

## Self-Esteem Towards Consumptive Behaviour in Female Students

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**Abstract.** Consumptive behaviour is the act of excessively purchasing goods for temporary pleasure, which can lead to feelings of anxiety and insecurity. Self-esteem is one of the factors that contribute to consumptive behaviour. Low self-esteem can lead individuals to experience feelings of depression and even psychosomatic disorders. The purpose of this study is to determine the effect of self-esteem on consumptive behaviour among 11th-grade female students at SMA N 3 Kota Kupang and to analyze the comparative level of the influence of self-esteem on consumptive behaviour between science (MIPA) and social studies (IPS) students. This research is quantitative and uses simple linear regression analysis techniques. The participants in this study were 86 female 11th-grade students. The data analysis results show that (H1) is accepted, meaning there is an effect of self-esteem on consumptive behaviour, and (H2) is rejected, meaning there is no comparative difference in the level of influence of self-esteem on consumptive behaviour between science and social studies students.

**Keywords:** *self-esteem, consumptive behaviour*

**Abstrak.** Perilaku konsumtif merupakan perilaku membeli barang secara berlebihan untuk mendapatkan kesenangan yang bersifat sementara, yang dapat menimbulkan perasaan cemas dan perasaan tidak aman. Self-esteem merupakan salah satu faktor penyebab perilaku konsumtif. Self-esteem yang rendah dapat menyebabkan individu mengalami perasaan depresi hingga gangguan psikosomatis. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh self-esteem terhadap perilaku konsumtif pada siswi kelas XI SMA Negeri 3 Kota Kupang dan menganalisis perbandingan tingkat pengaruh self-esteem terhadap perilaku konsumtif antara siswi kelas MIPA dan IPS. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik analisis regresi linier sederhana. Partisipan riset merupakan siswi kelas XI berjumlah 86 orang. Hasil analisis data menunjukkan bahwa (H1) diterima artinya terdapat pengaruh self-esteem terhadap perilaku konsumtif, dan (H2) ditolak artinya tidak ada perbandingan tingkat pengaruh self-esteem terhadap perilaku konsumtif antara siswi MIPA dan siswi IPS.

**Kata kunci :** *harga diri, perilaku konsumtif*

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## **Introduction**

Following the latest trends is one way for teenagers to stand out and be the centre of attention especially in school (Sari, 2018). Teenagers tend to spend the money they have to buy things that are not a necessity, and looking for physical comfort, based on the nature of teenagers who will feel happy and comfortable when wearing things that can make them appear trendy (Heni in Lestarina, Karimah, Febrianti, Ranny, & Harlina, 2017).

According to Erich Fromm, the behaviour of buying excessive goods as an attempt to obtain false or uncertain pleasure and happiness is called consumptive behaviour. Fromm also added that someone is said to be consumptive if they have goods that do not correspond to their needs in excess, only what they want, and to show their status (Arum & Khoirunnisa, 2021). Psychologically, consumptive behaviour can cause a person to experience anxiety and insecurity. Sometimes individuals always feel a demand to buy the goods they want, but this purchasing activity is not supported by adequate financial support, giving rise to feelings of anxiety because the goods are not fulfilled (Thamrin & Saleh, 2021).

In relation to consumptive behaviour, self-esteem is one of the factors underlying the emergence of this behaviour. Self-esteem can simply be interpreted as a person's feelings about themselves related to the importance of achievement, positive interpersonal relationships, and psychological well-being, (Vohs & Baumeister 2016). A person with low self-esteem is dependent on other individuals, and not confident in their abilities they tend to be unsure of their performance and are relatively influenced by other people, so it can cause psychosomatic disorders and feelings of depression, (Coopersmith in Malasari, 2020). Based on the

results of interviews conducted by researchers with eight students of SMA N 3, the problem faced when they were in the school environment was that students were not able to truly accept their physical selves, both weaknesses and strengths in themselves. They often bought unique and cute items, such as hair clips with different colours, rings, unique pens, and portable fans which were also purchased because they followed classmates.

Based on their major, it is often found that teenagers not only compete academically but also non-academically when they are at school. Based on research conducted by Rahmadani (2022), it is stated that science students feel superior in matters related to academic achievement, while social studies students feel superior in matters other than academic achievement.

Self-esteem takes a role as one of the factors that contribute to behaviour and based on the results of previous research, the author is interested in researching the Influence of Self-Esteem on Consumptive Behaviour in Class XI Female Students of SMA N 3 Kupang City. This research is also important for people to be more aware of the importance of prioritizing needs over desires, and to be able to manage expenses and learn to live frugally so that they are not affected by psychological impacts such as feelings of anxiety or feelings of insecurity that can interfere with daily life.

### **Method**

The method used in this research uses a quantitative approach, which emphasizes numerical data analysis and will be processed using statistical analysis methods (Azwar, 2013). This research uses simple linear regression analysis. According to Sugiyono (2013), simple linear regression analysis is a test applied to data consisting of two variables, namely one independent variable and one dependent variable, where these variables are causal (influential).

This research was conducted at SMA Negeri 3 Kupang City. The criteria for the subject are female students, sitting in class XI, and majoring in Natural Sciences and Social Science. The sampling technique used in this research is probability

sampling from simple random sampling. The number of participants was 43 female students from class XI MIPA and 43 female students from class XI IPS so the total number of participants was 86 female students. In sampling on Social Science and Natural Sciences students researchers used a simple random sampling technique by asking for the names of class XI female students and then randomly selecting them using a computer program, namely Excel with the randbetween formula. The randbetween formula is used when a determination process is needed that involves objectively randomizing numbers in the data on a spreadsheet. Meanwhile, for the social studies class, the entire population of class XI female students was taken, so the total number of participants who wanted to be used was 86 female students. The data collection techniques used in this research were interviews and filling out questionnaires, created with the help of Google Forms and distributed via WhatsApp.

The data collection instruments used in this research were the self-esteem scale and the consumptive behaviour scale. These two instruments are modified results from Luckyta (2019). Luckyta (2019) modified the self-esteem scale based on aspects created by Coopersmith (in Luckyta, 2019), with a total of 24 statement items divided into aspects: individual strengths, individual significance, individual virtues, and individual abilities. Meanwhile, the consumer behaviour scale was modified by Luckyta (2019) based on aspects created by Lina and Rosyid, with a total of 24 statement items. According to Lina & Rosyid (in Luckyta, 2019), there are three aspects of consumer behaviour: impulsive buying, wasteful buying, and seeking pleasure (non-rational buying).

Data analysis techniques used include the Instrument Test (Validity Test and Reliability Test), Assumption Test (Normality Test and Linearity Test), Hypothesis Test (Simple Linear Regression Analysis, Coefficient of Determination Test, and t-Test). Based on the instrument created by Luckyta (2019), researchers conducted a validity test using Aiken's V with a value level of  $> 0.74$  so that the remaining items used on the self-esteem scale were 19 and the remaining 17 items on the consumer

behaviour scale. Then, reliability testing was carried out on 32 female students from the Kupang National Image Independent High School, using test-retest reliability. This reliability test obtained results of 0.814 for the self-esteem scale and 0.922 for the consumer behaviour scale.

**Results**

Table 1.  
*Simple linear regression test*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	23,761	6,357		3,738	.000
Self-Esteem	.321	.102	.324	3,142	.002

a. *Dependent Variable: Consumptive Behaviour*

The regression equation from the results of simple linear regression is as follows:

$$Y = 23.761 + 0.321X.$$

Based on the results of the regression test, a constant value of 23.761 was obtained, which shows that there is a positive influence between self-esteem and consumptive behaviour, meaning that if self-esteem increases by one unit, consumptive behaviour will increase by 0.321 or 32.1%.

**Hypothesis test**

**t-test**

The results of the t-test based on the table show that the coefficient value of t-count is 3.142 and t-table is 1.988, which means t-count > t-table with a significance value (p) of 0.002 < 0.05, proving that there is an influence between self-esteem and consumptive behaviour. Thus, (H1) which states "there is a significant influence between self-esteem and consumptive behaviour in class XI female students at SMA Negeri 3 Kupang City" is accepted.

The researchers then conducted a T-test to compare the influence of self-esteem on consumer behaviour between class XI majoring in Natural Sciences and

majoring in Social Sciences at SMA Negeri 3 Kupang City. The results of the T-test for the Natural Sciences class obtained a t-count value of 1.223 and a t-table of 2.019, which means  $t\text{-count} < t\text{-table}$  with a significance value (p) of  $0.1228 > 0.05$ , proving that there is no influence between prices themselves with consumer behaviour. Meanwhile, in the Social Sciences class, the t-count was 1.953 and the t-table was 1.988, which means  $t\text{-count} < t\text{-table}$  with a significance value (p) of  $0.058 > 0.05$ , proving that there is no influence between self-esteem and consumer behaviour in social studies class. Thus, (H2) which states "there is a significant difference in the level of influence between self-esteem and consumer behaviour of class XI science and social studies female students" is rejected.

Table 2.

*Coefficient of determination*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.324 <sup>a</sup>	.105	.094	4,938

a. Predictors: (Constant), Self-Esteem

**Source: Data processed by the author, 2024**

From the data obtained in the table above, it is known that the regression value between self-esteem and consumer behaviour (R) is 0.324, while the coefficient of determination (R Square) is 0.105. This shows that 10.5% of consumer behaviour is influenced by self-esteem, while the remaining 89.5% is influenced by other factors not included in this research.

## **Discussion**

### **There is an Influence of Self-Esteem on Consumptive Behaviour**

Based on hypothesis testing using simple linear regression, it was found that there was a significant positive influence between the self-esteem variable and the consumer behaviour variable studied. The magnitude of the influence of self-esteem on consumer behaviour is 0.321 or 32.1%. The findings of this research are in line with the findings of Luckyta (2019) with the research title "The Relationship between Self-Esteem and Consumptive Behaviour of Fashion Products in Online

Stores among Sharia Banking Students at UIN Maulana Malik Ibrahim Malang, which states that there is a significant positive influence between self-esteem and consumptive behaviour, where for every one point decrease in self-esteem there will be an increase in consumer behaviour of 0.19 or 19%. These findings are also in line with Lina and Rosyid's theory (quoted in Handayani, 2022) which suggests that one of the factors that influences a person's consumptive behaviour is low self-esteem.

This research explains that female students who have good self-esteem will be able to control themselves in consumptive behaviour. Based on the psychoanalytic theory put forward by Sigmund Freud regarding the Id, Ego and Super Ego, it is explained that the Id is a primitive, chaotic area that cannot be reached by the conscious mind. The id is unchangeable, amoral, illogical, unmanageable and full of energy that comes from basic drives and is devoted solely to satisfying the pleasure principle. Ego is a realistic thought process because Ego is controlled by the principle of reality. Ego also acts as a mediator between Id and Super Ego. Meanwhile, Super Ego can be understood as the internal embodiment of society's traditional values and aspirations that parents teach their children through reward or punishment. Super The ego always demands perfection from what is taught to it, even though sometimes perfection is not in line with real circumstances (Husin, 2017).

Referring to the theory above, this research explains that female students who have good self-esteem will be able to control themselves in consumptive behaviour, so consumptive behaviour is an Id or internal drive which is the principle of pseudo-pleasure, while self-esteem in this case plays a role as Super Ego. Then, the Ego is the judge of whether consumer behaviour is a good action or not. From the results of this research, it is known that female students have good self-esteem, so Ego decides that Super Ego is stronger than Id. Therefore, Ego controls themselves with good self-esteem so that female students' consumptive behaviour can be controlled. The research results show that the social environment plays a big role in female students' self-esteem, such as support, concern, respect,

and the response/attitude of other people. This is supported by the results of research conducted by Syafrizaldi & Pratiwi (2020) which states that the self-esteem of teenagers who are classified as high is influenced by the social environment by 62.7%.

**There is no comparison of the influence of self-esteem on the consumer behaviour of class XI natural science and social studies students**

Based on the results of the T test carried out to see the comparison between the influence of self-esteem on consumer behaviour between classes XI MIPA and IPS, there is no significant comparison between the two classes/departments. The results of the T test for the Mathematics and Natural Sciences class/department obtained a t-count of 1.223 and a t-table of 2.019, which means that  $t\text{-count} < t\text{-table}$  with a significant value (p) of  $0.228 > 0.05$ , which proves that there is no influence between self-esteem and self-esteem. consumptive behaviour. Meanwhile, for the social studies class/department, the tcount was 1.953 and the t-table was 2.019, which means that the  $t\text{count} < t\text{-table}$  with a significant value (p) of  $0.058 > 0.05$ , which proves that there is no influence between self-esteem on consumer behaviour in social studies class.

Partially, the two classes/departments do not have a significant comparison regarding the influence of self-esteem on consumer behaviour. So it can be concluded that the hypothesis (H2) which states "there is a significant influence between self-esteem on consumer behaviour" is rejected.

According to Coopersmith (in Malasari, 2020) someone with low self-esteem tends to be dependent on other individuals, they are not sure about their abilities, so they are less confident in their performance and are relatively influenced by others. In relation to this theory, on the self-esteem variable for the indicator of feeling concerned about others with the statement "I feel happy when other people think my appearance is attractive", the average respondent gave an affirmative answer. This shows that most respondents pay attention to other people's responses to themselves, so it can be concluded that the respondents in the statement show self-



esteem that leads to the low category, while the consumer behaviour variable for the indicator of buying necessary goods with the statement "I often buy products without considering their usefulness", the average respondent gave an disagree answer so that this shows that self-esteem in science and social science students is classified as moderate to low while their consumer behaviour is in the low category.

### **Conclusion**

Based on the research results that have been described, the conclusion that can be drawn is that there is an influence between self-esteem on consumer behaviour in class or 32.1%. In the second hypothesis, the results of the T test for the Mathematics and Natural Sciences class/department obtained a t-count value of 1.223 and a t-table of 2.019, which means that the t-count < t-table with a significant value (p) of 0.228 > 0.05. Then, for the social studies class/department, the t-count was 1.953 and the t-table was 2.019, which means that the t-count < t-table with a significant value (p) of 0.058 > 0.05, which proves that partially from both departments/ In the sample there is no comparative level of influence between self-esteem on consumptive behaviour in Natural Science and Social Sciences classes.

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