

The Impact of Self-Control, Self-Esteem and Peer Environment on Online Shopping Consumptive Behavior

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ABSTRACT

Consumptive behavior has been extensively explored by scholars in the traditional consumption environment. However, research on the concept has been somewhat limited in the context of online shopping, particularly the specific types of stimuli among university students. The purpose of this study is to analyze empirically the impact of self-control, self-esteem and peer environment on the online shopping consumptive behaviors. A self-administered questionnaire was developed from the literature was administered to 197 students of Economics Education of Universitas Negeri Semarang. Multiple regression analysis was used to validate the measures developed and test the hypothesized model. The results showed that there is a positive relationship between self-control, self-esteem and peer environment on the online shopping consumptive behaviors simultaneously or partially.

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1. Introduction

Nowadays, it is undeniable that every human being's needs are getting more diverse, whether they are primary, secondary, or tertiary ones. In this advanced era, it is very easy to get the intended items. However, sometimes many individuals buy the goods that do not fit with their needs, but they only want to fulfill their satisfaction or simply follow their desires without considering whether the goods are urgently needed or not. The consumptive behavior is an attitude to fulfill the needs of life, and the person who performs the consumption activities is called a consumer. It depends on several factors, such as income, tastes, prices of goods, and the consumer's emotional state at the time. Mowen and Minor (2002) stated that consumptive behavior is a behavior that is not based on rational considerations but buying certain products or services to fulfill their pleasure or emotions.

There are two main factors affecting consumptive behavior: internal and external factors. The internal factors include motivation, self-esteem, observation, learning process, personality, and self-concept. The external factors consist of culture, social class, social groups and reference, and family. Some indicators of consumptive behavior include: 1) buying a product due to the lure of the gift; 2) buying items due to attractive packaging; 3) buying a product to maintain its appearance and prestige; 4) buying a product based on its price (not based on its benefits or usefulness); 5) buying a product to simply maintain a status symbol; 6) buying a product because of its element of conformity to the model on its advertisement; 7) there is a view that buying certain products at expensive prices will lead to high confidence, and 8) trying more than two types of similar products (different brands).

The use of the Internet is increasingly popular in Indonesia. According to the Indonesian Internet Network Association (APJII) (Widiartanto, 2016), 132.7 million people in Indonesia have been connected to the Internet or increased 51.8% compared to the number of Internet users in 2014 that only reached 88 million. The distribution of internet access is still mostly centralized in Java Island. There are 82.2 million people or 62 percent of Internet users often visit the online shop webs. The

Brand Marketing Institute (BMI) (Khalidi, 2015) estimated that Indonesia's online shopping market would grow to 57% or increase twice (24%) than last year.

Viewed from its turnover, research from BMI has revealed the total value of online shopping per person over the past year which reaches IDR 852.000 or total IDR 21 trillion. Rakuten (Damayanti, 2014) mentioned that the level of Indonesian consumers' trust in the online shopping is the highest in the world as much as 69%, which means that they have the highest percentage of sharing and recommending products of choices in various social networks.

Online shop is one of the facilities provided by the Internet that offers many conveniences. Many sellers have been trying to create their own online stores and sell their products to those who often explore the virtual world (the Internet). The customers can visit the online stores easily and comfortably, carry out online transactions at home, in the office, or anywhere while sitting down in front of their computers or smartphones. The main advantage presented in online shopping is the time efficiency because the sellers do not have to face the customers, such as the students of Universitas Negeri Semarang who are also highly interested to use the online shop services.

The ways people buy something through the online shop have little bit shifted the social value. If the traditional trading in the market uses verbal communication for the transaction, but now the online process only needs the Internet network without having to meet the people directly, so that there is an absence of haggling or verbal communication. Online shopping is essentially the same as the traditional or modern markets that exist in the real world. The difference is only on how to transact or buy and sell something by using the Internet network.

Some advantages of the online stores for the customers are (Sari, 2015): 1) it saves costs, especially if the goods desired to buy are available, but quite far outside the city. The customers do not have to spend more money on seeking such goods; 2) the goods can be delivered directly to the customers' houses; 3) the payment is made by transfer, and the payment transaction will be much safer, and 4) the price is more competitive. The online shopping provides more convenience for the customers because they can order the products within 24 hours a day wherever they are, so there is no need to worry about the clarity of information because they can obtain comparative information about the companies, products, and their competitors without leaving the works they are doing at home or office. It also has fewer possibilities of compulsion because they do not have to face or serve persuasion from the emotional factors of the sellers.

There also some disadvantages of online shopping, such as 1) there is no bargaining process; most people buy things in the online shop but there is no bargaining process as in the traditional stores. The prices listed cannot be negotiable; 2) there are shipping costs because the stores sometimes are located far away from where the customers live, so there will be extra shipping costs, even it is often higher than the original price of the item; 3) the customers cannot see the condition of the goods directly. If buying the products online, they cannot see directly the goods and cannot check personally the goods. Thus, there is possibility of differences between the images displayed and the real items; 4) it sometimes waste of money, because the consumers often spend too much money in buying goods due to certain reasons provided in the online shop, so there are some driving factors to buy many goods that cause the waste of money, although the goods are not actually urgently needed; 5) sometimes there is no internet connection, and sometimes the internet connection is not available in particular regions. Therefore, some people at certain locations cannot open online shop sites, and they prefer to buy everything on the regular stores or traditional market.

From the initial observation from Economics Education students of Universitas Negeri Semarang, it was shown that from the sample of 77 students, about 77.9% or 60 of them did the online shopping activities, and 22.1% or 17 students did not. From the initial observation, most students already have consumptive online shopping behavior. Anggraeni (2014) found that there was a negative relationship between self-control and the consumptive behavior of the students of Universitas Esa Unggul. There was a connection between the self-control and the consumptive behavior of online shopping of fashion products on the students of the Faculty of Medicine of Universitas Sam Ratulangi in 2011 (Chita, 2015).

Self-control is an individual's ability in reading self-situations and the environment. Hurlock suggested that the self-control means how individuals control their emotions and prompt it within them. Self-control is individual believes that his actions will affect his own behavior and he himself

can control the behavior (Adeonalia, 2002). Individuals with high self-control levels will see themselves able to control everything related to their behavior, and when the self-control is low, he will not be able to control everything.

There are some indicators of self-control: 1) ability to control behavior; 2) ability to control stimulus; 3) ability to anticipate events; 4) ability to interpret events; and 5) ability to make decisions. Self-esteem is an individual's evaluation of his or her own belief. Self-esteem is an assessment of self-condition, appreciating his strengths and potential and accepting weaknesses, while the low self-esteem is a dislike or dissatisfied with the condition of oneself, not appreciating the strength by seeing himself as a weak person (Santrock, 1998). The indicators of the self-esteem include: 1) feeling of belonging; 2) feeling of competence, and; 3) feeling of worth.

According to Tirtarahardja (2008), peer-to-peer environmental activity means teaching the people to connect and adapt to others, introducing a broader community life, strengthening some values, prevailing in the life of society, and giving its members the means to free themselves from the influence of authority power. It also includes providing an experience to establish a relationship based on the principle of equality of rights, giving knowledge that cannot be given by the family (knowledge of dresses, music, specific types of behavior, etc.), and expanding the horizons of the children's experience so that they are able to be more complex persons. Meanwhile, according to Santrock (2007), peers are children or teenagers who have been mature that are roughly the same. Mappiare (2003) represented a group of peers to be the first social environment in which the teenagers learn to live with others who are not members of their families. From some of the definitions above, it can be concluded that the peers are individual relationships among the children or teenagers of the same ages and involve a relatively large familiarity within the group.

The purpose of this research is to identify: 1) the influence of self-control, self-esteem, and peer environment towards the consumptive behavior of online shopping among students; 2) the influence of self-control towards the consumptive behavior of online shopping among students; 3) the influence of self-esteem towards the consumptive behavior online shopping among students; and 4) the peer influence on the behavior of consumptive online shopping among students.

2. Method

The population of this study was students of Economic Education Department, Faculty of Economics of Universitas Negeri Semarang.

Table 1. The population of the study

No.	Study Program	Number
1	Accounting Education	170
2	Office Administration Education	110
3	Cooperative Education	109
	Total	389

The sampling technique in this research was quota sampling. The sample size was 197 students. The data were collected using a questionnaire. The questionnaire used in this research was an open-ended using Likert scale. Meanwhile, the data analysis method used was a descriptive analysis and prerequisite tests that included normality and linearity tests, a classic assumption test that included multicollinearity and heteroscedasticity tests, multiple regression test, and hypothetical testing which included simultaneous test (F-Test), partial test (T-Test), simultaneous determination coefficient, and partial determination coefficient.

3. Results and Discussion

The result of the descriptive analysis of the consumptive behavior variable of online shopping indicates high criteria with a percentage of 52.2%. The highest value is 117 and the lowest is 31 of the 27 statements given. The standard deviation in the table is 13.570, which means that of the 197 students, the variation of the students is classified as diverse. The average behavior value of the consumptive online shopping is 70.43 or classified as a quite high category. This is shown by some

indicators: 1) buying the product due to the lure of the prize as much as 55.84%; 2) buying the products because the packaging is attractive by 54.18%; 3) buying the product in order to maintain its appearance and prestige by 50.84%; 4) buying the product based on the price (not the basis of its benefits or usefulness) of 58.6%; 5) buying the product to simply maintains a status symbol of 42.40%; 6) buying the product because of the element of conformity to the model on the advertisement by 49.37%; 7) a view that buying expensive products will lead to higher confidence of 52.12%; 8) trying more than two types of similar products but from different brands by 55.15%.

The data for the self-control variable indicates a good criterion of 78.0%. The highest value is 77, and the lowest one is 43 of the 16 statements given. The standard deviation is 5.745, which means that from 197 students who become the samples, the variation of the answers from the students is classified as diverse.

The average self-control value is 62.38 or is in a fairly high category. This is shown by the indicators: 1) ability to control behavior by 67.01%; 2) ability to control stimulus by 76.45%; 3) ability to anticipate the events of 78.20%; 4) ability to interpret the events by 82.37%; and 5) ability to take data decisions by 81.22%. The data for the self-esteem variable indicates a fair criterion of 67.3%. This is demonstrated by the indicators: 1) feeling of belonging of 75.80%; 2) feeling of competence, 60.00%; and 3) feeling of the worth of 69.24%. The data for peer-to-peer environment variable shows the fair criteria of 63.2%. The highest value is 43, and the lowest one is 19 of the nine statements given. The standard deviation is 3.194, which means that of the 197 students, the variation level of the answers from the students is classified as low. The average self-control value is 30.29 or is in a fairly high category. This finding was indicated by the indicators like cooperation (61.56%), competition (51.52%), opposition (75.53%), reception/acculturation (56.95%), conformity/accommodation (71%), and combination/assimilated (77%).

Table 2. One-sample Kolmogorov-Smirnov test

	Unstandardized residual
Kolmogorov-Smirnov Z	0.862
Asym. Syg (2 tailed)	0.448

From Table 2, the value of Kolmogorov-Smirnov Z on the consumptive behavior of the online shopping as much as 0.862 with p-value = 0.448 thus $p > 0.05$, thus H_0 is accepted. This means the unstandardized variable is normally distributed. The self-control linearity test obtains a significance value of 0.039, which means the value is less than 0.05. So, it can be concluded that there is a significant linear influence between the self-control and the consumptive behavior of online shopping.

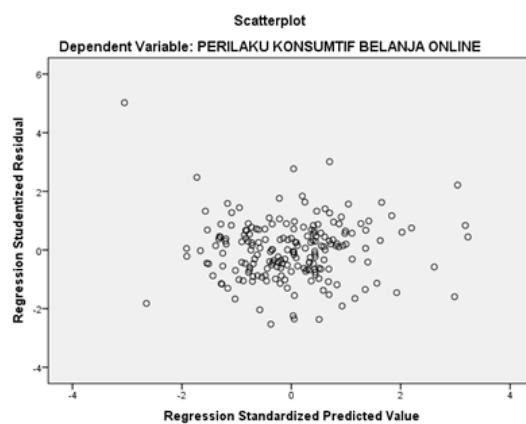
The self-esteem test generates a significance value of 0.000, which means that the value is less than 0.05. Thus, it can be stated that there is a significant linear influence of self-esteem towards the consumptive behavior of online shopping. The peer environmental linearity test obtains the significance value of 0.000, which means the value is < 0.05 . Therefore, it can be stated that there is a significant linear influence of peer-to-peer environmental towards the consumptive behavior of online shopping. The classic assumption test in this research includes multicollinearity and heteroscedasticity tests, which will be explained further as follows:

Table 3. Models and coefficients of the consumptive behavior**Coefficients^a**

Model	Non-standardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	37.842	11.074		3.417	.001		
Self-control	-.609	.148	-.258	-4.108	.000	.935	1.070
Self-esteem	1.137	.288	.268	3.945	.000	.799	1.252
Peer environment	.952	.173	.364	5.505	.000	.843	1.186

Note: a. Dependent Variable: Consumptive Behavior of Online Shopping

Table 3 shows that each variable has a tolerance value of > 0.1 and VIF value < 10 . So, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

**Figure 1.** The scatterplot of Multicollinearity Test

The heteroscedasticity test aims to examine whether there is variance inequality from the residual of observation to another. Heteroscedasticity shows the distribution of independent variables. A random distribution indicates a good regression model. In other words, there is no heteroscedasticity that occurs.

It can be done by observing the scatterplot graph with the dots spread above and below the Y-axis. On the Scatterplot graph, it seems that the dots spread randomly in both above and below 0 on the Y-axis. It can be inferred that there is no heteroscedasticity in this regression model.

From the multiple regression analysis test results, it is obtained multiple regression equation: $Y = 37.842 - 0.609 X_1 + 1.137 X_2 + 0.952 X_3 + E$. Such equation has the meaning of a constant value of 37.824, which means that if the self-control, self-esteem and the environmental peer variables are assumed zero, then the students' consumptive behavior of online shopping is 37.842. The self-control coefficient is -0.609 meaning that if every single increase in the self-control score, there will be a decrease in the online shopping consumptive behavior of 0.609.

The coefficient of self-esteem is 1.137, which means that each increase of one's self-esteem is followed by an increase in the consumptive behavior of online shopping by 1.137. The peer environmental coefficient is 0.952, meaning that if every single increase in a peer environment, there will be an increase in the consumptive behavior of online shopping by 1.137. From the hypothesis and simultaneous hypothesis test (F test) on the Anova table, it is obtained the value of $F_{test} = 26.336$ and the significance value = 0.000, thus $p < 0.05$. A partial hypothesis test (t-test) and t_{test} for the self-control variable is 4.108, with the significance of 0.000, which means $P_p < 0.05$. The t_{test} for the variable of self-esteem is 3.945 with the significance of 0.000, so $p < 0.05$. The t_{test} for the peer environment variable is 5.505, with the significance of 0.000, thus $p < 0.05$.

From the simultaneous determination coefficient test, it is obtained the Adjusted value of $R^2 = 0.279 = 27.9\%$ This means the independent variables such as self-control, self-esteem, and peer environment jointly affects the dependent variable of online shopping consumptive behavior by 27.9%, and the rest is 72.1% which is explained by other factors. From the partial determination coefficient test, the self-control affects the consumptive behavior of online shopping by 8.07%, the self-esteem affects the consumptive behavior of online shopping by 7.45%, and the peer environment affects the consumptive behavior of online shopping of 13.54%.

3.1. The Influence of Self-Control, Self-Esteem and Environmental Peers towards the Consumptive Behavior of Online Shopping

According to Sumartono (2002), consumptive behavior is an attitude that is no longer based on rational consideration, but rather because of the desire that has reached an irrational level. Meanwhile, self-control is an ability to suppress or to prevent behavior that leads to selfish stuff.

Self-esteem is a self-evaluative attitude and reflects the attitude of acceptance or rejection and indicates the individual belief as a capable, significant, successful, successful, and valuable person. A peer environment is an environment where an orderly interaction is built with people who have similarities in age and status. Simultaneous test (F-test) on the results of this research shows that the self-control, self-esteem and the environment positively affect the consumptive behavior of online shopping, thus H_1 is accepted. In addition, the simultaneous test results show that 27.9% of the consumptive behavior of online shopping variables is described by the variations of independent variables i.e., self-control, self-esteem and peer environment.

This research is in line with the study conducted by Maryam (2016) who suggested that the self-control has a significant influence on the consumptive behavior. The research conducted by Perwitasari and Damayanti (2013) also showed that there is a strong relationship between self-esteem and consumptive behavior. Similarly, the research conducted by Nurasyiah and Budiwati (2008) also found that the peer group has a positive effect on the students' consumptive behavior.

3.2. The Influence of Self-Control towards the Consumptive Behavior of Online Shopping

Self-control is an individual's ability in reading self-situation and the environment. Goldfried & Merbaum (Ghufron & Risnawati, 2011) defined self-control as an ability to arrange, guide, organize and direct forms of behavior that can bring the individuals toward positive consequences. The results show the influence of self-control, self-esteem and peer environment towards the behavior of consumptive of the online shopping.

Based on the test results, it is obtained that the self-control negatively affects the consumptive behavior of the online shopping on the students of Economic Education, Faculty of Economics, Universitas Negeri Semarang class 2015, hence H_2 is accepted. The percentage of self-control variables on the consumptive behavior of online shopping is 8.07%. The results of a significant test on individual parameters (T-test) in this study show that the influence of self-control towards the consumptive behavior of online shopping is 0.000 (< 0.05).

The result of the regression analysis of the coefficient of self-control generates a negative value of -0.609 towards the consumptive behavior of the students' online shopping. This means that the higher the self-control, the lower the students' consumptive behavior of online shopping, whereas the lower the self-control, the higher the consumptive behavior of online shopping. From the statistical analysis results of the self-control variable, the average value self-control is 78.0 which can be said as a high category. This means the self-control is beneficial for the students to reduce their consumptive behavior of online shopping.

3.3. The Influence of Self-Esteem towards the Consumptive Behavior of Online Shopping

Fakhrurrozi (2008) stated that self-esteem is a self-evaluative attitude, and it reflects the attitude of acceptance or rejection and indicates the individual belief as a capable, significant, successful, successful, and valuable person. Thus, the need for self-esteem is an individual need to obtain recognition, as well as self-esteem, prestige, popularity, and status. Fulfilling this need will result in a sense and attitude of self-confidence, strong and capable skills.

The results of the research showed that the influence of self-esteem on the consumptive behavior of online shopping among students. Based on the test results, it can be concluded that self-esteem positively affects the consumptive behavior of the online shopping of students, thus H_3 is accepted.

The value of self-esteem to the consumptive behavior of online shopping is 7.45%. The results of a significant test of individual parameters (Test T) in this study show that the self-esteem on the consumptive behavior of online shopping $0.000 < 0.05$. The regression analysis results present a variable regression coefficient of self-worth of 1.137 on the students' consumptive behavior of online shopping. This means that the higher the self-esteem, the higher the consumptive behavior of online shopping, otherwise the lower the self-esteem, the lower also the students' consumptive behavior of online shopping.

From the analysis results of the descriptive statistics of the self-esteem variable, the average value of the self-esteem is 67.3 which is in the medium category. This means the self-esteem is beneficial to reduce the consumptive behavior of online shopping among students.

3.4. The Influence of Peer Environment towards the Consumptive Behavior of Online Shopping

Peers are the second environment after the family, which significantly affects the children's life. According to Santrock (2007), peers are the children or teenagers who have age or maturity that is roughly the same. From some definitions above, it can be concluded that peers are individual relationships among children or teenagers of the same age and involve a relatively large familiarity in the group. The results show the influence of the peer environment towards the consumptive behavior of online shopping among students.

Based on the test results, it is obtained that the self-esteem positively affects the consumptive behavior of online shopping among students. The value of the influence of peer environmental variables on the consumptive behavior of online shopping is 13.54%. The results of the significant test of individual parameters (T-test) in this research show that the influence of self-esteem towards the consumptive behavior of online shopping is $0.000 (< 0.05)$.

The results of the regression analysis show that the regression coefficient of the peer environment is positive (0.952) towards the students' consumptive behavior of the online shopping. This means that the higher the peer environment, the higher the consumptive behavior of online shopping, otherwise the lower the peer environment, the lower the students' consumptive behavior of online shopping context.

4. Conclusion

This study has examined the influence of self-control, self-esteem and the peer environment towards the consumptive behavior of online shopping on the students of Economic Education, Faculty of Economics of Universitas Negeri Semarang. This study provided evidence that there is a simultaneously impact of self-control, self-esteem and peer environment on the consumptive behavior of the online shopping of 27.9%. In addition, there is a negative influence of self-control towards the consumptive behavior of online shopping partially at 8.07%. This means that when the self-control increases, the consumptive behavior of online shopping decreases. Furthermore, there is a positive influence of self-esteem towards the consumptive behavior of online shopping on the students partially at 7.45%. This means that if self-esteem increases, the consumptive behavior of online shopping will also increase. There is also a positive influence of per environment towards the consumptive behavior of online shopping on the students partially at 13.54%. This means that if the level of the peer environment is increasing, then the consumptive behavior of online shopping is also getting higher.

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