Influence of Marketplace Usage of Uniga Student Shopping Consumptive Behaviour

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Abstract
This study discusses the influence of marketplace usage of Uniga's consumptive behaviour of student spending. The study aims to know and analyse whether there is a significant influence on marketplace against the consumptive behaviour of Uniga students. Researchers are using descriptive research into 58 Uniga student respondents who use and have made buy and sell transactions through the marketplace. The data analysis technique used is simple linear regression with the Statistical Product and Service Solution 20 (SPSS) application. The scale of measurement used by researchers is the interval scale. Researchers use primary and secondary data obtained from journals, literature, scientific works from the Internet with relevant sources. The primary data collection technique in this study is a questionnaire that contains a number of structured questions given to respondents via Google form and gives respondents answers based on Likert 1-4 scale, starting from 1 (very disagree), 2 (Disagree), 3 (Agreed), 4 (very agreed). The conclusion of the study is that there is no significant influence on the use of the marketplace against the consumptive behavior of UNIGA students.

Keywords: Consumptive behavior; Marketplace Usage

Introduction
The development of information and communication technology led to a significant social, economic and cultural change rapidly making the world indefinitely. One of the developments and progress in terms of information technology is Internet technology. The emergence of the internet has changed the way people communicate, do business, and also campaign politics. This is because the Internet connects more people, entrepreneurs, even organizations. The development of technology in communicating leads to increasingly high growth of internet users. It is also supported by easy access to the Internet anywhere and anytime because of the many possible access to support Internet use (Wiyanti & Untoro, 2016; H. A. Amdani & Fatah, 2018; N. A. Amdani & M. Maulani, 2019; Jayani, 2019).

The Internet level is said to be a new medium that drives many changes in the world since the 1990s. Data Statista 2019 shows Internet users in Indonesia in 2018 as much as 95.2 million, growing 13.3% of 2017 which is as many as 84 million users. In the next year, Internet users in Indonesia will be increasingly increasing with a growth rate of 10.2% in the period of 2018-2023. In 2019 the number of Internet users in Indonesia is projected to grow 12.6% compared to 2018, i.e. to 107.2 million users. As of 2023, the number of Internet users in Indonesia is projected to reach 150 million users. Statista also mentions popular online activities in Indonesia are social media, mobile messaging, and online marketplaces (A. H. Amdani & Fatah, 2018; N. A. H. Amdani & M. Maulani, 2019; Jayani, 2019).
But besides those mentioned above, other activities that are also not less done by the people of Indonesia when using the Internet is to find or buy products or services for their needs. It is presented by KataData that in 2016 the number of the online consumers in Indonesia has reached 8.7 million and in 2018, the amount of e-commerce transactions in Indonesia has reached approximately 144 trillion rupiah.

By looking at the data, it can be said that digital trading will continue to increase which shows that the people of Indonesia have a tendency to shop through online media. Online consumers in Indonesia most enjoy shopping online through social media platforms or through the marketplace available.
The development of e-commerce in Indonesia is divided into five, namely (1) e-commerce classified advertising concept, like olx.co.id (2) e-commerce online store concept, such as bhineka.com and zalora.co.id, (3) e-commerce that are online marketplace concept such as Tokopedia, Shopee and Bukalapak and (4) e-commerce shopping mall concept such as blibli.com (5) ecommerce that concept of an online store on social media.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Number of monthly visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokopedia</td>
<td>148.500.000</td>
</tr>
<tr>
<td>Shopee</td>
<td>95.300.000</td>
</tr>
<tr>
<td>Bukalapak</td>
<td>95.100.000</td>
</tr>
<tr>
<td>Lazada</td>
<td>47.800.000</td>
</tr>
<tr>
<td>Blibli</td>
<td>34.200.000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>-</strong></td>
</tr>
</tbody>
</table>

According to table 1, five e-commerce marketplace companies with the most number of visitors are Tokopedia with the number of attendance 148.5 million per month. With the Internet operating 24 hours the community is able to make a visit or buy and sell transactions online anytime and anywhere. The ease and practicality offered by online shopping or marketplace is what makes the community especially the young generation or teenagers addicted.

The consumptive behaviour of Indonesian society is more exaggerated compared to the nations in Southeast Asia. This situation is seen from the low level of Indonesian people's savings compared to other countries such as Malaysia, Filipina and Singapore. It is evident evidence that Indonesians are more than happy to use the money to meet unnecessary needs by behaving consumptive or living in the world of consumerism which becomes an absolute condition for the survival of status and lifestyle. Life in the world of consumerism is no view of age, gender or social status (Wildiyani, 2016).

This would lead to consumptive behaviour especially for today's young generation. In order to fulfill their lifestyles then they will choose to buy goods online which Notabene have affordable price and cheaper. The importance of the nature of self-control and good financial management will help the younger generation not to get stuck into the consumptive behavior especially when doing online shopping (shopping online) (Dewi & Aryana, 2020). Teenagers are one of the most affected examples or can be easily affected by the consumptive lifestyle. Teenagers are a consumptive-oriented group because teenagers like to try new things, are not realistic and tend to be extravagant. Where adolescence is the transition and self-identity quest. The environment of youth associations has a lot of influence on attitudes, interests, talks, appearances and behaviors of the family. Teenagers are aware that social support is influenced by attractive appearances based on what they wear, such as clothes, bags, makeup and so on where the need is easy to get in the online marketplace (Rohini, 2018).

Students use the Internet to facilitate activities and sustainability by using various facilities offered by social media and online marketplace such as WhatsApp, Instagram, Line and online shopping applications such as Shopee, Tokopedia, Bukalapak and others that have musched up among the community especially students. The integration of connectivity between Internet and social networks makes it easy for students to find out what online products are. One of the technology utilization done by students using online marketplace is in terms of shopping which is often called by online shopping. The consumption pattern of students, especially fashion products, has improved. Students are interested in consuming fashion products to follow today's youth trends. For students, fashion and appearance are important things that get special attention. The presence of producers who sell goods through online shopping especially fashion products will further improve the students to make transactions through online shopping in fulfilling their needs (N.A. Hamdani & Maulani, 2019; Musana Di, Had, Desa, & Trieng, n.d.).

In the consumption process, students are unaware of some of the already spent money on consumption activities. Many purchases of production goods are not needed compared to the purchase of more important sorority staples such as book purchases and other
Students prefer to beat their money to buy fashion products. So the consumptive behaviour of fashion products is revealed. Students assume using the latest products with their more trendy looks. Teenagers tend to buy items with lots to match the trend. That is because the tendency to consume the adolescent is done excessively, such as the saying “greater stake than the pole” (Lestarina, Karimah, Febrianti, Ranny, & Herlina, 2017). Consumptive behaviour has a negative impact if the impact is continually the parent’s complaint to his child because the money given is underutilized for the useful, dependence on requesting additional money, increasingly wasteful, easily enticed by the advertising appeal and never be satisfied with the results achieved (Nafisah, 2019).

The presence of this online buying and selling site brings out a variety of positive and negative impacts in student life especially among Uniga students, including social behaviour change and consumptive patterns, most of the teenagers who have entered the world of college students, who will be focused on the trend of Kinga or fashionable. These consumptive and lifestyle properties are closely intertwined. In order to fulfill a lifestyle, a person will be consumptive (making a purchase of a product or service) even if it is contrary to the reality of his needs and abilities (Nafisah, 2019). One of the positive impacts of this online buying and selling website is that students can become entrepreneurs by selling goods or services that can make a profit for them. And the negative impact on the growth of online buying and selling sites is to bring up the consumptive culture of students as it follows the trends and lifestyles that pose extravagant attitudes, including buying items that do not fit the needs and buying them simply because they are interested in seeing the goods offered. This phenomenon is the reason for researchers to conduct research through the journal with the title "Influence on Marketplace usage against the consumptive behavior of Uniga student spending". This research aims to: to determine the influence of marketplace usage of Uniga student spending consumptive behaviour. Based on research objectives, a formulation of the problem specified by researchers is to measure the level of consumptive behaviour influenced by the use of the marketplace.

**Literature Review**

**Marketplace**

The development of technology as well as the Internet network today is in line with the growth of online business among the community. With the Internet network can make it easier for people or online businesses to buy or sell online transactions. Online business has a considerable prospect today and in the future where almost everyone wants practicality and convenience in terms of meeting the needs, it is practically one of the distinctive features of the Online business where a business transaction can be done without any face-to-front or not even know-how before (Minuriha, 2018). Currently in Indonesia's own online trends shop or also online marketplace is up. Start a lot of emerging online shop new add to the list of old online shops that have already been in the e-commerce business is very diverse online business, one of which is the marketplace(N. A. Hamdani, Herlianti, & Maulani, 2019; N. A. Hamdani, Herlianti, Nugraha, & Suparman, 2019).

Marketplace is a business model that facilitates online traders to sell, in other words as intermediaries. Through the marketplace buying and selling process can be run quickly and easily because it is assisted in promoting its trading products and also provide facilities in terms of transaction money online. When online shop is considered to be a shop that sells, on the online marketplace there are many stores selling. Call it Lazada, Tokopedia, Rakuten, Zalora, Mataharimall, etc. The Online Marketplace is not only owned by Indonesian companies but also Korea (Elevenia), Japan (Rakuten), and others (Farki, Baihaqi, & Wibawa, 2016).

A few reasons why people have begun moving from offline shopping to online is due to the ease of convenience provided by online shopping. Increasing e-commerce also affects the concept of the online shop itself that continues to evolve. Online marketplace, one of the concepts of online shop where there are many sellers who sell there actually has been defined since the first time. Shopping online using the marketplace now has become a new lifestyle for most Indonesians, especially those aged 21-35 years old. Ease of dealing, free traffic jams and attractive feature offerings from various online transaction service providers make the growth of the number of marketplace users increasingly increasing, because 46.4% of consumers have the perception that prices in online are cheaper and necessary goods are easy to find and this has affected the consumer’s mind this is why many consumers choose to shop online, in addition...
to saving more time they can also compare prices. The benefits of shopping online in the online marketplace for buyers or consumers are as follows:

1. **Ease of**
   Customers can order products 24 hours a day where they are located. They don't have to drive, find parking, and shop through long alleys to find and check items. And they don't have to drive to the store, only to find that the items that are sought are out.

2. **Information**
   Customers can obtain a bunch of comparative information about companies, products, and competitors without leaving their offices or homes. They can focus on objective criteria such as price, quality, performance, and availability.

3. **Fewer levels of compulsion**
   Customers do not have to face or serve persuasion and emotional factors

**Consumer behaviour**

Consumer behaviour is all the activities, actions, and psychological processes of consumers who encourage such actions at the time before purchase, when purchasing, using, spending products and services, and after doing the above matters or evaluating activities (Sumarwan, 2014). Kotler and Keller (2012:173) in (Saputri, 2016) Factors affecting consumer behaviour are cultural, social, personal, and psychological. These factors are the basis for someone making a purchase. However, Indonesian culture that is still familiar with online spending makes people more likely to compare with conventional shopping. The culture of Indonesian people who are more confident to see the product directly becomes a big constraint for online shopping service companies in the country. People tend to get satisfaction in their own when they can see and try products that will be purchased directly so they do not waste time, energy, and thoughts on the products they will buy. Online spending is usually done in confidence, because consumers can’t see and try the product directly (N. A. Hamdani & Maulani, 2018).

Consumer behaviour will be motivated by need. Needs will bring out behaviors that are predicted to have the greatest possibility to meet certain needs. The perceived needs will be expressed in consumption behaviour. So in other words each person's behavior is directed to fulfill a specific need, desire, or purpose in obtaining it (Oliver, 2013). Consumer behaviour involves the thoughts and feelings they experience and the actions they take. Consumers need mature thinking in making purchase decisions by comparing products that fit the needs and desires of the consumer. In addition, consumers make purchase decisions based on the characteristics that exist within him, one of which is appreciated, respected, and to fulfill his needs and desires (Kartikasari, 2013).

The process of consumer decision to buy or consume products and services will be influenced by three main factors, namely (a) marketing activities conducted by manufacturers and other institutions, (b) Individual consumer difference factors, (c) consumer environmental factors. The consumer decision process will consist of the identification stage of need, information retrieval, alternative evaluation, purchasing and customer satisfaction. Understanding the factors that influence consumer decisions will provide knowledge to marketers how to strategize and better marketing communication (Sumarwan, 2014).

**Consumptive behaviour**

The consumptive behaviour is excessive and irrational buying behaviour without any need. Consumptive behaviour does not recognize gender and age, as teenagers include consumerist-behaved groups (Wildiyani, 2016). Consumerist behaviour is the behavior of consuming expensive goods and services with an increasing intensity in order to get something newer, nicer and more and exceed the actual needs to show social status, prestige, wealth and privileges, also to get satisfaction of ownership (Suminar & Eiyuntari, 2016). The consumptive lifestyle is a pattern of the everyday behavior of a person that includes his/her interests, opinions, and activities in the community with a tendency towards something fancy and a love of wasting money where this is characterized by his interest in the symbols that can distinguish his social status (Oktafikasari & Mahmud, 2017).
As the time evolves and modernisation of life, the consumptive behavior is no longer to meet the sheer needs. Current modernization changes have brought people to the level of material advancement. Modernization has changed the mindset, the outlook of life, and the human lifestyle. Even this modernization also changes consumptive behaviour to meet the desires of its nature to raise prestige, maintain prestige, follow fashions and various less important reasons (Sari, 2015).

**Consumerist behaviour formation**

The characteristic or characteristics of a consumerist-behaved teenager are an important basis for recognizing and further reviewing the consumptive behaviour. It is at because by studying and understanding the characteristics of adolescents who behave in a consumptive way that will be known to the causal factor they behave consumptive. Reality shows that consumtive behaviour is so dominant among teenagers including students, there are a number of reasons why consumptive behaviour is easier to anticipate among adolescents: 1) Psychologically the youth are still in the process of seeking identity and are very sensitive to influences from the outside; 2) Teenagers are potential target groups to market their products: industrial products because teenagers have a consumptive pattern in dressing, dressing and so on. (Goleman, Daniel; Boyatzis, Richard; M ckee & Perdana, 2018).

Characteristics of people who behave consumptive is someone buy a product because of the gift offer, buy because the packaging is attractive, buy because it maintains the appearance of self and prestige, buy because the discount program, buy because of the influence of models that advertise goods, buy because to increase confidence, buy more than two same goods with different brands (Fardhani & Izzati, 2013). Apects of consumptive behaviour according to Lina & Rasheed in (Fardhani & Izzati, 2013) are as follows:

1. **Purchase impulsive (Impulsive buying).**
   
   This aspect suggests that a teenager behaves to buy solely because it is based on a sudden desire/instantaneous desire, done without first considering it, not thinking about what will happen later and is usually emotional.

2. **Wasteful Buying**

   Consumptive behavior is one of the behaviors that squandering a lot of funds without realizing the obvious needs. Consumptive behaviour as one of the extravagant behaviors of squandering a lot of funds without realizing a clear need. Consumptive behavior also tends to mean the extravagance that negative impacts for adolescent life. According to the psychology of religion, religious teachings create norms that can be used as guidelines by adherents to behave and behave. These norms refer to the establishment of personality and harmony of social relations in an effort to fulfill obedience to Dzat the Supernatural. (Heni, 2013)

3. **Looking for pleasure (Non rational buying).**

   A behavior where consumers buy something that is done solely to seek pleasure. One of the sought-after is the physical comfort in which the youth in this matter are backed by the nature of teenagers who will feel happy and comfortable when he wears items that can make it other than others and make it feel trendy.

   Because there are factors of consumptive culture in public shopping activities through online store or marketplace in relation to the development of the pattern of purchasing goods have a strong influence on the development of people's lifestyle in today's modern consumerist society. Consumer behaviour in shopping in the online store or marketplace is no longer an economic activity for the sole need of life. Shopping has become a pattern of cultural behavior that has a significant contribution in establishing our identity as a social creature, which has become a lifestyle or lifestyle to distinguish a person's social status with another human being (Bruno, 2019).

**Past research**

In a research study, this is done in order to avoid similarities in discussing things, whose topic or research focus is the same as using pre-existing library resources and helping to determine the position of a researcher. There are research related to the theme of this research, namely research conducted by:
The first is the analysis of the influence of the student consumption behaviour towards online shopping (student spending case study using social media at the Faculty of Economics and Business (FEB) Syiah Kuala University) (Musana Di et al., n.d.). The purpose of this research is to describe the use of social media to influence online shopping phenomenon among students Faculty of Economics and Business (FEB) Syiah Kuala University as well as see the overview of student spending that is influenced by trends and associations. This research was conducted in the Faculty of Economics and Business (FEB) Syiah Kuala University (Unsyiah). This research is a quantitative descriptive research that is a research that displays a variety of data obtained from the results of a poll/questionnaire. The data collection technique is by sharing the poll/questionnaire directly with the respondent. The theory used in the study was the consumptive theory of Jean Paul Baudrillard who said that the consumerist society was not based on its class but on the ability of its consumption, anyone could be part of any group while being able to follow the group's consumables. From the results of this study showed that the many conveniences offered by online shopping make them interested in doing online shopping again so that online shopping is continuous and sustainable. Respondents stated that the environment and associations have an influence for them to do online shopping.

The second research is the relationship between self-control with the consumerist behavior of online shopping of fashion products at the faculty of Medicine University of Sam Ratulangi 2011. The research aims to find out if there is a relationship between self-control and the consumerist behavior of online shopping of fashion products in the Faculty of Medicine of Sam Ratulangi University 2011. This research is analytic with a cross sectional approach. Sampling techniques used are consecutive sampling. The subjects of the study were students of the Faculty of Medicine of Sam Ratulangi University in 2011 with 174 respondents. Data analysis techniques using the correlation test Spearman Rank data retrieval by using self-control questionnaire and online shopping of consumptive behavior of fashion products. Data analysis techniques using the correlation test Spearman Rank. The result is the relationship between self-control and the consumerist behavior of online shopping of fashion products in the Faculty of Medicine of Sam Ratulangi University, 2011 (Chita, David, & Pali, 2015).

Hypothesis Development

Based on the theories that have been described, the variable influence of the use of the marketplace against the consumptive behavior of Uniga students, the framework of thinking is proposed as follows:

\[ \text{Marketplace Usage (X)} \rightarrow \text{Consumptive behavior (Y)} \]

Figure 4: Research Framework

According to the foundation of the theory used, the hypothesis can be concluded by the following researchers:

1. \( H_0 \): There is no significant influence between the use of the marketplace on the consumptive behaviour of Uniga student spending.
2. \( H_1 \): There is a significant influence between the use of the marketplace on the consumptive behaviour of Uniga student spending.

Methodology/Materials

The type of research to be used is descriptive research with the acquisition of quantitative descriptive data. A descriptive method is a fact-finding, compiling, processing and analyzing the data used to derive conclusions using the appropriate achievement. How to gain data on descriptive research design is a survey. Surveys are defined as a method of collecting data from a sample using questionnaires with structured query (Permana, 2020).

The target population is a student of a marketplace of Uniga users who have already made buy and sell transactions on the marketplace. Meanwhile, the Research Observation Unit is a student at Universitas Garut (UNIGA). Tabachnick and Fidel in (Permana, 2020).
2020). gave a formula for the size of the sample by referring to the number of independent variables, i.e. N ≥ 50 + 8i (I was the number of independent variables). Thus, the number of samples to be used is 66 respondents based on calculations of 50 + 8 (1). The criteria of respondents prescribed by researchers in this study are men and women who are still students in the University of Garut (UNIGA) who use the marketplace to conduct buy-sell transactions to determine the level of consumptive expenditure of Uniga students.

Data analysis techniques in quantitative research using statistic. A simple linear regression analysis is a linear relationship between one independent variable (X) with a dependent variable (Y). This analysis is to know (1) The direction of the relationship between independent variables and the dependent variables whether positive or negative and (2) to predict the value of the dependent variable when the value of the independent variable is increased or decreased. The data used is usually the interval or ratio scale (Duwi, 2011).

The interval scale is defined as a scale that allows researchers to perform arithmetic calculations of data gathered from respondents. Measurements do not have real zero values. The measurement of consumer attitudes commonly used in marketing research is the Likert scale. The Likert scale is a scale that asks the respondent to respond to the extent that it agrees or disagrees about an object in which it is strongly agreed, agreed, neutral, disagreed and strongly disagreed (Permana, 2020).

Findings

Characteristics of respondents

Respondents in the study amounted to 58 Uniga student respondents from various faculties, with characteristics: (1) 34 respondents or 59% female gender and 24 respondents or 41% male gender. (2) 34 respondents or 59% of the faculty of Entrepreneurship students, 10 respondents or 17% of Faculty of engineering students, 7 respondents or 12% of Faculty of MIPA students, 2 respondents or 3% students of ISIP faculty, 3 respondents or 5% of Faculty of Economics students, 1 respondent or 2% of Communication Sciences faculty, 1 respondent or 2% students of teacher education (3) 35 respondents or 60% have a pocket money of 300-500 thousand per month, 16 respondents or 28% have a pocket money of 600-1 million per month, 7 respondents or 12% have a allowance of <1 million per month (4) 45 respondents or 78% do online shopping 1-2 times in a month, 8 respondents or 14% do online shopping 2-3 times in a month, 3 respondents or 5% do online shopping 3-4 times in a month, 2 respondents 3% online shopping < 5 times in a month. (4) 49 respondents or 84% of shopping through the Shopee marketplace, 3 respondents or 5% of shopping through the Tokopedia marketplace, 6 respondents or 10% of shopping through the Lazada marketplace.

Dimensional characteristics

The use of a 3-dimensional marketplace is a simple, convenient, information and coercion level. Questionnaire Data is explained in table 2. The average value of variables and dimensions of marketplace usage among Uniga students.

<table>
<thead>
<tr>
<th>No</th>
<th>Dimension</th>
<th>Average</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ease</td>
<td>3.172</td>
<td>Strongly agree</td>
</tr>
<tr>
<td>2</td>
<td>Information</td>
<td>2.637</td>
<td>Agree</td>
</tr>
<tr>
<td>3</td>
<td>Slight coercion levels of</td>
<td>3.310</td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

Table 2. The average value of variables and dimensions of marketplace usage among Uniga students.

Based on the results of data processing with Excel on 58 Uniga student respondents, the average value of a marketplace usage variable is very high. Easy to describe with ease in booking process. The information is described with the product information displayed on the marketplace quite complete. The level of compulsion that is slightly contested with freedom of choosing without any emotional persuasion factor from the waiter.

The consumptive behavior variables of the shopping have 3 dimensions, i.e. purchasing impulsive, extravagance, seeking pleasure. Questionnaire Data is described in Table 3. The average value of variables and dimensions of consumptive behavior among Uniga students.
Based on the results of data processing with Excel on 58 Uniga student respondents, a variable average value of the consumerist behavior is high. Implusive purchases are depicted with the purchase of products on the marketplace according to their needs. Waste is portrayed by purchasing products in the marketplace because the product is trending or viral. Look for fun depicted with product purchases in the marketplace due to being flash sale or discounts.

**Analysis Of The Influence Of Marketplace Usage Of Shopping Consumptive Behaviour**

The analysis was conducted to figure out the value of regression coefficient on each dimension of consumptive behavior. The results of the analysis can be seen in table 4. Regression coefficient.

<table>
<thead>
<tr>
<th>No</th>
<th>Dimension</th>
<th>Average</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Implusif Purchase</td>
<td>3.258</td>
<td>Strongly agree</td>
</tr>
<tr>
<td>2</td>
<td>Extravagance</td>
<td>2.189</td>
<td>Agree</td>
</tr>
<tr>
<td>3</td>
<td>Looking for fun</td>
<td>2.051</td>
<td>Agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 3: Average</th>
</tr>
</thead>
</table>

**Table 4. Regression coefficient**

<table>
<thead>
<tr>
<th>Dimensi</th>
<th>Koefisien Regresi</th>
<th>Standar Error</th>
<th>Nilai T</th>
<th>Sig</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Konstanta</td>
<td>1.930</td>
<td>0.532</td>
<td>3.629</td>
<td>0.001</td>
<td>No effect</td>
</tr>
<tr>
<td>Ease</td>
<td>0.161</td>
<td>0.132</td>
<td>1.225</td>
<td>0.226</td>
<td>No effect</td>
</tr>
<tr>
<td>Information</td>
<td>-0.045</td>
<td>0.139</td>
<td>-0.323</td>
<td>0.748</td>
<td>No effect</td>
</tr>
<tr>
<td>Slight coercion levels of</td>
<td>0.283</td>
<td>0.136</td>
<td>2.081</td>
<td>0.042</td>
<td>No effect</td>
</tr>
<tr>
<td>Y</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Konstanta</td>
<td>1.944</td>
<td>0.734</td>
<td>2.648</td>
<td>0.011</td>
<td>No effect</td>
</tr>
<tr>
<td>Ease</td>
<td>0.301</td>
<td>0.182</td>
<td>1.656</td>
<td>0.103</td>
<td>No effect</td>
</tr>
<tr>
<td>Information</td>
<td>0.065</td>
<td>0.192</td>
<td>0.337</td>
<td>0.737</td>
<td>No effect</td>
</tr>
<tr>
<td>Slight coercion levels of</td>
<td>-0.268</td>
<td>0.188</td>
<td>-1.417</td>
<td>0.162</td>
<td>No effect</td>
</tr>
<tr>
<td>Konstanta</td>
<td>2.177</td>
<td>0.878</td>
<td>2.479</td>
<td>0.016</td>
<td>No effect</td>
</tr>
<tr>
<td>Ease</td>
<td>0.249</td>
<td>0.217</td>
<td>1.144</td>
<td>0.258</td>
<td>No effect</td>
</tr>
<tr>
<td>Information</td>
<td>-0.142</td>
<td>0.230</td>
<td>-0.619</td>
<td>0.539</td>
<td>No effect</td>
</tr>
<tr>
<td>Slight coercion levels of</td>
<td>-0.162</td>
<td>0.224</td>
<td>-0.724</td>
<td>0.472</td>
<td>No effect</td>
</tr>
</tbody>
</table>

Table 4: Regression coefficient

Source: SPSS 20 for Windows Data Management on 58 Respondents

1. **Reliability Test**

The basis of decision making in the reliability test is if the value of Cronbach’s Alpha 0.60, the questionnaire or poll was declared reliable or consistent to be valid for the opposite (Spssindonesia, 2014)
Sumber: SPSS 20 for Windows data management on 58 respondents

The above table of output is known to Cronbach's Alpha 0436 > 0.60, so as the basis of decision making in the reliability test above, it can be concluded that to all items of interest for variable use of the marketplace to the consumptive behavior of Uniga students is reliable or consistent.

2. Hypothesis Test

Sumber: SPSS 20 for Windows data management on 58 respondents

Figure 5. Reliability Test

Figure 6. Hypothesis Test
Based on the output of the above table is known a significant value (Sig) of 0.116 > 0.05, so it can be concluded that "H a rejected" and H o accepted, which has the effect that "there is no influence on the use of the marketplace (X) of the consumptive conduct of Uniga (Y) students"

3. Hypothesis test comparing t value with t table

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>5.461</td>
<td>1.290</td>
<td>4.231</td>
</tr>
<tr>
<td></td>
<td>marketplace</td>
<td>.224</td>
<td>.140</td>
<td>.209</td>
</tr>
</tbody>
</table>

a. Dependent Variable: konsumtif

Sumber : SPSS 20 for Windows data Management on 58 respondents

Based on the output of the above table is known as the t-value 1.596 < 2.00324 (t table) so that it can be concluded that "H a rejected" and H o accepted, which has the effect that "there is no significant influence between the use of the marketplace on the consumptive behaviour of Uniga student spending"

4. The effect of marketplace usage (X) toward consumptive behavior (Y)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.209*</td>
<td>.044</td>
<td>.026</td>
<td>1.37382</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), marketplace

Sumber : SPSS 20 for Windows data Management on 58 respondents

From the above output is known R Square amounting to 0.044. This value implies that the effect of using the marketplace (X) against the consumptive behavior (Y) amounted to 4.4% while the 95.6% is affected by other variables that are not researched.

Conclusion

Based on the analysis that has been done above, researchers get results to answer the formulation of research issues with the conclusion that the results showed that there was no significant influence on the use of the marketplace against the consumptive behaviour of the Uniga students shopping.

Suggestion

For further researchers related to the influence of marketplace use of consumptive behaviour, this study was conducted on UNI GA students. For students who want to do similar research on other schools or colleges, hopefully this research can be an additional data on the use of the marketplace and consumptive behaviour. For students who do not have the consumptive behaviour to keep it in order to be able to manage the finances well and buy as needed instead of mere desire.

References


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