallets has no significant effect on the consumptive behavior of X University students in Bandung.

2. Alternative Hypothesis (Ha)

Ha: The use of e-wallets has a significant effect on the consumptive behavior of X University students in the city of Bandung.

Several previous studies have discussed the effect of using e-wallet on consumptive behavior among students and the younger generation with different approaches and focuses. Although the main variables analyzed are the same, namely e-wallet and consumptive behavior. Each study has differences in terms of location, subject, method and specific focus such as analyzing aspects of Islamic law, e-wallet promotion or the use of certain e-wallet applications. This difference provides a diverse contribution in understanding the influence of e-wallets on consumptive behavior in the younger generation and students.

RESEARCH METHOD

This study applies quantitative descriptive methods, with two variables, namely E-Wallet users as independent variables (X) and consumptive behavior of X University students as dependent variables (Y). The population for this study consisted of X University students who had or often made transactions using E-Wallet. The object of students, especially at University X in the city of Bandung, was chosen because they are part of the younger generation who are more open to digital technology and financial innovation.

A total of 99 students from various study programs at X University became respondents in this study. Purposive sampling combined with non probability sampling is the sampling strategy used in this study. According to Chaniago et al. (2023) purposive sampling is a sampling technique in which participants are selected based on certain standards related to the research objectives. This approach allows researchers to select only participants who are considered relevant and significant in addressing research problems or achieving research objectives. Data collection was carried out using a Likert scale-based questionnaire (g-form), which was distributed via social media. Then the data analysis technique uses descriptive statistics of simple regression tests with the help of SPSS and SmartPLS software.

RESEARCH RESULTS

Results of Validity and Reliability Test

Before the questionnaire was distributed, we conducted a pilot test on 32 respondents. With the aim of ensuring that the questionnaire accurately determines what should be measured. According to Chaniago et al. (2023) The validity test can be said to be valid if the total correlation is > 0.3 . Based on the test results, there is one statement that has a total correlation of less than 0.3, namely the Y09 statement item so that it gets an invalid statement, therefore the statement must be removed from the research questionnaire. After that, the questionnaire was distributed to respondents online using social media instagram and whatsapp to expand the reach of respondents.

To ensure whether the data collected is suitable for analysis, the researcher conducts a reliability test with the condition that if the Cronbach Alpha value is higher than 0.6 - 0.7 the data from the respondent is suitable for use (Chaniago et al., 2023). In our data, the reliability test results show 0.645 for the E-Wallet variable and 0.861 for the Consumptive Behavior variable, which means that the data obtained from respondents is suitable for use in this study.

Profile of Respondents

Table 1. Respondent Profile

Description	Demographic	Frequency	Percentage
Gender	Male	43	43%
	Female	56	57%
Generation	2019	4	4%
	2020	15	15%
	2021	24	24%
	2022	18	18%
	2023	33	33%
	2024	5	5%
	Study Program	Business Administration	4
Accounting		12	12%
Mathematics Education		5	5%
Biology Education		2	2%
Law Science		10	10%
Management		12	12%
Public Administration		3	3%
International Relations		3	3%
Visual Communication Design		5	5%
Communication Science		12	12%
Elementary School Teacher Education		8	8%
Mechanical Engineering		5	5%
Industrial Engineering		5	5%
Environmental Engineering		8	8%

	Informatics Engineering	5	5%
Amount of Pocket Money	≤ Rp 1.000.000	13	13%
	≤ Rp 2.000.000	59	59%
	≥ Rp 2.000.000 - Rp 4.000.000	27	27%
	1 Year	5	5%
Length of E-wallet Usage	≤ 1 Year	3	3%
	≥ 1 Year	91	92%

Results of Simple Regression Test

Convergent Validity

The first step in evaluating the validity of the model in SmartPLS software is outer loading. In a study, high outer loading means that indicators have the same relationship. For an indicator to be considered valid, the outer loading value for each indicator must have a value > 0.7 (Hair et al., 2022). If it is invalid, the indicator must be removed from the model. The figure below shows the results of the outer loading model analysis in this study:

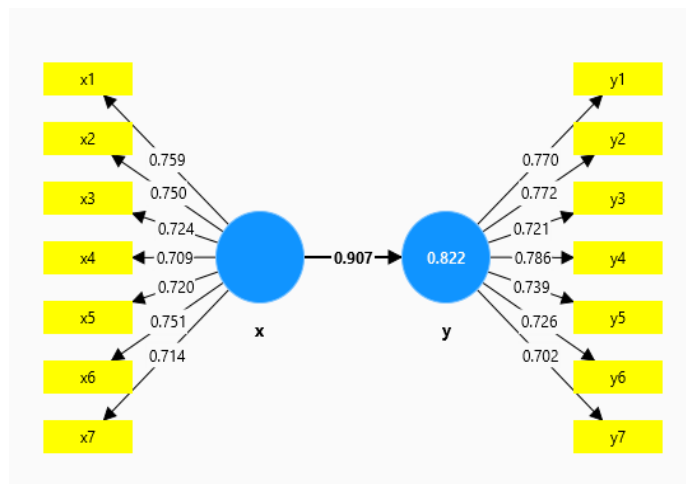


Figure 3: Research Model Results

The figure above shows that all indicators in this study, both indicators on the variable use of E-wallet (X) and indicators on the consumptive behavior variable in X University students. Each has an outer loading value above 0.7 which indicates validity, this shows that the research model is acceptable and the next analysis can be done.

The next analysis is testing convergent validity using the Average Variance Extracted (AVE) value. According to Hair et al. (2022), states that the AVE value must be higher than 0.5. The AVE in this study is shown in the following table:

Table 2. Results Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
E-Wallet (X)	0.537
Consumptive Behavior (Y)	0.556

In the table above, the AVE value on the E-Wallet variable (X) is 0.537 and on the Consumptive Behavior variable (Y) is 0.556, where the value of both is > 0.5, this indicates that there are no problems related to convergent validity, the next step is to test problems related to discriminant validity.

Discriminant Validity

The cross loading table is used to test the discriminant validity of an indicator provided that the correlation between the indicator and the variable is higher than other variable indicators. Hair et al. (2022) states that the cross loading value of each variable must be above > 0.70. The results of Cross Loading in this study show above > 0.70, which means that in this study each indicator has good discriminant validity.

Composite Reliability

The next stage is to test the unidimensionality of the research model, the goal is to ensure that there are no measurement-related problems. In this composite reliability test, there are two methods used, by checking the Cronbach's Alpha and Composite Reliability values, this is used to measure reliability. If Cronbach's Alpha > 0.6 and Composite Reliability > 0.7, then the variable is considered reliable.

Table 3. Results Composite Reliability

Variabel	Cronbach's Alpha	Composite Reliability
<i>E-Wallet (X)</i>	0.856	0.857
Consumptive Behavior (Y)	0.867	0.869

From the table above, it can be seen that the Cronbach's Alpha and Composite Reliability values of each variable exceed the specified provisions. Thus, it can be said that each variable in this study is reliable.

Inner Model

The R^2 and Q^2 values are two calculations that need to be done at this inner model stage. According to Hair et al. (2022) states that the value R^2 of 0.75 indicates strong, 0.50 indicates medium and 0.25 indicates weak for the variable. Meanwhile, Q^2 has different values including 0.02 indicating small, 0.15 indicating medium, 0.35 indicating large for certain variables. The following are the results of the calculation of R^2 and Q^2 in this study.

Table 4. Calculation Results R^2 dan Q^2

Variabel	Value R^2	Value Q^2
Consumptive Behavior (Y)	0.822	0.625

The table above shows that the value R^2 for the consumptive behavior variable is 0.822. This figure shows that e-wallets have a behavioral impact of 82.2%. Meanwhile, as much as 17.8% of the influence comes from factors outside this research model. The

value R^2 of consumptive behavior is included in the strong category because it is > 0.75 . Not only that, the value Q^2 on consumptive behavior is 0.625 which shows that consumptive behavior is included in the strong category because it is more than 0.35.

Hypothesis Test

To find out the hypothesis test in this study in PLS SEM can be done using the bootstrapping procedure. Because 95% is the confidence level used in this study, there are several levels of significance, namely $\alpha = 5\%$ and the number of data (n) - 2, namely $99 - 2 = 97$, the t-table value at $\alpha 5\%$ is 1.984. If the t-statistic is greater than the t-table (> 1.984) and the P-value is less than 0.05, then the hypothesis test results are declared significant.

Table 5. Hypothesis Test

	<i>T-Statistics</i>	<i>P-Values</i>
X -> Y	7,208	0,000

Based on the table, it states that the consumptive behavior of X University students in the city of Bandung has increased significantly with the existence of e-wallets. Based on the results, the t-statistic value is obtained at 7.208 (> 1.984). The P-values obtained are 0.000 (< 0.05).

DISCUSSION

According to Gumulya & Widiastuti in Pramesti et al. (2023) adolescence is a time when a person begins to find out who they really are and tries to form a pattern of self that is considered ideal. In this process, they usually often use products or services to create the desired self-image. As a result, teenagers are easily influenced by advertisements for goods and services, both those promoted directly and through social media. However, if this behavior is excessive and continues without control, it will lead to a consumptive lifestyle.

This study shows that the use of e-wallets significantly affects the consumptive behavior of X University students in Bandung. Analysis of the data obtained concluded that 82.2% of student consumptive behavior was influenced by the use of e-wallets with factors of self-efficacy, trust, benefits, and ease of use. However, there are other factors outside this research model that affect the remaining 17.8% with the assumption that other factors are the social environment, lifestyle and peer pressure. Hypothesis testing provides a t-statistic value of 7.208 (above the t table of 1.984) and a P-value of 0.000 (below 0.05), which informs that the effect of e-wallets on student consumptive behavior is real and significant.

This statement is in line with the theory which states that e-wallets provide various conveniences and benefits such as quick access and various promotions that increase the interest and frequency of users to make various kinds of transactions (Chaniago et al., 2023; Nuraini et al., 2024; Efawati et al., 2024). According to research by Daulay et al. (2020), these conveniences and benefits increase the attractiveness for students who consider e-wallets as a practical and profitable payment solution. In fact, this convenience

makes students tend to purchase products or services repeatedly without careful thought, so that their consumptive behavior increases without realizing it.

In addition, the use of e-wallets encourages impulse purchases and overspending, where students are often tempted to make purchases without a careful plan or because of momentary influences. E-wallets also potentially facilitate this behavior, as users do not immediately feel the “loss” of cash in digital transactions. In this study, University X students tend to buy items that are emotionally attractive or follow trends without considering long-term benefits or actual needs.

Students who often use e-wallets, especially those who receive pocket money from parents, are often encouraged to follow a consumptive lifestyle in their environment. This shows that although e-wallets facilitate transactions, users are recommended to be wise in using e-wallets by recognizing the difference between needs and wants and limiting impulse purchases to maintain financial health.

CONCLUSIONS

This study with a sample of 99 respondents shows that the use of e-wallets has a positive and significant effect on the consumptive behavior of X University students in Bandung City. Which means, the more often students use e-wallets, the greater the influence on their shopping patterns, such as more frequent transactions or making spontaneous purchases without being accompanied by careful consideration.

This research provides theoretical involvement by expanding insights into the influence of financial technology, such as e-wallets, on student consumptive behavior. This study shows that consumptive behavior is influenced by 82.2%. These results support the theory of consumer behavior, especially related to self-efficacy, trust, benefits, and ease of use. However, there are other factors outside this research model that influence the remaining 17.8%, with the suspicion that the social environment, lifestyle and peer pressure. In addition, this study, hypothesis testing provides a t-statistic value of 7.208 and P-Values of 0.000 which proves that the relationship between e-wallet use and consumptive behavior is real and significant.

The convenience and benefits offered by e-wallets, such as quick access, as well as the convenience of transacting without cash, encourage students to make more frequent transactions without careful consideration. This can also trigger impulsive behavior and excessive spending.

This research provides input for students to be wiser in using e-wallets, adding financial management features for service providers, and increasing student financial literacy for educational institutions. Therefore, it is hoped that students will be wiser in using e-wallets by improving and implementing financial management, making a planned budget and prioritizing needs over wants. However, this study has several limitations, one of which is the relatively small sample size, limited research locations, and the lack of other variables such as lifestyle, social influence and peer pressure to provide a broader understanding. We recommend that future researchers expand on this study by involving a larger sample size, incorporating additional variables, combining qualitative and

quantitative approaches and the search for new theories for a deeper and broader understanding.

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