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Parents' Socioeconomic Status and Lifestyle Influence on Student Consumption

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ABSTRACT

The aim of this research is to find out whether parents' socio-economic status and lifestyle have a partial or simultaneous effect on consumption among students at the Faculty of Economics, Batanghari University, Jambi. This research is field research (Field Research) using descriptive analysis methods with a quantitative approach. Data collection techniques in this research used questionnaires and documentation. The sample was 94 students from the Faculty of Economics, Batanghari University, Jambi, taken using simple random sampling. The data analysis method uses the Multiple Linear Regression Analysis method, the coefficient of determination test (R2), and hypothesis testing, namely the F Test and t Test. The results of the research show that simultaneously or partially, parents' socio-economic status and lifestyle have a significant and positive effect on the consumption of students at the Faculty of Economics, Batanghari University. The R Square value is 0.176, which means that the variables of parents' socio-economic status and lifestyle can explain 17.6% of student consumption, while the remaining 82.4% is explained by other variables. This research concluded that partially Lifestyle (X2) has a significant and positive effect on the consumption of economics faculty students at Batanghari University, Jambi (Y), meaning that if lifestyle increases, consumption of economics faculty students at Batanghari Jambi University will also increase.

INTRODUCTION

T Every individual definitely needs consumption. Consumption is the activity of a person or group in using, using, or consuming goods and services with the aim of meeting their daily needs (Mayasari et al., 2023). The main needs that must be met by each individual through consumption activities are basic needs, however, with increasingly advanced developments, the consumption needs of each individual also vary. Nowadays, every individual is not only required to fulfill their basic needs, but also other needs such as education, health, and so on. With the development of existing needs, each individual has different consumption behavior (Adriani et al., 2021).

Consumption behavior can be interpreted as the act of using goods and services which to obtain them must be set aside from a person's income (Nurdin et al., 2022). In other words, a consumer should be more mature and wise in using the money he has by taking economic actions, namely by considering two things, namely sacrifice and results. Everyone has different consumption behavior, such as the consumption behavior of a student. Students are students who have registered at a university and meet the requirements set by the university concerned (Yati et al., 2024). Like society or households, students also carry out economic activities every day.

Students from the Faculty of Economics, Batanghari University, Jambi come from three study programs, namely Bachelor of Management, Bachelor of Development Economics and Master of Management. Similar to other students, UNBARI Faculty of Economics students also carry out consumption activities. Of course, one student has different attitudes and behavior from one student to another. In general, student income can come from pocket money given by parents, scholarships (if scholarship recipients), and wages (if working). Pocket money from parents is pocket money received every month or every week, from this pocket money students are then used to meet their needs and then allocated to their consumption expenditure items, both routine and non-routine consumption. Student income that comes from their parents' pocket money is greatly influenced by their parents' socio-economic status (Adriani et al., 2020).

Socioeconomic status is the economic background of the family or parents which is measured by education level, type of work, parent income level (Wiranti et al., 2023). Lifestyle is broadly defined as a way of life that is identified by how a person spends their time, what they consider important in their environment, and what they think about themselves and their surroundings (Hutabarat & Rosmiati, 2022). The more rapid development of today's era, the lifestyle of humans, especially students, is also developing. The very modern lifestyle of students will have an impact on their own consumption choices, where they tend not to be able to differentiate between what is their basic need and what is not a basic need. For example, by spending the income (pocket money) that students have only to buy things that are not important and are merely desires, this will lead to consumerist traits and behavior among teenagers. Apart

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from causing consumptive behavior, this will cause primary needs or basic needs not to be met (Arisia Dewi, 2022).

However, usually someone with a high level of lifestyle will use more of their pocket money for consumption activities aimed at improving their lifestyle. In everyday life, humans always try to fulfill their needs continuously, because basically humans cannot be separated from needs and will never be satisfied. Human needs can be fulfilled one way through consumption activities, namely consumers will allocate their wealth to meet needs. Consumers consume these needs based on supporting factors, which include high income and the habits or lifestyle of each consumer (Hutabarat, 2023).

The majority of students are still dependent on their parents, this will result in students feeling that their desires will be easily fulfilled, this is also what happens to undergraduate students at the Faculty of Economics at UNBARI, they will always ask for their desires to be fulfilled, this is due to the demands of current developments in which All desires must be fulfilled and if these desires are not fulfilled, students will usually feel afraid of being labeled as outdated students if they do not follow current trends. This causes students to sometimes ask for more money for their pocket money, and quite a few of them lie to their parents about tuition costs such as printing, photocopying and other costs which actually do not add up to these costs. This kind of bad consumption behavior should be avoided by a student because a student should be smarter and wiser in carrying out economic activities, especially an economics student who has gained a lot of knowledge about good and bad consumption behavior. Based on the background explanation above, the author wants to find out more about the influence of parents' socio-economic status and lifestyle on student consumption using existing theories and facts (Surono et al., 2024).

LITERATURE REVIEW

Consumption is the activity of a person or group in using, consuming or consuming goods and services with the aim of meeting their daily needs. Consumption is household expenditure to purchase goods and services, with the exception of purchasing a new house. These household purchases include durable goods, such as cars and furniture, as well as non-durable goods, such as food and clothing. Services include invisible products, such as barbering and health services. Household spending on education also includes services (although some may argue that this is better included in the investment component) (Smith et al., 2017).

Consumption is the activity of reducing the use value of goods and services, with the aim of meeting needs. The tool for consuming is income, so consumption is also often defined as the part of people's income that is used to purchase goods or services in order to meet needs. Factors influencing consumption
namely income, family composition, environment, personality, motivation, attitudes, culture and future predictions. Like student households, they also consume. Student consumption expenditure is the value of purchases made by students to purchase various types of necessities. In general, student needs can be grouped into two large categories, namely food and non-food. Thus, at a certain income level, students will allocate their income to meet these two needs (Ferdian et al., 2022).

Consumption or demand for a good is influenced by the price of the commodity itself, the price of other commodities that are substitutes or complements, the level of (real) income, the number and age composition of the population, and consumer tastes for the goods requested. In this classical consumption theory there are several well-known figures included, including Karl Marx, Max Weber, and George Simmel. In this classical consumption theory, Karl Marx said that consumption is through analysis of what forms and structures human needs, and how these needs can be met in production applications. Karl Marx also said how there is an inherent contradiction in the consumption paradox. Meanwhile, Max Weber focused on the argument that the Industrial Revolution had caused massive world upheaval with the factory products produced. Humans tend to live a more emotional lifestyle and humans have experienced a phase where humans are aware of the pleasures of life. There is another strong figure who is included in the classical consumption theory, namely George Simmel. Simmel saw money and specifically exchange as central to the experience of modernity. He also said that consumption is more than just an incidental interest, but actually has several roles in structuring a person's experience of modernity. Consumption in Simmel's narrative also plays a role in satisfying a person's social needs and psychological needs (Hamilton et al., 2019).

Keynes in the 1930s made three assumptions about consumption theory. First, he assumes that the marginal propensity to consume, namely the amount consumed for each additional rupiah, is between zero and one. This assumption explains that when a person's income is higher, their consumption and savings will be higher. The second Keynesian theory is that the ratio of consumption to income, which is called the average propensity to consume, decreases when income rises. According to Keynes, the proportion of savings of rich people is greater than that of poor people. If you sort people from very poor to rich, you will see that the proportion of savings to income is increasing. Finally, income is an important determinant of consumption and the interest rate does not play a significant role. This is different from classical economists who think that the higher the interest rate, the higher the savings rate and reduce consumption (Pratiwi, Hutabarat, Anggraini, et al., 2024).

This theory is an anomalous form of Keynes' consumption function theory. This anomaly is related to Keynes's conjecture about the tendency for average consumption to fall when income rises. The first anomaly is called secular stagnation, namely a condition of prolonged depreciation until there is a fiscal policy that shifts/increases aggregate

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demand. This situation occurred after the second world war when there was no depression even though people's income after the war increased. The second anomaly was stated by Simon Kuznets who examined consumption and income data. In his research, it was found that the ratio between consumption and income was stable from decade to decade, even though there had been an increase in income. These two anomalies prove that the Keyenesian consumption function applies to household or short-term data, while the long-term consumption function tends to be constant (Riady & Hutabarat, 2023).

Socio-economic status is the economic background of the family or parents as measured by education level, type of work, parents' income level. "The condition of a society is reflected in its ability to carry out economic activities to meet daily living needs." Based on the opinion above, it can be concluded that socio-economic status is everything that constitutes the economic background of a person or family which is measured through income level, education, wealth ownership, and type of work. According to (Coelho & Martins, 2022)there are three factors that influence socio-economic status, namely: 1) Income is the average income obtained from work carried out in daily life. This means that parents' income level is usually based on the work they do in an agency, either government or private, from that work they will get an income according to what is given by the party concerned where they work. 2) Work is an activity carried out by students' parents to earn a living. The number of job fields in society is increasing, each of which requires skills, abilities, expertise and education. 3) Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble morals, and skills needed by themselves, society, nation and state. If the economy is sufficient, the material environment faced by children in their families is wider, such that they have wider opportunities to develop various life skills that they cannot develop if they do not have the tools, apart from that, the social relationship between a child and his parents also influences development. a child's life skills. It can be said that socio-economic status is relative so that it cannot be equated between one community group and another.

Broadly, lifestyle is defined as a way of life that is identified by how a person spends their time, what they consider important in their environment, and what they think about themselves and their surroundings (Hutabarat & Ekawarna, 2023). Lifestyle is a reflection of each person who wears it and describes how much moral value that person has in the society around him. Lifestyle includes a set of habitual views and patterns of response to life, as well as equipment for living. How to dress, how to work, consumption patterns, how individuals fill their daily lives are elements that form a lifestyle. Lifestyle indicators include: 1) Activities reveal what consumers do, what products they buy or use, what activities they do to fill their free time. Although these activities can usually be observed, the reasons for these actions can rarely be measured directly. 2) Interest shows what the consumer's interests, likes, passions and priorities are in their lives. 3) Opinion revolves around the views and feelings of consumers in responding to global, local, economic and social issues. Opinions are used to describe interpretations, expectations and evaluations, such as beliefs about the intentions of others, anticipations regarding future events and weighing of the rewarding or punishing consequences of alternative courses of action (Ramos, 2018).

METHOD

The research method used in this research is the Quantitative Research Method, where the Quantitative Research Method is a method used to answer research problems in the form of numbers and statistical programs. This research will be carried out at the Faculty of Economics, Batanghari University, Jambi. Population is a generalized area consisting of objects and subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). Population in general is a group of individuals with the same characteristics (the same species) who live in the same place and time, whereas in statistics population is a collection of data that is the object of inference. The population in this study were students from the Faculty of Economics, Batanghari University, Jambi, totaling 1,522 people. Sample is part of a population (example), to be used as study material in the hope that the samples taken from the population can be representative of the population. The sample is part of the population that is used as the object of research. In this research, the sampling technique used is non-probability sampling using a purposive method, namely taking samples with certain considerations which are taken randomly (Sugiyono, 2015).

RESULT

Based on the statistical theory of linear models, only the residual of the dependent variable Y must be tested for normality, while the independent variable is assumed not to be a distribution function, so it does not need to be tested for normality. The normality test can be seen in the Normal P-Plot graph:

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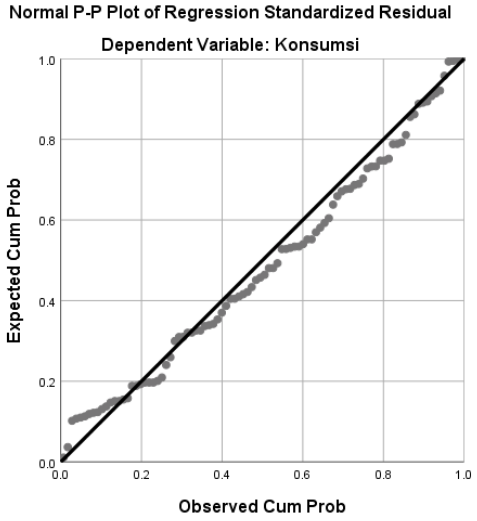


Figure 1. P-Plot Diagram
Source: Results of researchers' data processing in 2023

Based on the P-Plot graph above, it is found that the data spreads around the diagonal line and follows the direction of the histogram line towards the distribution pattern, so variable Y can be said to meet the normality test. Furthermore, to ensure normality tests can be carried out using the Kolmogorov Smirnoff method, namely as follows:

Table 1; Kolmogorov Smirnov Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		94
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	13277.53097845
Most Extreme Differences	Absolute	.078
	Positive	.075
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.197[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Results of researchers' data processing in 2023

It is said that the data is normally distributed if the value of Asymp. Sig. in the One-Sample Kolmogorov-Smirnov Test table must be > 0.05. Based on the Kolmogrov Smirnov table above, the Asymp value is obtained. Sig. of 0.197, which means that the value is greater than 0.05. In this way, the data in this study can be said to be normal.

The Multicollinearity test can be seen in the VIF column and Tolerance column in the Coefficients table. If the VIF (Variance Inlation Factor) value is < 10 and the Tolerance value is > 0.1, then multicollinearity does not occur;

Table; 2 Coeffients

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	37034.241	8722.619		4.246	.000		
	Parents' Socioeconomic Status	.004	.002	.249	2.612	.011	.995	1.005
	Lifestyle	.240	.072	.320	3.355	.001	.995	1.005

a. Dependent Variable: Consumption

Source: Results of researchers' data processing in 2023

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Based on the table above, the Variance Inlation Factor (VIF) value is 1.005 and the Tolerance value is 0.995. This shows that the Variance Inlation Factor (VIF) value is < 10 and the Tolerance value is > 0.1, which means that there is no multicollinearity between the independent variables in this regression model.

DISCUSSION

The Influence of Parents' Socioeconomic Status on Student Consumption

The coefficient for parents' socio-economic status (X1) is 0.004, meaning that the parent's socio-economic status variable has increased by 1 percent, while other variables are considered constant or unchanged, so student consumption has increased by 0.004 percent. From the test results, the calculated t value for the Parental Socioeconomic Status variable was 2.612 with a confidence level of (α = 5%) df = (91) for the test, the t table value was (2.612 > 1.98638) and significance (0.011 < 0, 05), meaning that H0 is rejected and Ha is accepted, meaning that parents' socio-economic status has a significant influence on the consumption of students at the Faculty of Economics, Batanghari University, Jambi. These results agree with research conducted by (Zahar et al., 2024) that there is a significant influence on student consumption. Because the socio-economic status of parents in general can increase student consumption (Hasan et al., 2022) and (Hardianti & Syahrudin, 2018).

Influence of Lifestyle on Student Consumption

The Lifestyle Coefficient (X2) is 0.240, meaning that the Lifestyle variable has increased by 1 percent, while other variables are considered constant or unchanged, so Student Consumption increases by 0.240 percent. From the test results, the calculated t value for the Lifestyle variable was 3.355 with a confidence level of (α = 5%) df = (91) for the test, the t table value was obtained (3.355 > 1.98638) and significance (0.001 < 0.05), meaning that H0 is rejected and Ha is accepted, meaning that lifestyle has a significant influence on the consumption of students at the Faculty of Economics, Batanghari University, Jambi. Thus, the hypothesis stating the influence of lifestyle on consumption of students at the Faculty of Economics, Batanghari University, Jambi is proven. These results agree with (Phongsavath et al., 2022) that lifestyle is a person's pattern of living in the world which is expressed in their activities, interests, opinions, which means that in general a person's lifestyle can be seen from the routine activities they do, what they think. towards everything around him and how much he cares about it and also what he thinks about himself and the outside world. With a luxurious lifestyle, students' needs for goods and services are increasingly high. Students do not think about the priority scale for meeting needs. This tends to be done by students with middle to upper income levels (Azis & Rakib, 2022) and (Gunawan & Febri Andani, 2022).

The Influence of Parents' Socioeconomic Status and Lifestyle on Student Consumption

From the results of simultaneous testing of the influence of parents' socio-economic status and lifestyle on student consumption, at the significance level, the value Fcount (9.689) > Ftable (3.09) was obtained, so H0 was rejected, so the researcher was able to prove the third hypothesis which states that there is an influence of the status variable parents' socio-economics and lifestyle simultaneously influence consumption among Unbari Faculty of Economics students. Each independent variable has a positive regression coefficient, this means that every increase in the independent variable will be followed by an increase in the dependent variable, and vice versa, every decrease in the independent variable will be followed by a decrease in the dependent variable (Pratiwi, Hutabarat, Nabila, et al., 2024) and (Hasan et al., 2022).

CONCLUSION

Based on the discussion in the previous chapters, several conclusions can be drawn as follows: 1) Simultaneously, the variables of parents' socio-economic status (X1) and lifestyle (X2) have a significant effect on the consumption of economics faculty students at Batanghari University, Jambi (Y), 2) Partially, the variable Socio-Economic Status of Parents (X1) has a significant and positive effect on the consumption of students of the economics faculty at Batanghari University, Jambi (Y), meaning that if there is an increase in the socio-economic status of parents, the consumption of students of the economics faculty at Batanghari University, Jambi will increase, 3) Partially, Lifestyle (X2) has a significant and positive effect on the consumption of economics faculty students at Batanghari University, Jambi (Y), meaning that if lifestyle increases, consumption of economics faculty students at Batanghari University, Jambi also increases.

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