



## The Influence of Financial Literacy, Mental Accounting, Peer Conformity, Lifestyle, Self Control, and E-Wallet on the Consumptive Behavior of Gen-Z Coffee Shop Visitors

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### **Abstract**

This research analyzes the relationship between financial literacy, mental accounting, peer conformity, lifestyle, self-control, and e-wallet on consumer behavior. The object of this research is Generation Z visitors to coffee shops in Surabaya. This research uses purposive sampling in data collection. 248 respondents' generation Z respondents visited coffee shops in the city of Surabaya. The distribution of questionnaires was carried out online and offline. This research uses Structural Equation Modeling (SEM) analysis techniques in AMOS version 24 software to produce research output. The results of this study show that financial literacy, mental accounting, peer conformity, lifestyle, self-control, and e-wallet significantly affect consumer behavior. This research aims to socialize the importance of knowledge in managing finances to make decisions more rational, especially for Generation Z visitors to coffee shops in Surabaya.

**Keywords:** *Consumptive Behaviour; E-Wallet; Financial Literacy; Mental Accounting; Self Control*

### **Introduction**

Indonesia is one of the four largest countries with the largest population in the world, and this number will continue to increase in the next few years. Currently, Indonesia has the advantage of a demographic bonus. The demographic bonus in question is that the number of Indonesia's population of productive age (15-64 years) is greater than the number of Indonesia's population of non-productive age (65 years and above) (Kominfo, 2020).. The productive age (15-64 years) is divided into 3 generations, namely Generation 11 to 26 years, almost all of these age groups are included in the productive age (Jayani, 2021). The results of the 2020 population census show that Generation Z dominates and is more significant than other generations. The results show that 74.93 million, or 27.94% of the entire population of Indonesia, are Generation Z (Jayani, 2021).



Figure 1 Gen Z's most purchased items in a month

Based on research from Multimedia Nusantara University (UMN) Consulting in 2022 in Figure 1, the most significant consumption for Generation Z is food and soft drinks, namely 71.76%, followed by fast food at 70.55% (Mahrunnisya *et al.*, 2018). According to research, food, soft drinks, and fast food are the items Generation Z buys most in a month. This is also supported by a statement from the Indonesian Ministry of Tourism and Creative Economy that the culinary industry is the most significant contributor to the Gross Domestic Product (GDP), around 41 percent (Romys Binekasri & CNBC, 2023). There is data according to Economy SEA in 2021, it is known that the contribution of Gen Z in improving the economy as a young generation has grown Indonesia's digital economy in the food sector, which was initially US\$ 5.1 billion in 2020 and grew by 36% to reach US\$ 6.9 billion in 2021 (Baijal *et al.*, 2021) The increase in consumption in the food sector can also be seen in the many culinary industries in Indonesia. The culinary industries in Indonesia are huge and spread across several provinces. Based on BPS data (2019) from the East Java Province Culture and Tourism Service, Surabaya has the most significant number of culinary industries in East Java. The East Java Indonesian Cafe and Restaurant Entrepreneurs Association (Apkrindo) estimates that the culinary industry will grow by around 30 percent, aligning with East Java province's economic recovery, especially in Surabaya. The city of Surabaya will continue to develop for an evenly distributed culinary industry. They are starting from coffee shops, restaurants, and shops to food stalls (Widarti, 2022).

A *coffee shop* is a place that provides drinks such as coffee, frappe, various exciting drinks, and snacks. It is equipped with a comfortable place, a relaxed atmosphere, and the sound of music. Coffee shops are visited not only to drink coffee but can be used as a place to spend time with peers (Herlyana, 2012). The coffee shop is used as a place to hang out or meet new people, work in groups, or spend time on social media needs. Many Generation Z also work (work from cafes) and spend their own time (me time) in coffee shops (Motoki *et al.*, 2021). Generation Z's tendency to hang out visiting cafes or coffee shops has resulted in Generation Z experiencing a high level of consumption, supported by data from Economy SEA in 2021. Baijal *et al.* (2021) show growth in purchases of Indonesian food consumption.

Consumptive behavior is when someone consumes excessively without careful consideration and purchases without planning (Lina & Rosyid, 1997). Consumptive behavior is formed due to the purchase of unnecessary and excessive goods, which are purchased because they are trendy and many people use them. The dominant age group is the teenage age group. In its development, consumer behavior will always be carried into adulthood (Triyaningsih, 2011). In previous research that has been reviewed, Usman & Maharani (2022) prove that financial literacy and self-control affect consumptive behavior, but this is inversely proportional to research conducted by Hidayanti *et al.* (2023), which states that financial literacy and self-control do not affect consumptive behavior. Ambarsari & Asandimitra (2023) noted that lifestyle affects consumptive behavior, but this is inversely proportional to research conducted by Rismawati *et al.* (2018), which stated that lifestyle does not affect consumptive behavior. Mubarakah & Rita (2020) state that mental accounting positively affects the effector; however, Asniyati & Yaya (2020) state that mental accounting hurts the user. Mahrunnisya *et al.* (2018) stated that peer conformity affects consumptive behavior, but this is inversely proportional to research conducted by Sa'adah *et al.* (2021),

which stated that peer conformity does not affect consumptive behavior. Almukhlisah *et al.* (2023) stated that e-wallets affect consumptive behavior, but this is inversely proportional to research conducted by Rusbianti & Canggih (2023), which stated that e-wallets do not affect consumptive behavior.

The first factor that is thought to influence consumer behavior is financial literacy. Financial literacy is a person's knowledge and beliefs that can affect behavior to improve decision-making abilities and financial management (OJK, 2017). This statement is in line with research conducted by Perdana Oskar *et al.* (2022), (Usman & Izhari (2020), Usman & Maharani (2022), and Mubarokah & Rita (2020), who state that financial literacy has a significant influence on consumer behavior.

The second factor that is thought to influence consumer behavior is mental accounting. According to Thaler & Shefrin (1981), Mental accounting is defined as an individual's cognitive behavior, where an individual classifies income and expenses based on certain items, just like a model in accounting. Mental Accounting can be interpreted as the tendency to group money based on the origin of financial acquisition, such as salaries and bonuses in different groups. Bonuses are considered grants or gifts so that it is easier for someone to consume them, and mental accounting can prevent high consumption behavior (Mubarokah & Rita, 2020). This statement is in line with research conducted by Mubarokah & Rita (2020), Putri *et al.* (2023), and Wijayanti & Santoso (2022), who state that mental accounting has a significant influence on consumer behavior.

The third factor thought to influence consumer behavior is peer conformity. Peer conformity is a form of individual action that adapts to the peer group; it is more dependent on the norms that apply in the peer group (Sukmawati *et al.*, 2010). This statement is in line with research conducted by Mahrunnisya *et al.* (2018), Hayati *et al.* (2020), Prasetia *et al.* (2021), and Hidayanti *et al.* (2023).

The fourth factor that is thought to influence consumer behavior is lifestyle. Lifestyle is a lifestyle that can be seen in daily life, the surrounding environment, and interest in something (Kotler & Keller, 2016). As mentioned in Kotler & Keller (2016), lifestyle is one factor that influences the personal characteristics of consumer behavior. Lifestyle reflects a person's way of spending time and consumption behavior (Oktari, 2014). It is the same as what was written by Sudiro & Asandimitra (2022), the higher the lifestyle a person has, the higher the consumer behavior will be, resulting in the desire to follow trends without looking at needs. This statement is in line with research conducted by Perdana Oskar *et al.* (2022), Ambarsari & Asandimitra (2023), Julita & Aditya (2023), Sakdiyah & Handayani (2022), Usman & Maharani (2022), Usman & Izhari (2020), Hidayanti *et al.* (2023), and Fariana *et al.* (2021) which has a significant influence on consumer behavior.

The fifth factor that is thought to influence consumer behavior is self-control. Self control is controlling behavior and decisions, self control controls and guides and has a positive impact on someone in the form of behavior (Diba, 2013). Self control can also be interpreted as an individual's ability to determine their behavior based on specific standards such as morals, values and rules in society to lead to positive behavior (Marsela & Supriatna, 2019). This statement aligns with research conducted by Sakdiyah & Handayani (2022) and Usman & Maharani (2022), which significantly influences consumer behavior.

The sixth factor, apart from the factors already mentioned, which is thought to influence consumer behavior, is e-wallet. E-wallet is a non-cash (cashless) payment transaction tool. Usually, an e-wallet uses an application system or card that can be used as a means of payment so that individuals can make transactions more efficiently. The way to use it is through a barcode code, also known as (a QR), created by the seller or organization (Mujahidin, 2020). This statement aligns with research conducted by Lestari *et al.* (2023) and Almukhlisah *et al.* (2023), significantly influencing consumer behavior.

This research aims to analyze the influence of the relationship between each independent variable component, financial literacy, mental accounting, peer conformity, lifestyle, self-control, and e-wallet, and the dependent variable, namely the consumptive behavior of Gen Z visitors to coffee shops in the city of Surabaya.

### **Theory of Planned Behavior Model (TPB)**

In 1991, Ajzen created a theory called the Theory of Planned Behavior (TPB), which was the theory that Ajzen used to complement and perfect the previous theory, namely the Theory of Reasoned Action (TRA). TPB theory was developed with the influence of individual beliefs and perceptions in controlling their ability to behave (Lee & Kotler, 2011). TPB is based on changing individual behavior based on their interests. This interest exists because of an individual's interest in something without encouragement. Individuals have different responses to behavior, so there are differences in how they respond to it (Ajzen, 2005). According to Ajzen (2005), individual interests are influenced by 3 TPB factors: attitudes towards behavior, subjective norms, and control of preparatory behavior. The Theory of Planned Behavior (TPB) in this research explains the variables of financial literacy, mental accounting, peer conformity, lifestyle, and self control.

### **Technology Acceptance Model(TAM)**

In 1989, Davis coined a theory, the Technology Acceptance Model. TAM was adapted from the Theory of Reasoned Action (TRA), which was previously proposed by Ajzen and Fishben in 1980. The variables that differentiate technology that individuals can accept and reject are perceived usefulness (attitude towards use) and perceived ease of use (attitude towards ease of use). The Technology Acceptance Model is believed to be able to predict and explain individual behavior with new technology (Utomo *et al.*, 2018). This research uses the Technology Acceptance Model theory to explain the relationship between e-wallet variables.

### **Consumptive Behaviour**

Consumptiveness is the nature of consuming, using, or using something excessively, or it can be said that consumptiveness is the activity of buying or consuming, which eliminates the priority scale and only prioritizes desires (Kurniawan, 2017). This statement agrees with the statement put forward by Sudiro & Asandimitra (2022) that consumptive behavior is the activity of consuming goods or services excessively carried out by individuals. According to Lina & Rosyid (1997), there are three indicators to measure individual consumptive behavior: impulsive buying, wasteful buying, and seeking pleasure (nonrational buying).

### **Financial Literacy**

Financial literacy is a person's knowledge and beliefs that can influence behavior to improve decision-making abilities and financial management (OJK, 2017). This agrees with Ambarsari & Asandimitra (2023), who say Financial Literacy can provide understanding regarding good financial management to help individuals make better decisions. With this understanding, financial literacy can help someone avoid consumer behavior. According to Chen & Volpe (1998), there are four indicators of financial literacy Financial Knowledge, Savings and Borrowing, Protection, and Investment.

### **Mental Accounting**

According to Thaler & Shefrin (1981), Mental accounting is an individual's cognitive behavior, where an individual classifies income and expenses based on certain items, just like models in accounting. Mental Accounting can also be interpreted as an individual's recording, analyzing, and reporting their

finances so they can control their finances. Mental Accounting is a factor that influences a person's financial decisions and is a phenomenon in finance. Mental Accounting is carried out by someone, such as an accounting management system managed by an agency to make financial data decisions (Santi *et al.*, 2019). According to Thaler & Shefrin (1981), there are two mental accounting indicators: understanding finance and implementation in using finance.

### **Peer Conformity**

Peer conformity is a form of individual action that adapts to the peer group, and it is an individual action that is more dependent on the norms that apply in the peer group (Sukmawati *et al.*, 2010). Peer Conformity is a person's ability to adjust and adapt to a group of peers (Mahrunnisya *et al.*, 2018). It is common for peers to exchange opinions and influence consumption behavior in shopping (Sa'adah *et al.*, 2021). Peers are often used as a reference for someone so that they are not considered outdated and do not receive criticism (Mayasari & Indrawati, 2023). According to Ambarsari & Asandimitra (2023), conformity is a form of change in individual behavior caused by encouragement from a reference group based on the norms that apply in the reference group to bring harmony between group members. According to Myers (2010), two indicators are the basis for forming peer conformity, namely normative influence and informational influence.

### **Lifestyle**

Lifestyle is a lifestyle that can be seen in daily life, the surrounding environment, and interest in something (Kotler & Keller, 2016). As mentioned in Kotler & Keller (2016), lifestyle is one factor that influences the personal characteristics of consumer behavior. Lifestyle reflects a person's way of spending time and consumption behavior (Oktari, 2014). It is the same as what was written by Sudiro & Asandimitra (2022), the higher the lifestyle a person has, the higher the consumer behavior will be, resulting in the desire to follow trends without looking at needs. According to Ambarsari & Asandimitra (2023), an individual's lifestyle can be seen from their activities, interests, and desired opinions to respond to their social environment. From an economic perspective, lifestyle shows how an individual allocates his income and consumption patterns (Usman & Maharani, 2022). According to Mowen & Minor (2002), there are three lifestyle indicators: AIO (Activity, Interest, Opinion).

### **Self Control**

Self Control is controlling behavior and decisions. Controls and guides positively impact someone in the form of behavior (Diba, 2013). Self Control is also described as a person's decisions with cognitive considerations to improve the expected results. It is necessary to have self-control in order to avoid problems. Currently, the buying and selling process is becoming more accessible; self control is needed to avoid consumer behavior, especially among teenagers (Chita *et al.*, 2015). Self control can also be interpreted as an individual's ability to determine their behavior based on specific standards such as morals, values and rules in society to lead to positive behavior. It can be interpreted that someone is independently capable (Marsela & Supriatna, 2019). According to Gong *et al.* (2009), there are four indicators to measure self-control: control of thoughts (cognitive), control of impulses, control of emotions, and control of work performance.

### **E-wallet**

E-Wallet or digital wallet is a non-cash (cashless) payment transaction tool. Usually, an e-wallet uses an application system or card that can be used as a means of payment so that individuals can make transactions more efficiently. The way to use it is through a barcode code, also known as (a QR), created by the seller or organization organisasi (Mujahidin, 2020). E-Wallet or electronic wallet can be interpreted as an online application for transactions. As time passes, e-wallets or electronic wallets have

become online payments, and they are often used because the process is relatively easy and fast (Uddin & Afroza, 2014). According to Burnaz & Aydin (2016), four indicators can be analyzed for E-Wallet use: Ease of use, Usefulness, Compatibility, risks, and Reward.

### **The Effect of Financial Literacy on Consumptive Behavior**

In explaining the influence of financial literacy on consumer behavior, you can use the Theory of Planned Behavior. According to Fariana *et al.* (2021), the better an individual's financial literacy, the lower the individual's consumption level. This is because financial literacy can influence an individual's readiness to manage their finances. Financial literacy is very important for individuals because financial knowledge can help them make effective decisions in managing finances. This will impact life in the future (Wulandari *et al.*, 2022).

This statement is supported by Perdana Oskar *et al.* (2022), Fauzi & Sulistyowati (2022), Usman & Maharani (2022), Fariana *et al.* (2021) and Mubarakah & Rita (2020) who state that financial literacy has a significant effect on consumer behavior.

H1: Financial literacy affects consumer behavior in generation Z coffee shop visitors in the city of Surabaya

### **The Effect of Mental Accounting on Consumptive Behavior**

In explaining mental accounting for consumer behavior, it can be seen from the Theory of Planned Behavior (TPB). Mental accounting is an individual's knowledge process for recording, summarizing, analyzing, and making reports on financial expenses and income to determine the flow of funds to control expenses (Ardika, 2023). From the definition that has been explained, the behavior of classifying money can reduce or minimize individuals' excessive consumption patterns. So, if an individual has low mental accounting, the individual's consumption level will be higher. Mental accounting can also be reflected in how individuals record and evaluate their finances (Eldista *et al.*, 2020).

This statement is in line with research conducted by Wijayanti & Santoso (2022), Putri *et al.* (2023) and Mubarakah & Rita (2020), which states that Mental Accounting has a significant effect on consumer behavior.

H2: Mental Accounting Financial literacy affects consumer behavior in generation Z coffee shop visitors in the city of Surabaya

### **The Effect of Peer Conformity on Consumptive Behaviour**

The Theory of Planned Behavior shows the influence of peer conformity on consumer behavior. TPB is based on changing individual behavior based on their interests. Peers are often used as a reference for someone so that they are not considered outdated and do not receive criticism (Mayasari & Indrawati, 2023). When individuals are less cared for and cared for by their peer group, teenagers' basic psychological needs are not met, giving rise to anxiety in teenagers. This condition can be explained by the Fear of Missing Out (FOMO) (Wulandari *et al.*, 2022).

This statement is in line with research conducted by Mahrunnisya *et al.* (2018), Usman & Izhari (2020), Hayati *et al.* (2020), Prasetya *et al.* (2021) and Hidayanti *et al.* (2023), which states that peer conformity has a significant effect on consumer behavior.

H3: Peer conformity Financial literacy affects consumer behavior in generation Z coffee shop visitors in the city of Surabaya

### **The Effect of Lifestyle on Consumptive Behaviour**

The Theory of Planned Behavior (TPB) shows the influence of lifestyle on consumer behavior. As mentioned in Kotler & Keller (2016), lifestyle is one of the factors that influences the personal characteristics of consumer behavior. Lifestyle can show individual consumption patterns, reflect a person's choices, and determine how individuals spend their money. This lifestyle has become a person's habit of changing styles that tend to be excessive (Fariana *et al.*, 2021). A luxurious lifestyle and following current trends can give rise to consumer activities. Following trends without considering individual needs for goods and services will be wasteful (Wulandari *et al.*, 2022).

This statement is in line with research conducted by Perdana Oskar *et al.* (2022), Ambarsari & Asandimitra (2023), Julita & Aditya (2023), Sakdiyah & Handayani (2022), Usman & Maharani (2022), Hidayanti *et al.* (2023), Sukma & Canggi (2021), and Fariana *et al.* (2021), which states that lifestyle has a significant effect on consumer behavior.

H4: Lifestyle Financial literacy affects consumer behavior in generation Z coffee shop visitors in the city of Surabaya

### **The Effect of Self Control on Consumptive Behaviour**

The Theory of Planned Behavior (TPB) shows self-control's influence on consumer behavior. Self control is an individual's ability to determine their behavior based on specific societal standards, such as morals, values, and rules, to lead to positive behavior. It can be interpreted as someone independently capable (Marsela & Supriatna, 2019). Self-control is a person's decisions made with cognitive consideration to improve the expected results. (Chita *et al.*, 2015).

This statement is in line with research conducted by Sakdiyah & Handayani (2022), Usman & Izhari (2020), Usman & Maharani (2022), Hayati *et al.* (2020), Prasetya *et al.*, (2021), Gunawan & Andani, (2022), Sukma & Canggi (2021), and Fariana *et al.* (2021) which states that Self Control has a significant effect on consumer behavior.

H5: Self Control Financial literacy affects consumer behavior in generation Z coffee shop visitors in the city of Surabaya

### **The Effect of E-Wallet on Consumptive Behaviour**

The technology acceptance model can explain the influence of e-wallets on consumer behavior. This theory is believed to be able to predict and explain individual behavior with new technology (Utomo *et al.*, 2018). E-Wallet or electronic wallet can be interpreted as an online application for transactions. As time passes, e-wallets or electronic wallets have become online payments, and they are often used because the process is relatively easy and fast (Uddin & Afroza, 2014). For people who carry out non-cash transactions, there has been a separate nickname for this group: cashless-society (non-cash user group) (Sukma & Canggi, 2021).

This statement aligns with research by Lestari *et al.* (2023) dan Almukhlisah *et al.* (2023), which states that e-wallets significantly affect consumer behavior.

H6: E-Wallet Financial literacy affects consumer behavior in generation Z coffee shop visitors in the city of Surabaya

### Method

The type of research used is causality research with a quantitative approach. The type of data used in this research is primary data. Data was obtained from online and offline questionnaires. The endogenous variable is consumer behavior. Exogenous variables include financial literacy, mental accounting, peer conformity, lifestyle, self-control, and e-wallet. The sampling technique in this research used purposive sampling and snowball sampling techniques, using Google Forms via several social media platforms, namely WhatsApp, Instagram, and Telegram, for offline distribution of visiting cafes in Surabaya. There are specific criteria in this research, namely Generation Z, which is in the age range of 11-27 years and likes to visit coffee shops in the city of Surabaya and use e-wallets. The sample in this study consisted of 220 respondents, and answers to questions were measured using a 5 Likert scale and the Three Box Method. The data analysis technique uses Structural Equation Modeling (SEM) with AMOS version 24 software.

### Result

#### Description of Respondent Characteristics

	Description of Respondent Characteristics	Sum	Percentage
Gender	Man	76	31%
	Woman	172	69%
Age	10-15	8	3%
	16-20	57	23%
	21-27	183	74%
Frequency of visiting coffee shops	1-2 times	94	38%
	3-4 times	103	42%
	>5 times	51	21%
e-wallet used	M-banking	67	27%
	Gopay	30	12%
	OVO	17	7%
	Dana	44	18%
	Shopeepay	40	16%
	LinkAja	9	4%
	QRIS	41	17%
Income	< Rp 1.500.000	107	43%
	Rp 1.500.001 – Rp 2.500.000	51	21%
	2.500.001 – Rp 3.500.000	44	18%
	> Rp 3.500.000	46	19%
Expense	<Rp 135.000	92	37%
	Rp 135.001 – Rp 225.000	53	21%
	Rp 225.001 – Rp 315.000	46	19%
	>Rp 315.000	57	23%



## Outlier Evaluation Results

The outlier criteria can be seen from the Mahalanobis distance value, which is smaller than the table Chi-square value. This value was obtained from CHIINV with a significance level of  $p$  0.001 and a total of 59 indicators. The chi-square table value was 98.324. Based on the study's results, the data was within the Mahalanobis distance.

## Data Normality Test Results

The criteria for determining can be seen from the cr skewness and cr kurtosis values , which are  $\pm$  2.58. Based on the test results, univariately, it was found that EW2, EW3, EW5, SC6, SC8, and SC10 were abnormal with respective values of -2.923, -2.933, -2.689, -2.69, -2.661, and -2.706, so these items were deleted so that they could continue to the next testing stage. However, in multivariate terms, the data has a normal distribution.

## Validity Test Results

A valid variable instrument can be identified by looking at the estimated value (factor loading) of the Standardized Regression Weight output, which must be more than 0.500 to be declared valid in explaining the construct or variable. Based on the test results, it was found that several items had estimated values (factor loading) below 0.500, including MA1, MA3, EW8, PK5, and PK7. So, these items had to be deleted so they could proceed to the next testing stage.

## Reliability Test Results

The reliability test in this research uses a construct or variable measured by the CR (Construct Reliability) value, which must be above 0.700 to be considered reasonable. Based on the test results, the CR value of each resulting variable exceeded the specified requirements by more than 0.700.

## Goodness-of-fit Test Results

### Goodness-of-fit Test

Goodness of Fit	Cut of Value	Nilai	Keterangan
PROB	$\geq 0,05$	1,000	Good Fit
CMIN/DF	$< 2$	1,152	Good Fit
RMSEA	$\leq 0,08$	0,025	Good Fit
GFI	$\geq 0,90$	0,893	Close to Fit
AGFI	$\geq 0,90$	0,867	Close to Fit
TLI	$\geq 0,90$	1,041	Good Fit
CFI	$\geq 0,90$	1,000	Good Fit

Source : *Output* AMOS 24

In this study, seven Goodness of Fit criteria were used to test the feasibility of the model. Based on the test results in Table 1. The results of the model feasibility test, it is known that five categories, namely PROB (1.000), CMIN/DF (1.152), RMSEA (0.025), TLI (1.041), and CFI (1.000), are in the good fit category. Two other categories, namely GFI (0.893) and AGFI (0.867), are close to fit. The model feasibility test in this study is acceptable because there are five good-fit categories and two close-to-fit categories.

## Hypothesis Test Results

In this test, a critical ratio value greater than or equal to 2 ( $CR \geq 2$ ) and  $P < 0.05$  is used so that the exogenous variable is declared to affect the endogenous variable significantly. Then, the estimated values, positive and negative, show the causal relationship between exogenous variables and endogenous variables. Positive estimate values indicate a relationship in the same direction, while negative estimate values indicate a relationship in the opposite direction.

### Hypothesis Test

			Estimate	S.E.	C.R.	P
PK	<--	FL	-0,273	0,107	-2,558	0,011
PK	<--	M A	0,45	0,189	2,375	0,018
PK	<--	PC	0,423	0,169	2,509	0,012
PK	<--	LS	0,534	0,217	2,458	0,014
PK	<--	SC	-0,418	0,2	-2,092	0,036
PK	<--	EW	0,438	0,183	2,393	0,017

Based on Table 2, H1 is accepted because the negative critical ratio value is -2.558, which is more than 2. Moreover, the resulting P value of 0.011 is smaller than 0.05. This means that financial literacy negatively and significantly influences consumer behavior. H2 is accepted because the positive critical ratio value is 2.375, more than 2. The resulting P value is 0.018, which is smaller than 0.05. This means that mental accounting has a positive and significant influence on consumer behavior. H3 is accepted because the positive critical ratio value is 2.509, more than 2. Moreover, the resulting P value of 0.012 is smaller than 0.05. This means there is a positive and significant influence between peer conformity and consumer behavior. H4 is accepted because the positive critical ratio value is 2.458, which is more than 2. Moreover, the resulting P value of 0.014 is smaller than 0.05. This means a positive and significant influence exists between lifestyle and consumer behavior. H5 is accepted because the negative critical ratio value is -2.092, more than 2. The resulting P value of 0.036 is smaller than 0.05. This means that self control and consumer behavior have a negative and significant influence. H6 is accepted because the positive critical ratio value is 2.393, which is more than 2. The resulting P value is 0.017, which is smaller than 0.05. This means that e-wallets have a positive and significant influence on consumer behavior.

### Coefficient of Determination Test Results

The coefficient of determination is analyzed to determine how much the exogenous variable contributes to explaining the endogenous variable. The criteria used to measure the coefficient of determination are the estimated values in the Squared Multiple Correlations output. The greater the resulting value, the more significant the contribution of the exogenous variable in explaining the endogenous variable. Based on the test results on AMOS 24, it is known that the percentage value of Squared Multiple Correlations of the remaining 97% is like variables outside this research, such as money attitude by Ambarsari & Asandimitra (2023), family economic education variables by Rismawati *et al.* (2018), and the parent's socioeconomic status variable by Gunawan & Andani (2022).

## **Discussions**

### **The Influence of Financial Literacy on Consumptive Behavior**

Based on the results of the hypothesis test that has been carried out, the influence of the financial literacy variable has a negative and significant effect on the consumer behavior variable, which means the hypothesis is accepted. The results of this research are based on the theory of planned behavior, which explains that anticipating discrepancies that occur when doing something can be done by using individual knowledge and experience. Management knowledge can help individuals make good decisions. Individuals who have a high financial understanding will reduce the level of consumer behavior. Increasing financial literacy can help individuals avoid consumer behavior. The results of this research are in line with previous research by Perdana Oskar *et al.* (2022), (Usman & Izhari (2020), Usman & Maharani (2022), and Mubarokah & Rita (2020), who state that financial literacy has a significant influence on consumer behavior.

### **The Influence of Mental Accounting on Consumptive Behavior**

Based on the results of the hypothesis test that has been carried out, the influence of the mental accounting variable has a positive and significant effect on the consumer behavior variable, which means the hypothesis is accepted. The results of this research are not based on the theory of planned behavior theory, which is based on changes in individual behavior based on their interests and also perceived behavioral control factors or doing something based on knowledge and experience to anticipate discrepancies that occur. So, according to the theory, the higher the mental accounting, the lower the consumer behavior because mental accounting is an individual's tendency to be able to manage their finances. The bad impact on individuals is the possibility of being more wasteful or behaving more consumptive. Gen Z thinks their bonuses should be received regularly, making them more likely to be excessively consumptive or act wastefully. In this research, individuals with high mental accounting skills sometimes have poor and mature planning skills in financial management. For Generation Z, bonuses are only used to fulfill momentary desires, do not require hard work, and can be used freely. These results can be interpreted that the higher an individual's mental accounting, the higher the individual's consumptive behavior. The results of this research are in line with previous research by Mubarokah & Rita (2020), Putri *et al.* (2023), and Wijayanti & Santoso (2022), who state that mental accounting has a significant influence on consumer behavior.

### **The Influence of Peer Conformity on Consumptive Behavior**

Based on the results of the hypothesis test that has been carried out, the influence of the peer conformity variable has a positive and significant effect on the consumer behavior variable, which means the hypothesis is accepted. The results of this research are in accordance with the Theory of Planned Behavior, where individuals receive pressure from social individuals when joining a group of close friends so that they can apply applicable norms and change individual behavior to be more consumptive. Apart from that, the research respondents, namely Gen Z, are teenagers whose activities follow the times and the groups they belong to. Gen Z joins their peer group to be equal and socialize with friends their age. This activity can be suppressed with control from parents so that Gen Z does not quickly get their wishes according to their peers. With FOMO (fear of missing out), individuals become more comfortable with the norms that apply in a group. FOMO makes an individual afraid of things that are not followed according to their peer group. This means that the higher the peer conformity, the higher the individual's consumptive behavior. This can change lifestyles so that individuals will behave more consumptively. The results of this research are in line with previous research by Mahrannisya *et al.* (2018), Hayati *et al.* (2020), Prasetia *et al.* (2021), and Hidayanti *et al.* (2023), which has a significant influence on consumer behavior.

### **The Influence of Lifestyle on Consumptive Behavior**

Based on the results of the hypothesis test that has been carried out, the influence of lifestyle variables has a positive and significant effect on consumer behavior variables, which means the hypothesis is accepted. The results of this research are based on the theory of planned behavior, where life patterns are based on beliefs and attitudes toward the social environment so that they can influence consumer behavior. Individual lifestyles can be changed due to beliefs and attitudes towards the social environment and current developments. Changing times play a significant role in changing individual habits and behavior and improving lifestyle. Increasing lifestyle will cause individuals to be more consumptive. The results of this research are based on the theory of planned behavior, where lifestyle patterns based on beliefs and attitudes toward the social environment can influence individuals' consumptive behavior. The results of this research are in line with previous research by Perdana Oskar *et al.* (2022), Ambarsari & Asandimitra (2023), Julita & Aditya (2023), Sakdiyah & Handayani (2022), Usman & Maharani (2022), Usman & Izhari (2020), Hidayanti *et al.* (2023), and Fariana *et al.* (2021) which has a significant influence on consumer behavior.

### **The Influence of Self Control on Consumptive Behavior**

Based on the results of the hypothesis test that has been carried out, the influence of the self-control variable has a negative and significant effect on the consumer behavior variable, which means the hypothesis is accepted. The results of this research are based on the theory of planned behavior, where lifestyle patterns based on individual beliefs and perceptions in controlling behavioral abilities can influence consumer behavior. This result can also be triggered because the respondents in this study are Gen Z coffee shop visitors, who are teenagers. Hence, they cannot yet control themselves stably and still need guidance from their parents to control themselves, especially in controlling their finances. This means that the higher self-control, the lower the level of consumer behavior. Self-control is essential for individuals to make decisions. Self-control can be interpreted as an individual's willingness to carry out activities even if they do not produce satisfaction. Financially, self-control is essential to control individual activities and encourage them to be more frugal and not be consumptive. The results of this research align with previous research by Sakdiyah & Handayani (2022) and Usman & Maharani (2022), which significantly influenced consumer behavior.

### **The Influence of E-Wallets on Consumptive Behavior**

Based on the results of the hypothesis test that has been carried out, the influence of the e-wallet variable has a positive and significant effect on the consumer behavior variable, which means the hypothesis is accepted. This result can also be triggered because the respondents in this study are Gen Z coffee shop visitors, who are teenagers who are very sensitive to current developments and technology. It has also become a trend for cashless payments among Gen Z because they do not need to travel with their wallets; they need to bring their cell phone, and everything can be done. With e-wallets as a digital-based payment tool that makes transactions more accessible, purchasing can be made more accessible. Increasing purchases by individuals leads to consumer behavior. The results of this research are based on the Theory Acceptance Model with the variable perceived usefulness, where, in the face of technological advances, individual behavior can change according to conditions and situations, including consumer behavior. The results of this research align with previous research by Lestari *et al.* (2023) and Almukhlisah *et al.* (2023), which significantly influence consumer behavior.

### **Conclusion**

Based on the results of this research, the financial literacy variable influences consumer behavior. This shows that good and bad knowledge and financial management will impact consumer behavior.

Mental accounting influences consumer behavior. This indicates that understanding finance and implementing it in using finance will have an impact on consumer behavior. Peer conformity influences consumer behavior. This indicates that understanding normative influences (influences resulting from an individual's adjustment to their peer group) and informational influences (influences resulting from high trust in information towards their peer group) have a direct impact on deciding on consumer behavior. Lifestyle influences consumer behavior. This shows that daily activities, interest or interest in something, and an individual's opinion or response to something have a direct impact on deciding on consumer behavior. Self control influences consumer behavior. This shows that control over thoughts, control over impulses, control over emotions, and control over work performance has a direct impact on deciding consumer behavior. E-wallets influence consumer behavior. This shows that ease of use, maximum usability, compatibility risk, and rewards directly impact consumer behavior.

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