



The Influence of Intensity of Social Media Use on the Consumption Behavior of Senior High School 3 Palangka Raya
Pengaruh Intensitas Penggunaan Media Sosial Terhadap Perilaku Konsumsi Siswa SMAN 3 Palangka Raya

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ABSTRACT

High school students' consumption behavior is influenced by several factors, one of which is the intensity of social media use. The aim of this research is to find out how much influence the intensity of social media use has on the consumption behavior of students at SMAN 3 Palangka Raya. Data for the two variables (intensity of social media use and consumption behavior) comes from a questionnaire filled out by students of SMAN 3 Palangka Raya. The population of this study was 1635 students, while the sample was 509 students. The sampling technique uses random sampling techniques. The results of this study indicate that consumption behavior can be influenced by the intensity of social media use. This has been proven that the intensity of social media use contributes 6.2% in influencing students' consumption behavior.

Keyword: social media, consumption behavior, student

ABSTRAK

Perilaku konsumsi siswa SMA dipengaruhi oleh berapa faktor, salah satunya intensitas penggunaan media sosial. Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh intensitas penggunaan media sosial terhadap perilaku konsumsi siswa SMAN 3 Palangka Raya. Data kedua variabel (intensitas penggunaan media sosial dan perilaku konsumsi) berasal dari kuisioner yang diisi oleh siswa SMAN 3 Palangka Raya. Populasi penelitian ini sebanyak 1635 siswa, sedangkan sampelnya sebanyak 509 siswa. Teknik pengambilan sampel menggunakan metode teknik *random sampling*. Hasil penelitian ini menunjukkan bahwa perilaku konsumsi dapat dipengaruhi oleh intensitas penggunaan media sosial. Hal ini dibuktikan bahwa intensitas penggunaan media sosial berkontribusi sebesar 6,2% dalam memengaruhi perilaku konsumsi siswa.

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Kata kunci: media sosial, perilaku konsumsi, siswa

INTRODUCTION

Humans have different needs. Human needs are divided into three, namely primary, secondary and tertiary needs. Primary needs are basic human needs, namely food (eating and drinking), shelter (house or shelter), and clothing (clothing). Secondary needs are needs after primary needs are met, while tertiary needs are the need for luxury goods. Modern developments make human needs tend to be consumptive (Giampietri et al., 2018; Suyati & Rozikin, 2023). They are now not only competing to fulfill their needs, but also their desires to follow their lifestyle (Heidbreder et al., 2019; Sartika & Sugiharsono, 2020; Suyati & Rozikin, 2023).

The need to be recognized socially is the most influential factor in wasteful actions in society (Nurjanah et al., 2018). From various levels of society, it is teenagers who are easily influenced to act wastefully, because they are still looking for their identity. Adolescents usually also try to adapt to their environment (Nurjanah et al., 2018). Teenagers are also easily influenced by their peers. Teenagers are a potential market for producers (Nurjanah et al., 2018).

Conformity theory is a theory that explains a type of social influence that can influence individuals to change their attitudes and behavior in accordance with existing social norms (Asch, 1951, 2016). Factors that influence consumer behavior are lifestyle, use of social media, advertising, peers and family environment (Haryono, 2014; Sartika & Sugiharsono, 2020; Suyati & Rozikin, 2023). This research only focuses on factors of social media use in teenagers. The teenagers in this study were students of Senior High School 3 Palangka Raya.

Social media is a web-based service that connects one individual to another through cyberspace (Rozikin et al., 2019;

Sartika & Sugiharsono, 2020; Suyati & Rozikin, 2023). Apart from being used for communication, social media is used by producers and sellers for promotions. For consumers, social media is used to search for items they need or want. Therefore, with the existence of social media, people's consumption levels have increased (Rozikin et al., 2019; Suyati & Rozikin, 2023). Buying products or services via social media begins with the emergence of consumer awareness of product information (Cordiaz et al., 2013).

The basic theory in this research is the Theory of Planned Behavior (TPB) which states and explains the factors that influence the variables of human intention and behavior (Ajzen, 1985). Ajzen (1985) explains that the TPB theory explains how individual behavior is influenced by intentions. In addition, intention is the readiness to engage in certain behavior, the consequences of attitudes towards the behavior, subjective norms and perceived behavioral control (Ajzen, 1985, 1991). The Ajzen model explains how intentions and behavior are influenced by these components (Baluku et al., 2018).

LITERATURE REVIEW

I. Consumption Behavior

Consumption is the use of goods and services to fulfill human needs and desires (Rosyidi, 2006). Consumption behavior is the study of how a person, group or society carries out the process of selecting, securing, using and discontinuing products in the form of goods or services to fulfill their needs and satisfy their desires (Suryani, 2008, 2013). Setiadi & SE (2015) explain that consumption behavior is actions that are directly involved in obtaining, consuming and spending goods and services.

The research indicators adopt the theory developed by Ajzen (1985), namely the Theory of Planned Behavior (TPB). The factors of

consumption behavior are intentions, attitudes, subjective norms, and behavioral control.

2. Intensity of Social Media Use

Intensity is the strength that supports an attitude (Chaplin, 2006). Intensity can also be interpreted as a form of individual attention based on the quality and quantity indicated by the individual (Santrock, 2017). Social media itself is a communication tool used between individuals and others to communicate and interact (Rozikin et al., 2019). This interaction takes the form of conversation, involvement, and participation (Wilson, 2019).

The indicators for the intensity of social media use in the research are quoted from research by Sartika & Sugiharsono (2020) and (Suyati & Rozikin, 2023), namely attention, appreciation, duration and frequency.

METHOD

This research uses regression analysis which has 2 variables, namely the variables of social media use and consumption behavior. The dependent variable in this research is consumption behavior, while the independent variable is social media use. The subjects of this research were students of Senior High School 3 Palangka Raya.

The intensity of social media use in this research is the attention and interest that Senior High School 3 Palangka Raya students have in using social media as well as emotional feelings involving interest and attention that arise when accessing social media. Indicators for measuring the intensity of social media use in this research are attention, appreciation, duration and frequency of using social media (McCann & Barlow, 2015; Rozikin et al., 2019; Sartika & Sugiharsono, 2020; Suyati & Rozikin, 2021; Suyati & Rozikin, 2023).

Consumption behavior is the actions of Senior High School 3 Palangka Raya students in spending pocket money to meet

their needs as students. Indicators of this variable are intentions, attitudes, subjective norms, and behavioral control (Ajzen, 1985; Sartika & Sugiharsono, 2020).

In this study, the instrument in the form of a questionnaire was prepared in the form of questions or statements so that respondents only had to provide a checklist of one of the alternative answers that were considered correct or appropriate. The questionnaire in this research was adopted from research by Sartika & Sugiharsono (2020). The questionnaire comes from the description in the theoretical study and is then translated into statements and questions. This instrument has 4 Likert scales, namely strongly agree (4 points), agree (3 points), disagree (2 points), and strongly disagree (1 point). This Likert scale applies to all variables in this study (Intensity of Social Media Use and Student Consumption Behavior).



Figure 1. Research Model

Before conducting the research, validity, and reliability tests of the instrument were carried out on 188 respondents. These respondents not only came from high school level schools in Palangka Raya City but also from several SMA/SMK/MA on Kalimantan Island, such as MAN Palangka Raya, MAS Shalihin, SMKS Muhammadiyah Katingan Tengah, SMAS Muhammadiyah Katingan Tengah, Senior High School 5 Muara Teweh, Senior High School 4 Muara Teweh, Senior High School 2 Kintap. The validity test and reliability test in this research have the same characteristics, namely high school/vocational/MA level students who already have smartphones and social media. The population of this study consisted of 1635 students of Senior High School 3 Palangka Raya. So, it is necessary to take research samples to make it easier for researchers to

collect data. Sampling in this study used a random sampling technique using the Slovin formula which resulted in a sample of 509 students at Senior High School 3 Palangka Raya. The subjects in this research were students in classes X, XI, and XII of Senior High School 3 Palangka Raya.

RESULT AND DISCUSSION

This research instrument was tested using Confirmatory Factor Analysis (CFA). In CFA, the instrument is considered valid if the value is > 0.50 (Hair et al., 2014). The Kaiser Meyer - Olkin (KMO) test is used to see whether an instrument is appropriate or not. If the index value is high (range 0.5 to 1.0), the factor analysis is feasible. Meanwhile, if the value is below 0.5, factor analysis cannot be carried out (Ghozali, 2013).

Table 1. KMO test and Bartlett's Test of Sphericity

Variable	Kaiser Meyer Olkin (KMO)	Bartlett's Test Sphericity (Sig.)
Intensity of Social Media Use	.705	.000
Consumption Behavior	.765	.000

Table 1 shows that the Kaiser Meyer-Olkin (KMO) test for the Intensity of Social Media Use variable is 0.705 with a significance value of 0.000. The Anti-image Matrices correlation table shows that the 10 items analyzed have a value of more than 0.5 and produce 4 factors. Of the 10 items, there were 4 items that were invalid, so they could not be analyzed further. So, the number of items worthy of further research is 6 items.

Table 1 shows that the Kaiser Meyer-Olkin (KMO) test for the Consumption Behavior variable is 0.765 with a significance value of 0.000. The Anti-image Matrices

correlation table shows that the 10 items analyzed have a value of more than 0.5 and produce 4 factors. Of the 10 items, there were 6 items that were invalid, so they could not be analyzed further. So, the number of items worthy of further research is 4 items.

After carrying out the validity test, the next step is the reliability test. Table 2 shows that the Cronbach's Alpha value of these two variables exceeds the normal limit, namely 0.70, so that both variables are considered reliable.

Table 2. Reliability Test

Variable	Normal Limit	Cronbach's Alpha Value	Information
Intensity of Social Media Use	.70	.724	Reliable
Consumption Behavior	.70	.748	Reliable

Table 3 shows that the significant value of the social media use variable is 0.000. Coefficient or contribution (R Square) = 0.062. So, the residual coefficient $\rho Y \epsilon = \sqrt{1 - 0,062} = 0.938$. From these results it can be concluded that the contribution of the intensity of social media use is 6.2%, while 93.8% is influenced by other variables not studied.

Table 3. Regression Test

Model	R Square	t	Sig.
(Constant)		17.536	.000
Intensity of Social Media Use	0.062	5.802	.000

The results of this research are in line with the research results of Sartika &

Sugiharsono (2020) where the variable intensity of social media use influences consumption behavior. This research is different from Sartika & Sugiharsono's (2020) research because the intensity variable of social media use in Sartika & Sugiharsono's (2020) research only contributed 11.5%, whereas in the research this variable had an effect of 6.2%. Apart from that, what is different is the object and subject of research. The object and subject of research by Sartika & Sugiharsono (2020) are students at the Faculty of Economics, Yogyakarta State University, while in this research they are still in high school, namely Senior High School 3 Palangka Raya.

The results of this research are also in accordance with research by Suyati & Rozikin (2023) which states that consumption behavior in high school students is influenced by the intensity of social media use. The difference between this research and the research of Suyati & Rozikin (2023) is the large contribution of the variable intensity of social media use to consumption behavior. In Suyati & Rozikin's (2023) research, the variable intensity of social media use contributed 5.86%, whereas in this study it was 6.2%.

The results of this research are in accordance with the Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) states the factors that influence human intention and behavior variables (Ajzen, 1985). This TPB explains how individual behavior is influenced by intentions (Ajzen, 1985). Intention is the readiness to engage in a particular behavior, the consequence of attitudes towards the behavior, subjective norms and perceived behavioral control (Ajzen, 1985, 1991).

In this era of globalization, social media users have increased (Rozikin et al., 2019). This phenomenon is caused by increasingly advanced technology and makes humans connect and communicate with each

other (Rozikin et al., 2019; Sartika & Sugiharsono, 2020). Individuals spend more time using social media to search for information or for entertainment (Lee, 2013). Social media is not only used to communicate, but is also used to carry out economic activities such as sales and purchases (Rozikin et al., 2019; Sartika & Sugiharsono, 2020). Therefore, social media is an effective tool for attracting potential consumers (Rozikin et al., 2019), so that it can make it easier for producers and distributors to expand their markets in order to increase profits (Poturak & Softic, 2019).

Producers find this social media helpful to search for product information, share product information, marketing and transactions. In the consumer context, the use of social media is used to search for required product information, communicate with sellers, and carry out transactions (purchases). In everyday life, the social media that are often used to disseminate and search for information about a product are Instagram and Tik Tok, while the online shopping places (market places) that are often used are Tokopedia and Shopee. Many students shop online using social media because they feel comfortable and easy to find information and shop (Wang et al., 2021).

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