

## **Analysis of Consumptive Behavior of K-Pop Fans in Affected West Jakarta by the Effect of Lifestyle and Financial Literacy**



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**ABSTRACT:** This study aims to examine whether there is an effect of Lifestyle and Financial Literacy on the Consumptive Behavior of K-Pop Fans in West Jakarta.

This research is based on several theories that support research related to Lifestyle and Financial Literacy. The data collection method in this study was a questionnaire filled out by K-Pop fans in West Jakarta, where from the topography of the population, this area is inhabited by many ethnic Chinese, who are very fanatical about K-Pop style, so that a sample of 100 respondents was obtained from a population of 100 people. The sampling technique in this study was saturated sampling by distributing online questionnaires and using a Likert scale. This research is a type of descriptive research using a quantitative approach. The analysis used in this study includes data instrument testing which includes validity and reliability tests. The classic assumption test includes the normality test, multicollinearity test and heteroscedasticity test. Multiple linear analysis test. hypothesis testing which includes the t-test (partial), F-test (simultaneous), and the coefficient of determination (R<sup>2</sup>). This test was performed using the IBM SPSS V25 application program.

The results of this study partially have no effect on consumptive behavior and financial literacy partially affect consumptive behavior. However, the influence of lifestyle and financial literacy has a simultaneous effect on the consumptive behavior of K-pop fans in South Jakarta with an R<sup>2</sup> contribution value of 69.7% and an Fcount value of 111,727.

> Ftable 3.09 as for the most dominant variable influencing Consumptive Behavior is the Financial Literacy variable.

**KEYWORDS:** Lifestyle (X1), Consumptive Behavior (X2), Consumptive Behavior (Y)

### **PRELIMINARY**

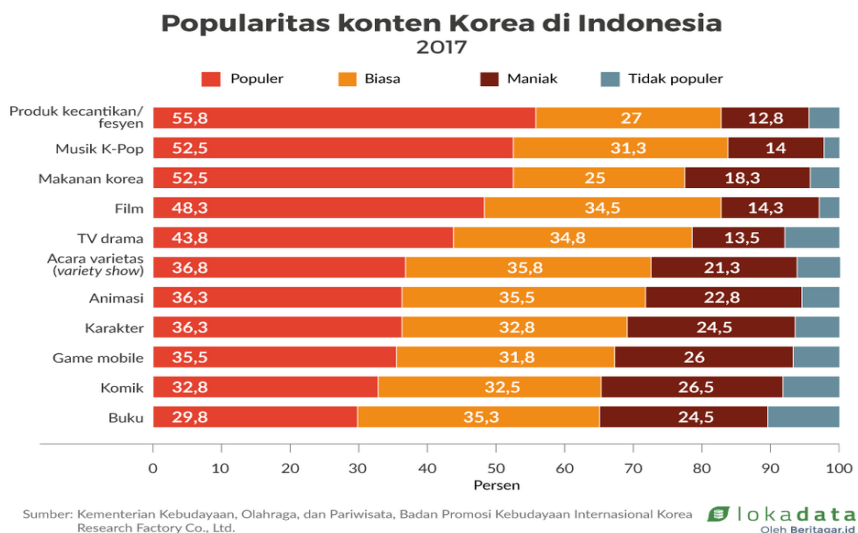
#### **Background of the Problem**

Consumptive behavior is a behavior in which the desire to buy goods that are less necessary to fulfill personal satisfaction arises (Kompas, 2014). Shopping activity as a form of consumption. In the current millennial era, many daily shopping activities are not based on careful consideration. Shopping activities have become a lifestyle, so shopping is not done according to needs but can be a satisfaction for the person himself.

Over time, technology has become increasingly sophisticated and foreign cultures have become widely known by the people of Indonesia. One of the cultures that is currently popular is the Korean Wave or the Korean Wave. South Korean culture has been enjoyed all over the world, in terms of culture, drama, as well as artists who are singers who are on the rise or usually called K-Pop.

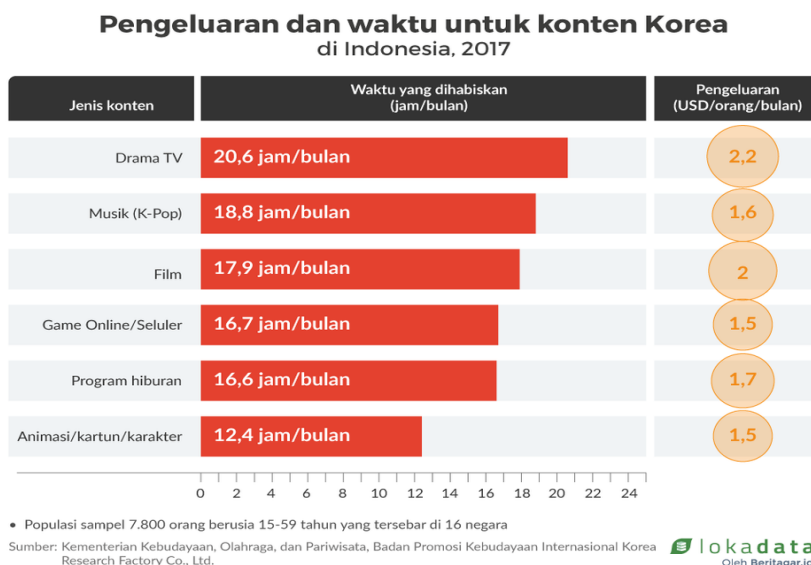
There are a lot of K-Pop fans in the current era who are consumptive to buy Albums, Photocards, Lightsticks and other merchandise which they buy directly on the Korean website or through other people who buy themselves from the website so that they have received it in order when the goods arrive in Indonesia. With this, a consumptive lifestyle must also be supported by adequate income. The data below shows.

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**Figure 1.1. Popularity of Korean content in Indonesia**  
Source: Data Workshop 2020

Based on figures 1.1 and 1.2 above and below, it can be seen that K-Pop fans who are known to be loyal to their idols, do not hesitate to spend relatively large funds to buy merchandise related to their idols. There are those who can spend Rp. 8.1 million for buying albums, photocards, banners, light sticks, watching concerts and other merchandise. On average, every fan in Indonesia spends US\$10.5 per month or around IDR 1.82 million per year to enjoy Korean content, with the largest spending on Korean dramas.



**Figure 1.2. Expenses and Time for Korean content**

With this, a consumptive lifestyle must also be supported by adequate income. And financial literacy is also needed for consumptive people so that they understand managing their own finances for saving, investing and so on. Society begins to compete in terms of meeting their needs, not even something that becomes a need to be fulfilled because of a strong desire to own or consume. This behavior pattern if it occurs continuously will become a consumptive behavior (Fauzia & Nurdin, 2019).

Financial Literacy is a set of skills and knowledge that enables an individual to make informed and effective decisions with all of their financial resources. Financial Literacy is closely related to financial management where the higher a person's financial literacy, the better one's financial management.

Apart from financial literacy, lifestyle is also a factor that can influence a person's financial behavior. Lifestyle is a person's pattern of living which is expressed in his activities, interests and opinions. Lifestyle describes all of a person's patterns of acting and interacting in the world. With this, many K-pop fans have changed their lifestyle by following trends like those in Korea.

On average, every fan in Indonesia spends US\$10.5 per month or around IDR 1.82 million per year to enjoy Korean content, with the largest spending on Korean dramas. This can happen because fans who already like and like to collect end up buying it no longer

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because of a need but for the sheer desire of pleasure. Someone has the desire to buy in order to generate feelings of pleasure invested with various meanings of love, respect, recognition and status and make them feel they are always supporting their idol.

The important discussion of this article is to answer the formulation of the problem: (1) Is there a lifestyle influence on the consumptive behavior of K-Pop fans in West Jakarta? (2) Is there an effect of financial literacy on the consumptive behavior of K-Pop fans in West Jakarta? (3) Is there an influence of lifestyle and financial literacy on the consumptive behavior of K-Pop fans in West Jakarta?

## THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

### Consumptive Behaviour

KBBI online (2016) argues that, the term "behavior" has the meaning of personal perception or response to encouragement or situation. For "consumptive" has the meaning of using it but not producing it yourself. Lestarina et al (2017) argue that consumptive behavior is an act of buying not to meet needs, among others, to fulfill wants, which are bought in excess, causing waste. Consumptive behavior, namely the willingness to consume goods that are not needed in excess and for a moment only to achieve maximum inner satisfaction.

There are several indicators that can measure consumptive behavior according to Sumartono 2002 (in Okky & Sri Umi Journal 2016) as follows: (1) Buying products because of the lure and (2) buying products because of attractive packaging. (3) Buying products to maintain personal appearance. (4) Using a product because there is a model they like to advertise the product. (5) The judgment appears that buying a product at an expensive price will lead to high self-confidence.

### Lifestyle

According to Yuniarti (2015) lifestyle is a person's pattern of life in the continuity of his daily activities regarding his interests, income and activities. Kotler and Keller (in the EMB Journal 2014) argue that lifestyle is an individual's lifestyle that is formed in their activities, interests and opinions, in essence people's lifestyles can be seen from the activities carried out every day, what they are thinking about everything around them and how far can he understand that and what he thinks about himself and also those around him. Kotler & Keller 2009 (in the 2014 EMBA journal) argues that there are three indicators of a person's lifestyle, including: (1) Activity (2).Interest (3) Opinion is consumer's observation and thought to respond to global, local, economic and social issues.

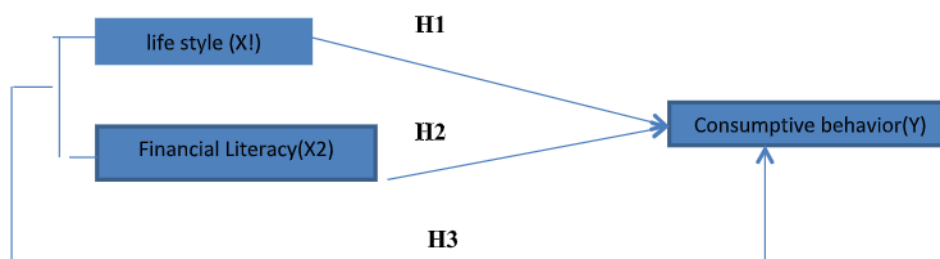
### Financial Literacy

According to the Financial Services Authority (2014) financial literacy is insight, ability and belief that influence traits and behavior to improve quality in making decisions and managing finances to achieve prosperity. Financial literacy is needed for everyone to keep away from problems of financial difficulties.

Financial Services Authorization (2014) divides the level of financial literacy into several parts: (1). Well Literate, (2) Sufficient Literate, (3) Less Literate, at this level a person only has insight into financial service bodies, products and financial services. (4) Not Literate,

### Framework

Based on the description of the theory and the results of previous research that the effect of financial literacy and lifestyle on consumptive behavior of K-pop fans in South Jakarta can be illustrated in the following framework:



## RESEARCH HYPOTHESIS

The hypothesis to be tested in this study, namely:

1. First Hypothesis (H1)

Ho: Lifestyle has no effect on consumptive behavior Ha: Lifestyle has an effect on consumptive behavior

2. Second Hypothesis (H2)

Ho: Financial Literacy has no effect on consumptive behavior Ha: Financial Literacy has an effect on consumptive behavior'

3. Third Hypothesis (H3)

Ho: Lifestyle and Financial Literacy have no effect on Consumptive Behavior

Ha: Lifestyle and Financial Literacy influence Consumptive Behavior

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## RESEARCH METHODOLOGY

### Research methods

This research method uses a quantitative method with a descriptive and verification approach. According to Sugiyono (2016) the research method is a scientific way to obtain data for specific purposes and uses. The type of research that will be used for this research is quantitative with descriptive methods. While quantitative data is data in the form of numeric and can be examined by means or statistical techniques. The data can be in the form of numeric/scores and are usually obtained using a data collection tool whose answers are in the form of a range of scores or questions that are weighted.

### Population and Sample

The sample is a form of the number and features of the population, Sugiyono (2017). The sample used in this study is saturated sampling, meaning that all members of the population are used as samples. Based on the description above, the sample used was 100 K-Pop fans in West Jakarta.

## DATA ANALYSIS and DISCUSSION

### Multiple Linear Regression Test

**Table 2. Multiple Linear Analysis Test Results**

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.294	3.645		1.505
	Life style (X1)	.047	.068	.031	.547
	Financial literacy(X2)	.879	.052	.837	14.937

a. Dependent Variable: Consumtif Behavior (X3)

Source: Primary Data Processed by Researchers in 2021.

The results obtained from the coefficient table in the SPSS output column Unstandardized Coefficients value  $a = 6294$  ;  $\beta_1 = 0.047$ ;  $\beta_2 = 0.879$  then the multiple linear regression equation is:

$$Y = 6,294 + 0,047X_1 + 0,879X_2 + e$$

### A. Lifestyle

Sig value is known. for the effect of X1 on Y is  $0.586 > 0.05$  and the tcount is  $0.547 < t_{table} 1.988$ , so it can be concluded partially that Lifestyle has a positive but not significant effect on Consumptive Behavior, then H0 is accepted.

### B. Financial Literacy

Sig value is known. for the effect of X2 on Y is  $0.000 < 0.05$  and the tcount value is  $14.937 > t_{table} 1.988$  so that it can be concluded partially that Financial Literacy has a significant effect on Consumptive Behavior, then Ha is accepted.

## Simultaneous Test (Test F)

**Table 4. Hasil**

### Test F (Simultaneous)ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1833.149	2	916.574	111.727	.000 <sup>b</sup>
	Residual	795.761	97	8.204		
	Total	2628.910	99			

a. Dependent Variable: Consumptive Behavior (Y)

b. Predictors: (Constant), Financial Literacy (X2), Lifestyle (X1) Source: Primary Data processed by Researchers 2021

F Test Conditions:

- If the significance value is  $< 0.05$  or  $f_{count} > f_{table}$  then there is an influence between variable X simultaneously on variable Y
- If the significance value is  $> 0.05$  or  $f_{count} < f_{table}$  then there is no influence between variable X on variable Y

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$$F_{table} = F(k ; n-k) = F(2 ; 98) = 3,09$$

Based on the output above, it is known that the Fcount value is 111,727 and the Ftable value is 3.09. So it can be interpreted that the Fcount value is  $111,727 > F_{table} 3.09$  and a significance value of  $0.000 < 0.05$ , then  $H_a$  is accepted, which means that the Lifestyle and Financial Literacy variables simultaneously have a significant effect on Consumptive Behavior.

Determination Coefficient Test (R<sup>2</sup>)

**Table 5. Test Results for the Coefficient of Determination (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Error of the Estimate
1	.735 <sup>a</sup>	.697	.691	2.864
a. Predictors: (Constant), Financial literacy (X2), Life style (X1)				
b. Dependent Variable: Consumptive behavior (Y)				

Source: Primary Data Processed by Researchers in 2021

Based on the SPSS output table above, the value of R Square or R<sup>2</sup> = 0.697 or 69.7% this can be explained that there is influence. Lifestyle and Financial Literacy account for 69.7% of Consumptive Behavior, while the remaining 30.3% Consumptive Behavior is influenced by other variables that are not examined.

### CONCLUSION

Based on the results of research and discussion on the Influence of Lifestyle and Financial Literacy on the Consumptive Behavior of K-Pop Fans in West Jakarta, it can be concluded as follows:

1. From the results of the study it is known that Lifestyle (X1) on Consumptive Behavior (Y) partially has no significant effect with a tcount of  $0.547 < t_{table}$  of 1.988 and a sig of  $0.586 > 0.05$ , it can be concluded that Lifestyle has a positive value but has no effect significantly to the consumptive behavior of K-Pop fans in West Jakarta.
2. From the research results it is known that Financial Literacy (X2) on Consumptive Behavior (Y) partially has a significant influence with a tcount of  $14.937 > t_{table}$  of 1.988 and a significance value of  $0.000 < 0.05$ , it can be concluded that Financial Literacy has a positive value and has a significant effect on the Consumptive Behavior of K-Pop Fans in West Jakarta.
3. From the research results it is known that Lifestyle and Financial Literacy on Consumptive Behavior simultaneously Fcount  $111,727 > F_{table} 3.09$  and a sig value of  $0.000 < 0.05$ , it can be concluded that the Effect of Lifestyle and Financial Literacy is positive and has a significant effect on Behavior Consumptive. Whereas in the R<sup>2</sup> determination coefficient test Lifestyle and Financial Literacy on Consumptive Behavior is 69.7% while the remaining 30.3% is influenced by other variables that are not examined.

### IMPLICATIONS

Based on the analysis that has been carried out on the research model that was developed, there are several implications of the results of this study, namely:

1. From the results of the study, data was obtained that the Lifestyle and Financial Literacy variables had an effect on Consumptive Behavior of 69.7%, meaning that there was still another 30.3% of the variables that had an influence on Consumptive Behavior. This has the implication that the three variables can explain changes in consumptive behavior by 69.7% so that to increase consumptive behavior, these variables are very important to pay attention to. So it can be implied that actually all variables have the potential, especially in Financial Literacy to have an influence on the Consumptive Behavior of K-Pop Fans in West Jakarta
2. Viewed partially, it turns out that the Financial Literacy variable has the most dominant influence on Consumptive Behavior

$$Y = 6,294 + 0,047X_1 + 0,879X_2 + e$$

the regression coefficient value of 0.879 is higher than the Lifestyle of 0.047 so that the percentage of attention for K-Pop Fans in West Jakarta is to better understand the importance of Financial Literacy for life.

### SUGGESTION

Based on the conclusions that have been described in this study, the authors can suggest the following:

1. After analyzing this research, it is known that the influence of the independent variable that influences consumptive behavior is lifestyle, so that this variable can be a concern because it is very influential for K-Pop fans who behave consumptively.

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2. It is recommended that every community should be able to generalize the understanding of financial literacy in order to avoid consumptive behavior that does not benefit themselves.
3. We recommend that knowledge about financial literacy must be further improved and can be realized in real terms in the daily life of every community so that they can better manage and make financial decisions properly and appropriately. So that it is easier for the community to achieve its goals.
4. For future research, those who wish to conduct the same research should be able to add or change other independent variables such as personal financial management or income.

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