



Nexus between Financial Technology, Financial Literacy, and Self-control on The Consumptive Behavior of Online Shopping Among Productive Age

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Abstract. The city of Bandung is included in the province of West Java, which is popular as the Flower City and Paris Van Java, or the city of shopping. The city of Bandung has a high level of consumption, causing a high level of consumptive behavior in the tier 1 position representing West Java. In addition, it has the highest level of online lending in Indonesia with the aim of fulfilling one's lifestyle. Therefore, this study focuses on financial technology, financial literacy, and self-control in consumptive behavior at a productive age in Bandung City. This research is to analyze the relationship between financial technology, financial literacy, self-control, and consumptive behavior. This research was conducted using quantitative methods with multiple linear regression analysis techniques. Data was collected through questionnaire results, with a sample of 400 respondents from Bandung City's productive-age population. This study shows that financial technology has no significant effect on consumptive behavior. Financial literacy has a significant effect on consumptive behavior. Self-control has no significant effect on consumptive behavior. Simultaneously or jointly, financial technology, financial literacy, and self-control have a significant effect on consumptive behavior.

Keywords: Consumptive Behavior, Financial Literacy, Financial Technology, Online Shopping, Self-Control.

1 INTRODUCTION

The development of the times has a major effect on the advancement of digital technology in Indonesia and has made changes to aspects of life. Indonesia has experienced significant changes in the development of the times, which has a major impact on the advancement of digital technology. This development includes various aspects, such as economic growth, information accessibility, and changes in people's lifestyles. The development of digital technology has an important role from the internet and cannot be

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separated in Indonesia. The internet is a factor for digital progress and positive changes in various aspects of people's lives (Kominfo,2021).

With the development of the internet, Indonesia is experiencing major changes in digital technology. The internet has been the main culprit in changing the way people shop, learn, communicate and conduct economic activities. The phenomenon of online shopping has increased due to internet connectivity that allows easy access to various e-commerce platforms. This is changing the whole business outlook and driving the growth of the e-commerce sector (Katadata,2021). The increase in internet usage over the past 10 years has seen from Indonesia's total population of 276.4 million, the number of internet users of 213 million indicates that around 77% of Indonesia's population is connected to the internet. This reflects the high internet penetration rate in Indonesia. From the data, it can be identified that there has been a considerable increase in the number of internet users in the past year. In the previous era, the population of individuals using the internet in Indonesia was close to 202 million, and in a one-year period, there was an increase of 5.44%. This increase reflects a huge boost in the adoption of digital technology in Indonesian society (Databoks, 2023). Internet Indonesia (APJII) revealed various causes related to data security experienced by internet users in Indonesia. Online fraud was identified as the most common type of data security vulnerability experienced by internet users in Indonesia. As many as 32.50% of respondents claimed to have experienced online fraud, making it the most reported case. Online fraud includes those that aim to steal users' personal or financial information. In addition, data theft amounted to 20.97%, which means that data security among internet users in Indonesia is still a problem (databoks,2022).

From the results of the 2022 Data Breach Investigations Report (DBIR) survey, the sector that experienced the most cases of data leakage was the financial sector with 690 cases. This confirms that the financial sector is one of the main targets of cyberattacks and data leaks, reflecting its vulnerability to digital security threats. Data leaks can result in significant financial losses, loss of customer trust, and other potential losses for financial institutions. there is a great concern for the security of personal and financial data in the digital world, namely digital payments that are being widely used. (databoks,2022). There are financial services problems, namely the risk of data leakage in various banking products and financial institutions, e-wallets (digital wallets) and bank accounts are considered as products that are most vulnerable to data leakage by respondents. Based on the survey results, 36.6% of respondents consider that data leakage most often occurs in digital wallets (e-wallets), while 30.2% of respondents stated that data leakage also occurs a lot in bank accounts. This means that of all the financial products assessed, e-wallets and bank accounts received the most attention regarding potential data leakage. These percentages show that more than a third of respondents are concerned about data security on e-wallets, and almost a third are concerned about data security on bank accounts, reflecting significant concerns about potential data leakage in the digital finance sector (databoks,2022).

The digital payment process is now known as digital payment system or Fintech or Financial technology. Previously, for the payment process, a person had to directly deal with other people and bring paper money or cash. However, with FinTech, financial transactions can be done remotely (OJK, 2022). In addition to the largest payment method, the second position is fintech lending or Peer-to-Peer Lending (P2P Lending) is a financial service or online loan application that aims to connect individuals who provide loans or lenders with people who receive loans or borrowers to make loan agreements or contracts electronically (OJK, 2022). As a result of the high amount of Peer-to-Peer Lending (P2P Lending) used for consumption, there are many loan sharks in Indonesia. This means that there are problems when making consumption decisions. The business model of Peer-to-Peer Lending (P2P lending) gives individuals or small businesses the freedom to obtain loans directly through an online platform, providing easier and faster access. By making it easier for borrowers to obtain funds, the growth of P2P lending directly contributes to an increase in the number of borrowers and, consequently, increases the total value of online loans (databoks,2023). Based on the value of this credit, the most in the age range of 19 to 34 years, which reached 763.65 billion, most of the dominating goals were paying off debt. From the high number of online loans, the most used besides paying other debts are fulfilling lifestyles, meeting urgent needs, consumptive behaviour, buying new gadgets and almost all of these reasons are for consumptive needs. The ease of transactions using financial technology makes it easy for people to consume. Consumption is directly related to people's standard of living or lifestyle (Kusairi et al., 2020).

One of the factors that influence the reduction of consumptive behaviour is financial literacy. (Abidzar et al., 2023). A person who has good financial literacy can manage and plan their finances and can choose products and services that are consumed (Maris et al., 2021). Financial literacy in Indonesia has consistently increased from 2013 to 2022. In 2022, it was recorded that the financial literacy index reached 49%. This figure shows that the public has a better understanding of various financial services and products, which in turn can help reduce various financial risks, including the risk of loan sharking. In addition, increasing financial literacy also has the potential to reduce consumptive behaviour among the public (databoks, 2023). Although financial literacy increases every year, there are still many people who are entangled in loan sharks, fraud and even commit crimes due to low financial literacy (Kompas, 2023).

In addition to financial literacy, another factor that can reduce consumptive behaviour is self-control (Tribuana, 2020). The characteristics of high self-control will be less effective in a restrictive environment and the absence of freedom to act in accordance with the wishes that can achieve their goals. High self-control has beneficial effects on some financial behaviours such as saving to avoid debt. A high level of self-control will avoid or reduce stress in financial management, but self-control does not affect financial security for the future (Fred van Raaij et al., 2023). However, ineffective control is caused by consumptive behaviour including online shopping. Indonesia is included in the 10 countries that like to shop online in the fifth position, which is 36%. This happened because of changes during the emergence of the pandemic in Indonesia,

all people bought any goods using the application or did not come to the shopping place. With this change, people are addicted to online shopping (databoks, 2023). The highest reason people choose to shop online is to save time and energy by 75%, besides being able to compare prices of goods with other stores. Shopping online also has many payment options where you can use any e-wallet. This can make people engage in consumptive behaviour because of the ease of use (Populix, 2023). With online shopping, most people are impulsive because the items purchased are only available at certain events, for self-satisfaction, tempted by cashback, free shipping, discounts, cashback and lotteries. This can make a person's consumptive behaviour increase due to a lack of awareness in self-control and understanding of good financial management (Populix, 2023).

In Indonesia in 2020 the population of Bandung City reached 2.444.160 people, in 2021 it reached 2.452.943 people and in 2022 it reached 2.545.005. based on research by (Humaidi et al., 2020), Productive age is the age at which a person already produces goods and services. People in the productive age category have their own income from various sources, such as business, work and others. Therefore, most of the productive age population is financially mature. And according to (Nurrohmah et al., 2022) The population included in the “productive age” is someone aged between 15 to 64 years, this age group has excellent human resources, the ability to compete well, and even has a positive impact on the employment sector through the quality education received, so that in this age range many students, students and workers make Bandung as a place to study and a place to make a living. In addition, the number of residents of Bandung City aged 15 to 64 years in 2020 amounted to 1.723.660 people, in 2021 amounted to 1.729.768 people and 2022 amounted to 1.769.123 people. (BPS Bandung, 2022). In 2020 to 2022, the productive age has increased, so it is considered that the number of workers is increasing, so the amount of consumption is increasing. With the phenomenon of increasing fintech, lack of awareness and understanding of financial literacy and low self-control of a person which makes consumptive behaviour in online shopping. So, from this explanation and description, the author is interested in conducting an analysis or research entitled “The Effect of Financial technology, Financial Literacy and Self-Control on Online Shopping Consumptive Behaviour at Productive Age in Bandung City”.

2 LITERATURE REVIEW

2.1 Consumptive Behavior

Consumptive behavior refers to the habit of not considering rationally when buying goods or using goods that tend to consume goods without limits. In this behavior, a person focuses more on mere desires than fixed needs, it can be seen from a luxurious and very excessive lifestyle. This includes if using luxury goods can cause physical satisfaction and comfort (Purwanto, 2019). According to (I. W. Pratiwi & Yani, 2016) Consumptive behavior occurs because of three dimensions carried out by individuals and groups, namely: Impulsive buying, also known as impulsive buying, refers to the

act of buying solely based on desire or desire alone, without considering anything and being influenced by emotions. Wasteful buying is a behavior in which a person spends a lot of money without a clear need. And pleasure-seeking, or non-rational buying, is a behavior where someone makes a purchase just to get satisfaction.

2.2 Financial Technology

Financial Technology (FinTech) refers to applications that provide solutions such as the process of use, the kinds of products available in banking or financial services (Lee & Low Linda, 2018). Financial technology (fintech) is an innovative breakthrough utilizing technology to improve financial and banking services. According to Bank Indonesia (Harahap et al., 2017) There are several classifications of digital financial services that have grown rapidly in Indonesia, namely:

1. Payment Chanel, a financial service that replaces the use of cash and transfers to process payments using cards, namely e-money.
2. Digital Banking or Electronic Banking is a banking service that helps customers to access the service on mobile phones, namely Mobile Banking.
3. P2P lending (Peer to Peer Lending) is a financial service that innovates technology to connect lenders with borrowers, usually through websites.
4. Digital Insurance or Online Insurance is a financial service in the form of insurance on a website or application.
5. Crowdfunding is the practice of collecting money from several people who capitalize a venture or business conducted on websites and digital technology used for investment needs.

2.3 Financial Literacy

According to Otoritas Jasa Keuangan (2021), Financial literacy is a person's ability or expertise in understanding and managing finances in their lives properly. This ability or expertise includes knowledge of all services available in finance or financial products, as well as making decisions in spending money appropriately, and believing that financial management is very important in achieving financial well-being (Kristanto & Gusaptono, 2021). Financial literacy is an important component, encompassing the ability to manage finances efficiently, understand practical needs, explore alternatives, and make the best financial decisions (Faraz Khanza & Krisnawati, 2021). Of the four indicators above if according to the financial services authority there are 4, namely

1. well literate: A person who has the ability and confidence in financial services and is familiar with various financial products and financial services.
2. sufficient literate: A person knows and believes in financial services and recognizes the features, benefits, risks, and rights and obligations regarding financial products and services.
3. less literate: Someone who only has knowledge of financial services institutions and financial products and services.

4. not literate: does not have the ability and confidence related to financial services institutions and financial products.

2.4 Self-Control

The ability to control oneself is the skill of acting during the situation at hand by controlling the responses and feelings that arise within oneself. (Hikmiyah, 2019). Self-control is the ability to control oneself in dealing with various life situations. A person is able to understand the situation that is happening and achieve their goals by regulating themselves, both in terms of internal and external self-control (Izazi et al., 2020). And according to (Puteri et al., 2022) there are four indicators in self-control, namely: (1) Behavioral Control, (2) Cognitive Control, (3) Decision Control, (4) Information Control, (5) Retrospective Control.

2.5 Theoretical Framework

Financial Technology on Consumptive Behavior

Sulistiyani et al., (2023) Financial technology (fintech) has grown rapidly along with the growth of technology. This development has simplified the conduct of financial transactions, including payment transactions. However, this convenience can also increase consumptive behavior. Payment fintech, such as e-wallets and digital wallets, make payment transactions very easy to implement and very fast to implement in everyday life. This can make it easier for individuals to spend without realizing the amount they are spending. This study shows that financial technology has a significant influence or impact on consumptive behavior. The research is in line with research Gunawan, (2023) said financial technology (fintech) has a significant influence or impact on consumptive behavior. This is because fintech provides convenience and efficiency in making payment transactions. This simplicity or ease and efficiency can make it easier for individuals to shop without realizing the amount they spend.

Financial Literacy on Consumptive Behavior

Rakhman & Pertiwi, (2023) Financial literacy is knowledge related to finance in a financial decision-making process. If an individual has high financial knowledge or financial literacy, high financial literacy can help individuals to understand the importance of financial management, budgeting, and controlling spending. This can help them to avoid consumptive behavior, which can lead to financial problems.

Sudiro & Asandimitra, (2022) Financial literacy can help a person to achieve their financial goals, including avoiding consumptive behavior. This is in accordance with the theory of planned behavior, which states that individuals can achieve their goals if they have a strong intention to achieve those goals.

Self-Control on Consumptive Behavior

Sulistiyani et al., (2023) Self-control provides the ability to make decisions in choosing purchases, lack of self-control can increase consumption tends to increase and the more self-control, the less consumptive behavior. The findings of this study state that self-control produces a significant influence or impact on consumptive behavior.

R. P. Pratiwi & Susanti, (2022) Self-control has a significant influence or impact on consumptive behavior, these factors make self-control such as having a financial plan, buying goods not based on desires but based on needs, not being affected by promotions such as discounts and promos and being able to minimize consumptive purchases.

Financial Technology, Financial Literacy, Self-Control on Consumptive Behavior

Rakhman & Pertiwi, (2023) Consumptive behavior occurs because of an excessive lifestyle, meaning that the better a person's life is, the greater the individual is wasteful or consumptive behavior, therefore it is necessary to have financial literacy and strong self-control in dealing with consumptive problems. The research findings show that financial literacy and self-control negatively affect consumptive behavior while electronic money positively affects it. Gunawan, (2023) The research findings state that financial technology and self-control have a positive influence or impact on consumptive behavior in online shopping, resulting in consumptive behavior. Sulistiyani et al., (2023) Consumptive behavior occurs when buying goods not because of need or excessive purchases, therefore financial literacy becomes a basic reference in financial management. Financial literacy and financial technology have a positive and significant effect on consumptive behavior, meaning that financial literacy and financial technology can simultaneously influence consumptive behavior.

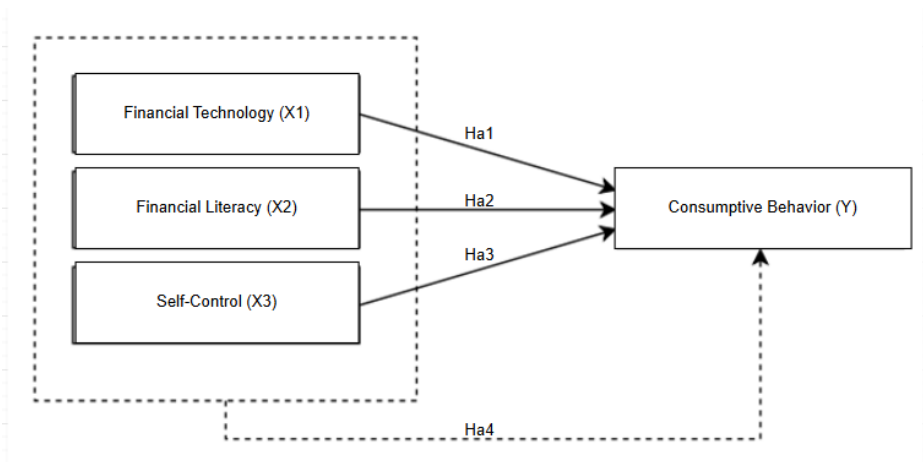


Figure 1. Theoretical Framework

Referring to the above foundation, the results of the hypothesis in the study are formulated as follows:

Ha1: Financial technology has a significant effect on consumptive behavior

Ha2: Financial literacy has a significant effect on consumptive behavior

Ha3: Self-control has a significant effect on consumptive behavior

Ha4: Financial technology, financial literacy and self-control simultaneously have a significant effect on consumptive behavior.

3 RESEARCH METHODOLOGY

3.1 Type of Research

In this study, the focus is on identifying understanding of financial technology, financial literacy and self-control on consumptive behavior. Research method according to Sugiyono, (2022) which is a method that can be applied scientifically with the aim of obtaining or producing data and benefits and collect data with a qualitative or quantitative approach, in this study using a quantitative approach. In this study, data is collected using measuring instruments and analyzed with a statistical approach to test the hypothesis made. In this study, using a questionnaire as data to evaluate the effect of financial technology, financial literacy and self-control compared to consumptive behavior of productive age people in Bandung City using quantitative methods, as explained by Silalahi, (2018)

According of Sugiyono, (2022), The verification approach aims to confirm the relationship between two or more variables, in addition to testing the validity of the theory and research location. From the perspective of the type of investigation, this research belongs to the category of causal research, which means exploring the causal relationship between the independent variable and the dependent variable. This research focuses on individuals, namely the productive-age population in Bandung City and does not examine groups or groups.

The characteristics of this study used a cross-sectional approach. The cross-sectional approach is based on the time of research implementation, a way to collect data from one research period with the object taken, namely the productive age population in Bandung City.

3.2 Operational Variable

According of Sugiyono, (2022) Operational variables are one of the aspects used to collect information to get conclusions and are referred to as variants that exist between one person and another. Some of the variables used in the study can be divided into:

- I. Independent Variable: Financial technology, financial literacy, and self- control.
- II. Dependent Variable: Consumptive Behavior.

3.3 Population and Sample

Population focuses on an object or subject that has been determined by the researcher. Population not only includes the number, but also covers all the qualities or properties of a particular person or object (Sugiyono, 2022). In this study is the entire population classified as productive age in Bandung City, totaling 1.769.123 people (BPS, 2023).

This research applied a nonprobability approach utilising purposive sampling method. In the non-probability sampling technique, individuals who are selected to be included in the sample do not have the same chance or opportunity, and the use of purposive sampling is based on certain considerations. purposive sampling is carried out based on certain considerations (Sugiyono, 2022).

This study uses sample criteria are people of productive age in Bandung City, respondents aged 15-64 years, and respondents have done online shopping and used financial technology. The minimum number of samples in this study was determined using the Slovin formula by taking the population of productive age people in Bandung City in BPS in 2023, which is 1,769,123 people. The result of the sample calculation above using the Slovin formula is 399,804. So that the number of productive age respondents in Bandung City who will be studied in this study is 400 respondents (numbers rounded up).

3.4 Data Collection Technique

According to Sugiyono, (2022) Data collection was carried out through various methods and various sources, namely primary data and secondary data. Primary data is the result of information obtained directly from the source, such as involving sources using questionnaires. In contrast, secondary data is the result of information obtained indirectly, not through direct interaction with sources, such as through documents from the Central Statistics Agency (BPS).

3.5 Data Analysis Technique

The data analysis technique or method applied is descriptive statistics. Descriptive statistics is a form of statistical analysis that is usually applied in detailing and describing data where it has been collected not by including general conclusions or generalizations. Descriptive analysis method to determine the situation of research variables in high / good, medium / sufficient or low / bad conditions (Sugiyono, 2022). In this study, to check the hypothesis, multiple linear regression methods were used. Before doing the multiple linear regression analysis, a classic assumption test is checked first to make sure that this research model does not violate classical assumptions. The classical assumption test includes normality test, heteroscedasticity test, multicollinearity test, multiple linear regression analysis and autocorrelation test after that conducting hypothesis testing, namely partial coefficient test (t-test), simultaneous coefficient test (F-test) and determination coefficient test (Tri Basuki, 2016). The general formulation if in multiple linear regression is explained using the formula:

$$y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + v_i \quad (1)$$

Explanation:

y_i = Dependent Variable (Consumptive Behaviour)

β = Constant

X_1 = Financial Technology Variable
 X_2 = Financial Literacy Variable
 X_3 = Self-Control Variable
 v_i = Error/Residual.

4 RESULT / FINDING

4.1 Respondent Characteristic

This research data shows that most of the respondents are women. This is supported by a report from Populix (2023) which states that women prefer online shopping compared to men. Most respondents are in the age range of 20-24 years with the most employment status being students. This is supported by the Bandung Population Census conducted by the BPS Bandung (2022), the 20-24 age group is the age group with the largest percentage, reaching 8.22%. This happens because the city of Bandung is a place of interest for students, students, and workers. Most of the respondents in this study shop online through the Shopee platform. This finding is supported by datadoks, (2024) which shows that Shopee is the most popular online shopping platform for consumers.

4.2 Multiple Regression Analysis

Consumptive Behavior_i = 32.078 + 0.176Financial Technology_i + 0.296Financial Literacy_i - 0.081Self-Control_i + v_i

Partial Significance Test (t-test)

Table 1. T-test Results

		Coefficients ^a				
Model		Unstand-ardized B	Coefficients Std. Error	Standard-ized Coeffi-cients Beta	t	Sig.
1	(Constant)	32.078	3.467		9.253	.000
	Financial Technol-ogy	.176	.133	.091	1.326	.185
	Financial Literacy	.296	.123	.195	2.397	.017
	Self-Control	-.081	.121	-.048	-.667	.505

a Dependent Variable: Consumptive Behav-iour

Determination of the t-table value with a sample size of 400 respondents and has 3 independent variables as follows:

K (independent variables) = 3

e (significant value) = 5% (0.05)

$df = n - (k + 1)$

$df = 400 - 4$

df= 396
 t-table = 1,966

From the output results, it can be explained partially for each independent variable as follows:

1. Financial technology The results show the t count value of the Financial technology variable is 1.326, the t table is obtained at 1.966. Because the value of t count $1.326 < t$ table 1.966. Then H_0 is accepted and H_a is rejected, it can be concluded that financial technology has no partial effect on consumptive behavior at productive age in Bandung City.
2. Financial Literacy The results show the t-count value of the financial literacy variable is 2.397, the t table is obtained at 1.966. Because the t value is $2.397 > t$ table 1.966. Then H_0 is rejected and H_a is accepted, it can be concluded that financial literacy has a partial effect on consumptive behavior at productive age in Bandung City.
3. Self-Control The results show the t-count value of the self-control variable is -0.667, the t table is obtained at 1.966. Because the calculated t value is $-0.667 < t$ table 1.966. Then H_0 is accepted, and H_a is rejected, it can be concluded that self-control has no partial effect on consumptive behavior at productive age in Bandung City.

Simultaneous Significant Test (F-test)

Table 2. F-test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2243.022	3	747.674	7.629	.000 ^b
	Residual	38811.515	396	98.009		
	Total	41054.537	399			

a Dependent Variable: Consumptive Behaviour

b Predictors: (Constant), Self-Control, Financial Technology, Financial Literacy

From the output results obtained, it is known that the F count in this study is 7,629. Then the value of F count $7.629 > F$ table 2.60 Then H_0 is rejected and H_a is accepted. This means that financial technology, financial literacy and self-control simultaneously affect the consumptive behavior of online shopping at productive ages in Bandung City.

Test Coefficient of Determination (R2)

Table 3. Determination Coefficient Test Result

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.234 ^a	.055	.047	9.899943	1.625	

a. Predictors: (Constant), Self-Control, Financial Technology, Financial Literacy

b. Dependent Variable: Consumptive Behaviour

Based on the results of the output in this study, the Adjusted R Square (R^2) value is 0.047. The value will be converted into a percentage of 4.7%. This means that financial technology, financial literacy and self-control contribute 4.7% to consumptive behavior and the remaining 95.3% is influenced by other factors. It can be concluded that financial technology, financial literacy, and self-control only have a very small influence on consumptive behavior at productive age in Bandung City.

5 DISCUSSION

5.1 The Effect of Financial Technology on Consumptive Behavior

Lee & Low Linda, (2018) state that Financial Technology (Fintech) or financial technology refers to applications that provide solutions such as the process of use, various products in the banking or financial services sector. Based on the research findings, it shows that financial technology for productive age residents in Bandung City is in the good category.

Based on the study's results, it shows that financial technology does not significantly affect the consumptive behavior of productive-age residents in Bandung City. This finding is in line with research conducted by Yahya, (2021) which shows that financial technology has no significant effect on the consumptive behavior of students. However, it contradicts the research of Sulistiyani et al., (2023) which states that financial technology has a significant effect on consumptive behavior in generation Z in Yogyakarta. Financial technology is one of the e-wallets that is most vulnerable to data leakage, besides that the ease of use of financial technology, namely online payment and lending systems, makes many people entangled in online loans to meet their lifestyle, buy new gadgets and behave consumptively.

This is supported by a publication issued by populix, (2023) which explains that there is ease of payment for online shopping due to the many payment method options that are available. Online shopping, because of the many payment method options provided, is the reason people do online shopping so that they behave impulsively because they are tempted by vouchers, cashback, discounts and for self-satisfaction. self-satisfaction. This means that although financial technology provides convenience, especially in online shopping payments, this makes people of productive age still carry out consumptive behavior.

5.2 The Effect of Financial Literacy on Consumptive Behavior

According to the Financial Services Authority (2021), financial literacy is a person's ability or expertise in understanding and managing finances in their lives properly. The level of financial literacy of the productive age population in Bandung City results in a percentage of the whole being in the good category. This means that overall, productive

people already have a good understanding, namely already knowing the basics of financial literacy such as understanding the concept of financial management, financial planning such as investing, short-term and long-term savings and being able to conduct financial checks such as expenses and income. In addition, they understand credit management and can make decisions even though they do not fully understand the risks that exist in the financial sector. However, the risk management indicator needs attention because it has a low value compared to other statements. This shows that respondents have not been able to manage financial risks such as interest rate risk, credit risk and currency exchange rate risk.

Based on the test results, it is concluded that financial literacy has a significant effect on consumptive behavior at productive age in Bandung City. The study results are in line with research Asisi, (2020) financial literacy has a significant effect on student consumptive behavior in line with the research of Fahira Yudasella & Krisnawati, (2019) Financial literacy has a significant effect on the consumptive behavior of high school students in Bandung City, but not in line with the research of R. P. Pratiwi & Susanti, (2022) which states that financial literacy has no significant effect on consumptive behavior.

Krisnawati et al., (2023) stated that someone with an understanding and good financial literacy skills tends to purchase goods or high consumption. Someone who understands financial literacy tends to only understand theoretically but is unable to implement in everyday life to control their consumptive behavior because they are influenced by lifestyle and online shopping which causes them to impulsive buying, this is supported by a publication issued by populix, (2023). This means that despite having good financial literacy, people often remain unable to control their consumptive behavior due to the influence of lifestyle and online shopping, which encourages impulsive buying.

5.3 The Effect of Self-Control on Consumptive Behavior

According to Rakhman & Pertiwi (2023) Self-control is an important aspect of a person's personality, in individual decision making based on good purposeful thinking so that decisions taken do not depend on the decisions of others. The self-control of the productive age population in Bandung City is in the good category. This means people of productive age in Bandung City can control their desire to buy goods, consider carefully when making online purchases, and limit themselves from buying unnecessary items. In addition, respondents tend to search for information before buying goods, manage finances so as not to be wasteful, and listen to the opinions of others when making decisions to avoid repeated mistakes.

Based on the test results, it is concluded that self-control does not have a significant effect on consumptive behavior at productive age in Bandung City. The results of this study are in line with research conducted by Amalia, (2019) showing there is no significant effect on consumptive behavior in early adult K-pop fans. However, it is not in

line with research conducted by Sulistiyani et al., (2023) which shows self-control has a significant effect on the consumptive behavior of generation Z in Yogyakarta.

Ineffective self-control due to online shopping is a factor in increasing consumptive behavior (datadoks, 2022). This is supported by populix, (2023) which explains that online shopping provides convenience and comfort for respondents because it saves time and effort, can compare prices of goods, free shipping, has various payment options, and can see seller reviews but it makes people behave consumptively because of the influence of reviews, influencers, tempted by cashback, vouchers, free shipping and seller offers that encourage impulsive buying. It can be concluded that self-control does not affect consumptive behavior due to impulsive buying online shopping.

5.4 The influence of financial technology, financial literacy and self-control on consumptive behavior

The results of this study indicate that simultaneously financial technology, financial literacy and self-control affect consumptive behavior. This means that the greater the influence of financial technology, financial literacy, and self-control simultaneously, the higher the consumptive behavior. In conclusion, all these independent variables together contribute to the consumptive behavior of productive age in the city of Bandung. The results of this study are also in line with research conducted by Nainggolan, (2022) which states that these variables can explain consumptive behavior.

6 CONCLUSION AND RECOMMENDATION

This research was conducted on financial technology, financial literacy and self-control on consumptive behavior with the object of productive age population in Bandung City with 400 respondents. The study's results will answer the formulations of the problems found as follows: Financial technology partially has no significant effect on consumptive behavior in productive age residents in Bandung City. Financial literacy partially has a significant effect on consumptive behavior in productive age residents in the city of Bandung. Self-Control partially has no significant effect on consumptive behavior in productive-age residents in Bandung City. Simultaneously Financial technology, financial literacy and self-control have a significant effect on productive age residents in Bandung City.

This study has shown the results of 3 independent variables, namely financial technology, financial literacy and self-control. For further research, it is hoped that it can add variables or replace variables related to this research. And for productive people, improving financial literacy is key to understanding and managing financial risks. Education on financial risks should be increased through seminars, workshops, and online courses that focus on aspects such as investment, loans, and savings. The use of financial technology, such as budgeting and expense logging apps, can help better manage personal finances. In addition, retrospective evaluation of consumption behavior is also necessary to ensure spending is in line with priorities and long-term financial goals. Setting clear financial goals. Having specific financial goals will help you keep them

under control consumptive behavior and improve self-control in managing finances. In addition, people must avoid buying goods influenced by attractive packaging to avoid an increase in consumptive behavior.

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