

ABSTRAK

Penelitian ini berjudul “*Analisis Determinan Konsumsi Mahasiswa Fakultas Ekonomi dan Bisnis Strata-1 Universitas Jambi*”. Penelitian ini bertujuan untuk (1) mengetahui dan menganalisis karakteristik mahasiswa strata-1 fakultas ekonomi dan bisnis Universitas Jambi (2) mengetahui pengaruh uang saku, jenis kelamin dan beasiswa terhadap konsumsi mahasiswa strata-1 fakultas ekonomi dan bisnis Universitas Jambi. Metode analisis yang digunakan dalam penelitian ini adalah analisis deskriptif kualitatif dan analisis kuantitatif menggunakan alat analisis yaitu regresi linier berganda. Jumlah populasi dalam penelitian ini adalah sebanyak 983 mahasiswa strata-1 fakultas ekonomi dan bisnis Universitas Jambi. Teknik pengambilan sampel menggunakan *Proportionate Stratified Random Sampling* sehingga didapat jumlah sampel sebanyak 91 sampel. Jenis data yaitu data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan kuesioner. Hasil penelitian menunjukkan bahwa variabel uang saku, jenis kelamin dan beasiswa berpengaruh signifikan terhadap konsumsi mahasiswa strata-1 fakultas ekonomi dan bisnis Universitas Jambi.

Kata Kunci : Uang Saku, Jenis Kelamin, Beasiswa, Konsumsi

ABSTRACT

The title of this research is "Analysis of Factors Affecting the Consumption of Undergraduate Students of the Faculty of Economics and Business, University of Jambi." This study aims to (1) identify and analyze the characteristics of undergraduate students of the Faculty of Economics and Business at the University of Jambi, and (2) determine the effect of pocket money, gender, and scholarships on the consumption of these students. The analytical methods used in this research are descriptive qualitative analysis and quantitative analysis, utilizing multiple linear regression as the analytical tool. The total population in this study consists of 983 undergraduate students of the Faculty of Economics and Business, University of Jambi. The sampling technique employed is Proportionate Stratified Random Sampling, resulting in a sample size of 91 respondents. The types of data used are primary and secondary data. Data collection techniques include observation, interviews, and questionnaires. The results of the study indicate that pocket money, gender, and scholarships have a significant influence on the consumption behavior of undergraduate students at the Faculty of Economics and Business, University of Jambi.

Keywords: Pocket Money, Gender, Scholarship, Consumption.