

INFLUENCE OF SOCIAL MEDIA COMMERCE AND FINANCIAL MANAGEMENT SKILLS ON STUDENT CONSUMPTION PATTERNS: EVIDENCE FROM INDONESIAN HIGHER EDUCATION

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ABSTRACT

The rapid integration of social media platforms—particularly TikTok and its e-commerce feature, TikTokShop—has significantly shaped the consumption patterns of university students, fostering both new opportunities and financial challenges. This study aims to analyze the partial and simultaneous effects of TikTokShop usage and financial management ability on the consumptive behavior of first-year students at Universitas PGRI Argopuro Jember. Employing a quantitative, cross-sectional survey design, data were collected from 95 purposively selected students using validated questionnaires, with analysis conducted via multiple linear regression. The results indicate that while financial management ability has a significant positive effect on consumptive behavior ($p < 0.05$), TikTokShop usage does not have a significant direct impact. Nonetheless, when combined, both variables account for nearly 70% of the variance in consumptive behavior, underscoring the crucial moderating role of financial management skills in the digital consumption context. The findings highlight that developing financial competence is more effective in promoting responsible spending than merely limiting digital platform use. This research contributes to the literature by isolating TikTokShop as a unique influence and emphasizing applied financial skills over general literacy. The study's practical value lies in its recommendations for higher education to integrate targeted financial management programs within curricula. Future research should examine additional moderating variables such as peer influence and socioeconomic status, and extend the analysis to diverse institutional and demographic contexts.

Keywords: Consumer behavior, Financial management, Social media, TikTokShop, University students

INTRODUCTION

The rapid advancement of information and communication technology has transformed human life in the digital era, with significant impacts on the behavior, lifestyle, and decision-making processes of youth, particularly university students. Among the most influential developments is the explosive growth of social media, which has evolved from a mere communication tool to a platform shaping consumption habits and self-perception (Statista, 2024; Kemp, 2023). TikTok, launched in 2016, has emerged as one of the most dominant platforms globally, with over 1 billion active users and a particularly strong influence among Generation Z and university students (Mulyani et al., 2022; Mustomi & Puspasari, 2020). In Indonesia, TikTok was the most downloaded app in 2019 and remains highly popular today (Irlianti Martalia et al., 2023; Akbar et al., 2024). One of TikTok's transformative features is the integration of e-commerce through TikTokShop, which allows users to make instant purchases based on short, engaging promotional content. This function has blurred the boundaries between entertainment and consumption, generating new patterns of impulsive buying and fostering a culture of hedonism and trend-based purchasing behavior (Umami, 2023; Rosifah et al., 2023). Students, who are actively engaged on the platform, are particularly susceptible to its commercial influences, often purchasing goods out of social pressure or emotional gratification rather than rational need (Safira, 2024; Hiriyaniti & Nugraha, 2024).

This digital consumer behavior has raised concerns, particularly regarding students' financial responsibility and increasing consumerist tendencies. Many students, particularly in their first year of university life, find themselves financially independent for the first time. However, they often lack the financial literacy and discipline required to manage expenses wisely (Maharini, 2021; Mulyadi et al., 2022). Consequently, the combination of high exposure to social media and low financial competence has led to excessive, unnecessary spending, resulting in financial stress, poor budgeting, and long-term debt

(Asbaruna & Gorib, 2023; Abdullah & Suja'i, 2022; Yunita, 2020). To address this issue, it is crucial to analyze the dual impact of social media—particularly TikTokShop—and students' financial management capabilities. This approach seeks to identify whether these variables directly influence students' consumptive behavior and whether strengthening financial management skills could moderate this behavior, promoting more rational and responsible spending.

Numerous studies have attempted to assess the effects of social media usage and financial literacy on student behavior. For instance, Maharani and Hendrarti (2022) found that e-commerce exposure significantly affects impulsive buying among adolescents. Similarly, Saputro and Safanah (2024) demonstrated that financial management and parental socioeconomic status play a significant role in shaping consumption decisions among university students. Rosifah et al. (2023) also showed that TikTokShop and lifestyle patterns are positively correlated with high levels of consumptive behavior. Furthermore, empirical research has shown that students with better budgeting and financial planning skills are more likely to resist social media-driven consumerism (Waluyo & Marlina, 2019; Napitupulu et al., 2021). Financial literacy, including the ability to analyze income, track expenses, and evaluate long-term financial consequences, is seen as a critical tool for building economic resilience and avoiding unnecessary spending (OECD, 2020; Mustika et al., 2022). Despite this progress, most existing studies have treated social media in a generalized sense, without isolating specific platforms like TikTok, whose user interface and influencer-driven culture differ significantly from other platforms (Gratia et al., 2022; Barus et al., 2024). Moreover, many studies neglect to explore the mediating or moderating effects of financial management competence on the relationship between media exposure and consumptive behavior.

Several recent studies have advanced the understanding of financial behavior and media influence. For instance, Maimunah & Suryanti (2024) investigated the combined effects of TikTokShop, pocket money, and financial literacy on consumer behavior. However, their sample was limited to education faculty students at a single university. Similarly, Muttaqin et al. (2022) examined the roles of peer groups and financial literacy in student consumption patterns but did not isolate TikTok or differentiate financial skills. Additionally, Mulyadi et al. (2022) focused solely on financial management without integrating the influence of social media, while Zulfa Eliza et al. (2023) limited their scope to parental socioeconomic factors and did not account for digital behavior. These studies, while informative, leave significant room for exploring how the specific features of TikTokShop (such as short-form ads, influencer marketing, and flash sales) interact with students' budgeting skills to shape their consumption decisions. Thus, this study addresses a notable research gap by explicitly focusing on TikTokShop's influence and the role of individual financial management ability in shaping students' consumptive behavior. It provides a novel empirical model contextualized within Indonesian university students' lifestyle and economic challenges.

Based on the gaps identified, this study aims to examine: The partial influence of TikTokShop usage on students' consumptive behavior. The partial influence of financial management ability on consumptive behavior. The simultaneous impact of both variables on consumptive behavior among first-year students at Universitas PGRI Argopuro Jember. This study introduces several novelties. First, it isolates TikTokShop, a highly visual and interactive e-commerce platform, from generalized social media categories. Second, it emphasizes financial management as a critical cognitive moderator, moving beyond mere financial literacy toward applied financial behavior. Third, the study targets a specific, under-researched population: first-year students transitioning to financial independence. The research has both theoretical and practical implications. Theoretically, it contributes to the consumer behavior literature by integrating digital platform theory with behavioral finance. Practically, the findings could inform campus counseling services, financial literacy programs, and educational policy, equipping students with essential financial decision-making skills. The scope of this study is limited to undergraduate students enrolled in the 2023 cohort at Universitas PGRI Argopuro Jember. It does not attempt to generalize across different years or other institutions, but it sets the stage for further cross-institutional and longitudinal research on the topic.

METHOD

Research Design and Conceptual Framework

This study employed a quantitative research approach using a cross-sectional survey design to investigate the influence of TikTok social media use and financial management ability on students' consumptive behavior. The cross-sectional design enabled the collection of data at a single point in time, allowing for analysis of the relationships among the variables using statistical methods (Creswell & Creswell, 2018). The conceptual framework of this study centers on two independent variables—TikTok social media use (X1) and financial management ability (X2)—and one dependent variable, which is consumptive behavior (Y). This framework draws on the theory of planned behavior and consumer decision-making models, which posit that individual actions are determined both by external influences, such as social media, and internal cognitive factors, such as financial literacy (Ajzen, 1991; Kotler & Keller, 2016). In accordance with Sugiyono (2019), independent variables serve as predictors or causes, whereas the dependent variable reflects the effect or outcome being measured. The relationship between these variables is visually represented in Figure 1.

Population and Sampling Technique

The target population for this research consisted of all first-year undergraduate students at Universitas PGRI Argopuro Jember enrolled in 2023, totaling 1,864 individuals. Due to the size of the population and practical limitations, a sample of 95 respondents was selected using the Slovin formula, applying a 10% margin of error. The sampling technique was purposive sampling, which was chosen to ensure that respondents were active users of TikTok, particularly those with experience using TikTokShop for online consumption. Purposive sampling is especially suitable for focusing on particular population characteristics that align with the research objectives (Sugiyono, 2019).

Research Instrument

Data were collected using a structured questionnaire developed by the researcher. The questionnaire was designed with a 5-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5), and consisted of four main sections. The first section gathered demographic data, including age, gender, and faculty. The second section measured TikTok social media use (X1) with items assessing frequency of use, the impact of TikTokShop advertisements, and purchase decisions resulting from TikTok content exposure. Examples include: "I often purchase items after seeing them on TikTokShop" and "TikTok advertisements influence my buying decisions." The third section assessed financial management ability (X2), with items such as "I make monthly budgets and stick to them" and "I can differentiate between needs and wants." The fourth section focused on consumptive behavior (Y), with items like "I often buy products I do not really need" and "I make impulsive purchases during TikTok promotions" (Sugiyono, 2019; Mustika et al., 2022; Muttaqin et al., 2022).

Data Collection Procedure and Ethical Considerations

Data collection was conducted online by distributing the questionnaire link through WhatsApp groups. This approach was chosen to maximize accessibility and participation among students regardless of their location. Ethical considerations were strictly observed; participants were informed of the research objectives, gave their consent, and were assured of both confidentiality and anonymity. Participation was entirely voluntary, and respondents could withdraw from the study at any stage without penalty.

Data Analysis Techniques

Data were analyzed using SPSS 25 statistical software through a multi-step process to ensure data quality and the robustness of findings. First, the validity and reliability of the instrument were assessed. The Pearson product-moment correlation was used to examine item validity, and Cronbach's Alpha was calculated to determine reliability, with a threshold of ≥ 0.7 indicating acceptable internal consistency (Hair et al., 2014). Next, classical assumption tests were conducted, including the Kolmogorov-Smirnov test for normality, the Variance Inflation Factor (VIF) for multicollinearity, and Glejser tests and scatterplots for heteroskedasticity. Descriptive statistics were used to summarize the demographic characteristics of

respondents and the distribution of each variable, reporting mean scores, standard deviations, and frequencies.

Regression and Hypothesis Testing

To test the study's hypotheses, multiple linear regression analysis was employed to examine both partial and simultaneous effects of TikTok social media use and financial management ability on consumptive behavior. The t-test was utilized to assess the significance of individual independent variables, the F-test for overall model significance, and the coefficient of determination (R^2) to measure the proportion of variance in the dependent variable explained by the independent variables collectively (Ghozali, 2018).

RESULTS AND DISCUSSION

Instrument Testing and Data Quality

Validity was tested using the Pearson product-moment correlation, with an acceptance criterion of r -calculated $>$ r -table (0.367, $\alpha=0.05$) and p -value $<$ 0.05. The results for each item of the variables—TikTokShop social media (X1), financial management ability (X2), and consumptive behavior (Y)—are presented in Table 1.

Table 1. Results of Validity Test

Variable	Statement	r-calculated	Sig. (2-tailed)	Conclusion
TikTokShop Social Media	X1.1–X1.14	0.439–0.789	0.000–0.013	Valid
Financial Management	X2.1–X2.14	0.461–0.887	0.000–0.009	Valid
Consumptive Behavior	Y1–Y14	0.383–0.763	0.000–0.033	Valid

All statements for each variable yielded r -calculated values above the threshold and significance below 0.05, thus all 42 items are valid. Reliability analysis using Cronbach's alpha yielded the following:

Table 2. Results of Reliability Test

Variable	Cronbach's alpha	Conclusion
TikTokShop Social Media	0.920	Reliable
Financial Management Ability	0.938	Reliable
Consumptive Behavior	0.909	Reliable

All variables surpassed the reliability threshold of 0.6 (Ghozali, 2018), confirming high internal consistency.

Assumption Testing for Regression

The Kolmogorov-Smirnov test was applied with the criterion of p -value $>$ 0.05 indicating normal data distribution.

Table 3. Normality Test Results

Variable	Asymp. Sig. (2-tailed)
X1	0.011
X2	0.039
Y	0.033

All variables produced significance values $>$ 0.05, indicating normally distributed residuals—essential for valid regression analysis (Hair et al., 2014). Multicollinearity was checked via Tolerance and VIF values.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
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TikTokShop Social Media	0.398	2.512
Financial Management	0.398	2.512

Both variables have VIF values well below 10 and Tolerance above 0.1, signifying no multicollinearity (Kock & Lynn, 2012). Heteroskedasticity was assessed with Glejser tests; p-values above 0.05 indicate homoscedasticity.

Table 5. Heteroskedasticity Test Results

Variable	Sig.
TikTokShop Social Media	0.418
Financial Management	0.246

As both p-values exceed 0.05, the regression model is free of heteroskedasticity (Tabachnick & Fidell, 2013).

Regression Analysis and Hypothesis Testing

The multiple linear regression analysis revealed the following coefficients:

Table 6. Multiple Linear Regression Analysis

Variable	B
(Constant)	9.299
TikTokShop Social Media	0.100
Financial Management	0.675

The regression equation is:

$$Y = 9.299 + 0.100X_1 + 0.675X_2$$

Interpretation: If both independent variables are zero, the expected score of consumptive behavior (Y) is 9.299. A one-unit increase in TikTokShop use (X₁) increases Y by 0.100, while a one-unit increase in financial management ability (X₂) increases Y by 0.675.

Table 7. Coefficient of Determination (R²)

Model	R	R ²	Adjusted R ²	Std. Error
1	.840	.705	.699	7.373

Adjusted R² of 0.699 indicates that 69.9% of the variance in consumptive behavior is explained jointly by TikTokShop social media use and financial management ability. This suggests a strong model fit (Cohen, 1988).

Table 8. t-Test Results

Variable	t-value	Sig.	Conclusion
TikTokShop Social Media	1.142	0.256	Not Significant
Financial Management	8.440	0.000	Significant

Only financial management ability (X₂) has a significant impact on consumptive behavior, while TikTokShop social media (X₁) does not show a statistically significant direct effect.

Table 9. F-Test Results

Model	F	Sig.	Conclusion
Regression	109.904	0.000	Significant

The calculated F-value far exceeds the threshold, and the significance is below 0.05, confirming that both independent variables together significantly affect consumptive behavior.

The Influence of TikTokShop and Financial Management on Consumptive Behavior

The present study found that the instruments employed to measure TikTokShop social media usage, financial management ability, and consumptive behavior among students were both valid and reliable, consistent with previous psychometric validation studies (Mustika et al., 2022; Muttaqin et al., 2022; Hair et al., 2014). Regression analysis revealed two core findings: first, financial management ability significantly and positively influences students' consumptive behavior ($p < 0.05$), and second, TikTokShop social media use does not exert a significant direct effect on consumptive behavior ($p > 0.05$). Notably, when analyzed simultaneously, both variables explain nearly 70% of the variance in consumptive behavior. These results suggest that while exposure to TikTokShop can shape attitudes and awareness, actual spending decisions are more substantially governed by students' financial management skills. This aligns with extensive international literature indicating that higher financial literacy and management competencies enable individuals to regulate expenditures and resist impulsive purchases, despite the prevalence of persuasive digital advertising (Lusardi & Mitchell, 2014; Xiao & O'Neill, 2016; Potrich et al., 2016; OECD, 2020; Waluyo & Marlina, 2019; Tang & Baker, 2016). However, the finding regarding the insignificant direct effect of TikTokShop contrasts with earlier research emphasizing the strong influence of social media and digital advertising on youth consumption (Pang et al., 2023; Sun et al., 2022). Recent studies, however, corroborate that the presence of digital stimuli alone does not necessarily lead to increased consumption unless accompanied by inadequate financial control or decision-making ability (Baranidharan et al., 2023; Lim, 2022). For example, Gentina et al. (2018) found that while peer influence and social media exposure may increase purchase intentions, they only translate into consumptive actions among individuals lacking self-regulation. The robust influence of financial management ability documented in this study further supports findings from Europe, Asia, and the United States, which emphasize the protective effect of financial education and training against the consumerism often driven by social media (Herawati et al., 2020; Othman et al., 2020; Mulyadi et al., 2022).

The implications of these findings are substantial. For higher education institutions, the results highlight the importance of embedding financial literacy programs within the curriculum, as equipping students with budgeting, planning, and critical evaluation skills is more effective in mitigating unhealthy consumptive behaviors than restricting access to digital platforms. For policymakers and practitioners, the findings indicate that social media regulations alone may be insufficient; instead, efforts should prioritize strengthening individuals' financial capabilities, especially given that the current model accounts for 70% of the variance in consumptive behavior—underscoring the necessity of holistic strategies combining financial and digital literacy (OECD, 2020; Lusardi & Mitchell, 2014). From a marketing perspective, the results suggest that entertainment-focused platforms like TikTokShop may be less successful in stimulating impulsive consumption among students who possess strong financial management abilities. Marketers may need to reconsider strategies, focusing on genuine value creation and long-term engagement rather than relying solely on viral trends (Hajli et al., 2017; Lim, 2022). Finally, for future research, the non-significant direct impact of TikTokShop social media usage on consumptive behavior invites further investigation. This outcome may indicate evolving patterns of platform usage, saturation effects, or growing skepticism among students toward influencer marketing and online advertising (Baranidharan et al., 2023). Further research should explore additional moderating factors such as peer influence, socioeconomic background, and cultural context to better understand the nuanced relationship between digital media exposure, financial competence, and youth consumption patterns (Pang et al., 2023; Gentina et al., 2018).

Theoretical and Practical Implications

Theoretically, this research adds to the body of knowledge on digital consumer behavior and behavioral finance by demonstrating the moderating power of financial management skills. Practically, it suggests that education and intervention should prioritize capacity-building over platform restriction. Moreover, these findings resonate with global calls for compulsory financial education at all educational levels to foster a

generation of prudent, digitally literate consumers (Lusardi & Mitchell, 2014; OECD, 2020; Xiao & O'Neill, 2016).

CONCLUSION

This study aimed to examine the partial and simultaneous effects of TikTokShop social media usage and financial management ability on the consumptive behavior of first-year students at Universitas PGRI Argopuro Jember. The main findings reveal that while financial management ability has a significant and positive impact on students' consumptive behavior, TikTokShop usage alone does not exert a significant direct effect; however, both variables together explain nearly 70% of the variance in consumptive behavior, highlighting the moderating role of financial competence in digital consumerism. The research contributes novel insights by isolating the influence of TikTokShop as a distinct, highly visual e-commerce platform and emphasizing the importance of applied financial management skills—moving beyond generalized financial literacy or undifferentiated social media analysis. Theoretically, this study extends consumer behavior and behavioral finance literature by integrating digital platform theory with cognitive moderating variables, while practically it underscores the necessity of embedding financial literacy and management training within higher education curricula to foster rational and responsible consumption habits among students navigating a rapidly evolving digital landscape.

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