

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *e-commerce* shopee, gaya hidup dan uang saku terhadap perilaku konsumtif mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jambi (Studi Kasus Mahasiswa Program Sarjana S1). Populasi dalam penelitian ini adalah Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jambi berjumlah 3.334 mahasiswa. Jumlah sampel dalam penelitian ini yaitu 119 responden. Sumber data yang digunakan dalam penelitian ini yaitu diperoleh melalui penyebaran kuesioner. Alat analisis data yang digunakan dalam penelitian ini yaitu analisis regresi linier berganda menggunakan pendekatan kuantitatif yang bertujuan untuk mengetahui pengaruh *e-commerce* shopee, gaya hidup dan uang saku. Hasil penelitian ini berdasarkan uji simultan disimpulkan bahwa variabel independen (*e-commerce* shopee, uang saku dan gaya hidup) secara simultan berpengaruh signifikan terhadap variabel dependen (perilaku konsumtif) mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jambi. Sementara untuk hasil uji parsial didapatkan bahwa variabel uang saku dan gaya hidup berpengaruh terhadap perilaku konsumtif. Namun, untuk variabel *e-commerce* shopee tidak berpengaruh terhadap perilaku konsumtif mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jambi. Hasil uji koefisien determinasi dengan nilai 0,723 atau 72% menunjukkan bahwa 72% perilaku konsumtif dipengaruhi oleh *e-commerce* shopee, uang saku dan gaya hidup, sedangkan 28% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata kunci: E-Commerce, Uang Saku, Gaya Hidup, Perilaku Konsumtif

ABSTRACT

This study aims to determine and analyze the influence of e-commerce Shopee, lifestyle and pocket money on the consumer behavior of students of the Faculty of Economics and Business, University of Jambi (Case Study of Undergraduate Program Students). The population in this study were 3,334 students at the Faculty of Economics and Business, University of Jambi. The number of samples in this study was 119 respondents. The data source used in this study was obtained through the distribution of questionnaires. The data analysis tool used in this study was multiple linear regression analysis using a quantitative approach that aims to determine the influence of Shopee e-commerce, lifestyle, and pocket money. The results of this study based on simultaneous tests concluded that the independent variables (Shopee e-commerce, pocket money, and lifestyle) simultaneously had a significant effect on the dependent variable (consumptive behavior) of students at the Faculty of Economics and Business, University of Jambi. Meanwhile, the results of partial tests found that the variables of pocket money and lifestyle had an effect on consumer behavior. However, the Shopee e-commerce variable had no effect on the consumer behavior of students at the Faculty of Economics and Business, University of Jambi. The results of the coefficient of determination test with a value of 0.723 or 72% show that 72% of consumer behavior is influenced by Shopee e-commerce, pocket money and lifestyle, while 28% is influenced by other variables not studied.

Keywords: *E-Commerce, Pocket Money, lifestyle, consumer behavior*