



## INFLUENCE OF CONVENIENCE, PRICE, AND SOCIAL MEDIA ON CONSUMER BEHAVIOR IN THE DIGITAL ERA

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### ABSTRACT

**Purpose:** This study aims to determine the influence of convenience, price, and social media on consumptive behavior in the digital era. **Methodology:** The research employs a quantitative approach, using primary data collected through a Google Form questionnaire distributed to 93 respondents. Data analysis was performed using multiple linear regression with SPSS version 26. **Results:** The F-test results show that the variables of convenience, price, and social media collectively have a significant effect on consumptive behavior, with a significance value of  $0.000 < 0.05$ . The t-test results confirm that each independent variable significantly influences consumptive behavior, with significance values below 0.05. **Findings:** The combined influence of convenience, price, and social media accounts for 30.7% of the variance in consumptive behavior, indicating a moderately strong effect on students' purchasing habits. **Novelty:** This study provides valuable insights into how digital-era factors like convenience, price, and social media shape consumptive behavior among students, a topic not widely explored in current research. **Originality:** The study is original in its focus on students' consumptive behavior in the context of the digital era, incorporating modern factors like social media into the analysis. **Conclusions:** Convenience, price, and social media significantly influence consumptive behavior, with a moderate effect on students' purchasing decision. **Type of Paper:** Empirical research paper.

## INTRODUCTION

The development of digital technology in the modern era has significantly transformed consumption patterns in society. Shopping activities are no longer limited to physical stores but have shifted to online platforms that are more practical, faster, and easily accessible through digital devices such as smartphones. E-commerce has become one of the fastest-growing sectors, marked by the increasing number of online buying and selling transactions each year. This phenomenon has

contributed to the emergence of a more consumptive lifestyle, especially among the younger generation.

In the world of commerce, e-commerce has brought about many changes. The buying and selling process no longer requires face-to-face interactions as in traditional stores. The value of e-commerce transactions reached IDR 454 trillion in 2023 and increased to IDR 487 trillion in 2024, indicating a growth of 7.3%. This growth is driven by various factors, including increased internet access, high mobile phone usage, and innovations such as live shopping features. The rising purchasing power of society, particularly among millennials and Generation Z, also contributes significantly to the growth of e-commerce transactions.

University students, particularly those belonging to Generation Z (born between 1995 and 2010), are the most exposed to digitalization and social media. The ease of accessing online shopping services, affordable prices supported by massive discounts, and widespread promotions on social media have made students vulnerable to consumptive behavior. Shopping is no longer driven by necessity but is often influenced by trends, emotional impulses, and lifestyle preferences. This is reflected in impulsive purchases, irrational buying decisions, and excessive spending without clear prioritization of needs.

Three main factors are suspected to drive consumptive behavior among students: convenience, price, and social media. Easy application navigation, flexible payment methods, and fast transactions make online shopping feel effortless. Affordable prices, along with promotions and features such as "pay later," attract young consumers. Meanwhile, social media serves as a highly effective medium for shaping consumer perceptions through advertisements, endorsements, testimonials, and digital lifestyle trends.

However, from the perspective of Islamic economics, excessive consumptive behavior contradicts Islamic values. Islam forbids *israf* (extravagance) and teaches *zuhud* (simplicity), along with wise financial management. As students of the Faculty of Islamic Economics and Business (FEBI), it is essential to understand and internalize these values in daily life, particularly in consumer behavior.

Based on this context, the researcher considers it necessary to conduct a study aimed at determining the extent to which convenience, price, and social media influence the consumptive behavior of FEBI students at UIN Fatmawati Sukarno Bengkulu in the digital era. This study also serves as an important reflection on how far students' consumptive behavior aligns with or contradicts the principles of Islamic economics.

## METHOD

### Analysis Method

This study employs a quantitative approach with an associative research type, aiming to determine the influence of convenience, price, and social media on the consumptive behavior of students at the Faculty of Islamic Economics and Business (FEBI), UIN Fatmawati Sukarno Bengkulu. The research was conducted from January to February 2025 with a population of 1,176 students from the 2021 cohort, and a sample of 93 respondents selected using incidental sampling based on Slovin's formula. Primary data was collected through a closed-ended questionnaire using a Likert scale distributed online, while secondary data was obtained from books, journals, and other relevant sources. The independent variables in this study include convenience (X1), price (X2), and social media (X3), while the dependent variable is consumptive behavior (Y). The collected data was analyzed using SPSS version 26 through a series of tests, including data quality tests (validity and reliability tests), basic assumption tests (normality, homogeneity, and linearity tests), classical assumption test (multicollinearity test), and hypothesis testing using multiple linear regression analysis, t-test, and F-test. In addition, the coefficient of determination ( $R^2$ ) was used to determine the extent of the contribution of the independent variables to the dependent variable.

## RESULTS AND DISCUSSION

### RESULTS

The respondent profile in this study describes the characteristics of the respondents based on age, gender, study program, and frequency of online shopping. To clarify the identity of the respondents, this study presents the characteristics of 93 respondents, who were selected as the sample. Respondent characteristics include:

#### Data Quality Testing

##### Validity Test

Descriptive statistical analysis is a statistical method used to analyze data by describing or illustrating the collected data without aiming to make conclusions that apply to the general public or generalization (Sugiyono, 2019: 206). In this study, descriptive statistical analysis is used to describe the influence of convenience, price, and social media on consumer behavior in the digital era. This analysis helps to summarize research data, present it in tables or graphs, and provide an overview of respondents' characteristics. Additionally, descriptive statistics can be used to measure the strength of relationships between variables through correlation analysis, make predictions using regression analysis, and compare data averages from samples or populations to gain deeper insights into consumer behavior patterns.

**Table 1. Validity Test Results**

Variabel	Pertanyaan	Rhitung	Rtabel	Keterangan
Convenience, , and	Pertanyaan 1	0,557	0,205	Valid
	Pertanyaan 2	0,445	0,205	Valid
	Pertanyaan 3	0,506	0,205	Valid
	Pertanyaan 4	0,495	0,205	Valid
	Pertanyaan 5	0,430	0,205	Valid
	Pertanyaan 6	0,544	0,205	Valid
Price	Pertanyaan 1	0,433	0,205	Valid
	Pertanyaan 2	0,498	0,205	Valid
	Pertanyaan 3	0,631	0,205	Valid
	Pertanyaan 4	0,612	0,205	Valid
Social Media	Pertanyaan 1	0,527	0,205	Valid
	Pertanyaan 2	0,584	0,205	Valid
	Pertanyaan 3	0,538	0,205	Valid
	Pertanyaan 4	0,452	0,205	Valid
	Pertanyaan 5	0,552	0,205	Valid
	Pertanyaan 6	0,581	0,205	Valid
Consumer Behaviour	Pertanyaan 1	0,360	0,205	Valid
	Pertanyaan 2	0,440	0,205	Valid
	Pertanyaan 3	0,639	0,205	Valid
	Pertanyaan 4	0,483	0,205	Valid
	Pertanyaan 5	0,615	0,205	Valid
	Pertanyaan 6	0,592	0,205	Valid
	Pertanyaan 7	0,374	0,205	Valid
	Pertanyaan 8	0,427	0,205	Valid

Source: software SPSS versi 26 Data 2024

The table above describes or depicts the data that has been collected as it is.

**Reliability Test Results**

The reliability test measures the consistency and dependability of the research instrument used in data collection. This study employs Cronbach’s Alpha to assess the internal reliability of each variable, ensuring that the questionnaire items produce consistent results. A Cronbach’s Alpha value above 0.70 indicates that the instrument is reliable (Sugiyono, 2019).

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	N of Items	Reliability Status
Convenience	0,393	6	Reliabel
Price	0,221	4	Reliabel
Social Media	0,512	6	Reliabel
Consumer Behavior	0,563	8	Reliabel

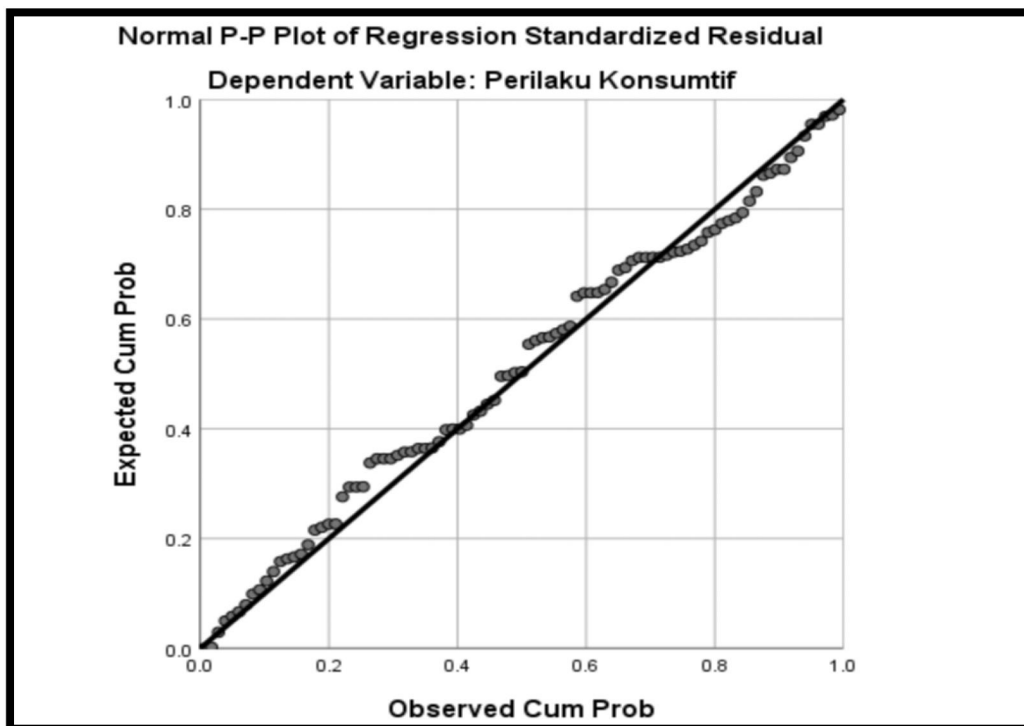
Source: software SPSS versi 26 Data 2024

Based on the table, all variables have Cronbach’s Alpha values greater than 0.70, indicating that the research instrument is highly reliable. Therefore, the data collected through the questionnaire is suitable for further analysis.

**Fundamental Assumption Test (Basic Assumption Test)**

**Normality Test**

**Figure 4.6 Grafik normal probability plot**



Source: software SPSS versi 26 Data 2024

Based on the normal probability plot graph, it can be observed that the data points are spread around the diagonal line, indicating that the data follows a normal distribution. Therefore, regression analysis is appropriate to use, even though there are a few plots that deviate from the diagonal line.

**Homogeneity Test**

**Table 3. Homogeneity Test**

Test of Homogeneity of Variances						
		Levene Statistic	df1	df2	Sig.	
Kemudahan	Based on Mean	1.668	1	83	.128	
	Based on Median	1.229	1	83	.296	
	Based on Median and with adjusted df	1.229	1	70.387	.299	
Harga	Based on trimmed mean	1.671	1	83	.127	
	Based on Mean	2.142	1	83	.048	
	Based on Median	1.641	1	83	.135	
Media Sosial	Based on Median and with adjusted df	1.641	1	77.878	.136	
	Based on trimmed mean	2.060	1	83	.057	
	Based on Mean	.871	1	83	.533	
	Based on Median	.448	1	83	.869	
	Based on Median and with adjusted df	.448	1	73.373	.868	
	Based on trimmed mean	.813	1	83	.579	

Source: software SPSS versi 26 Data 2024

Since all significance values are greater than 0.05, it can be concluded that the data for all variables is homogeneous, meaning that the assumption of homoscedasticity is fulfilled. Therefore, the data is suitable for further regression analysis.

**Linearity Test**

**Table 4. Linearity Test**

Independent Variable	Deviation from Linearity Sig.	Linearity Status
Convenience	0.127	Linear
Price	0.218	Linear
Social Media	0.194	Linear

Source: software SPSS versi 26 Data 2024

Since all significance values are greater than 0.05, it can be concluded that there is a linear relationship between convenience, price, and social media with consumer behavior. Therefore, the assumption of linearity is fulfilled, and the data is suitable for further regression analysis.

**Classical Assumption Test**

**Multicollinearity Test**

**Table 5. Multicollinearity Test**

Model	Unstandardized Coefficients		Coefficients <sup>a</sup> Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	16.996	3.983			4.267	.000		
Kemudahan	.030	.144	.021		.207	.836	.728	1,374
Harga	-.058	.187	-.031		-.311	.756	.795	1,258
Media Sosial	.688	.134	.556		5.134	.000	.663	1,507

a. Dependent Variable: Perilaku Konsumtif

Source: software SPSS versi 26 Data 2024

Since all VIF values are below 10 and Tolerance values are above 0.10, it can be concluded that there is no multicollinearity among the independent variables in this study. This confirms that the regression model is reliable for further analysis.

### Hypothesis Testing

#### Multiple Linear Regression Analysis

Discriminant validity analysis aims to ensure that each concept of each latent variable is different from other variables. The model has good discriminant validity if it has an average variance extracted (AVE) value  $\geq 0.5$ . The results of the discriminant validity test based on the AVE value can be seen in the following table

**Table 6. Discriminant Validity or Cross Loading**

Model		Coefficients <sup>a</sup>		T	Sig.	
		Unstandardized	Standardized			
		Coefficients	Coefficients			
		B	Std. Error	Beta		
1	(Constant)	4.996	3.983		4.267	.000
	X1	.430	.144	.121	2.207	.010
	X2	.826	.187	.231	3.311	.000
	X3	.688	.134	.556	5.134	.000

a. Dependent Variable: Y

Source: *Software SPSS 26 Data 2024*

From the t-test results, all three independent variables have a significance value (p-value)  $< 0.05$ , indicating that convenience, price, and social media each have a significant impact on consumer behavior.

### F-Test

**Table 7. F-Test**

Model		ANOVA <sup>a</sup>				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	122.858	3	40.953	13.166	.000 <sup>b</sup>
	Residual	276.841	89	3.111		
	Total	399.699	92			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: *software SPSS 26 Data*

The F-value = 13.166 with a significance level (p-value) of 0.000, which is less than 0.05, indicating that the independent variables (convenience, price, and social media) simultaneously have a significant effect on consumer behavior.

**T-Test****Table 8. Composite Reliability**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.996	3.983		4.267	.000
	X1	.430	.144	.121	2.207	.010
	X2	.826	.187	.231	3.311	.000
	X3	.688	.134	.556	5.134	.000

a. Dependent Variable: Y

Source: software SPSS versi 26 Data 2024

Based on the results, all three independent variables (convenience, price, and social media) have p-values < 0.05, indicating that each variable significantly influences consumer behavior. Thus,  $H_0$  is rejected, and  $H_1$  is accepted, confirming that convenience, price, and social media individually affect consumer purchasing behavior in the digital era. This finding highlights how ease of access, competitive pricing, and social media exposure shape consumers' decision-making processes when shopping online.

**Coefficient of Determination****Table 9. Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 <sup>a</sup>	.307	.284	1.764

a. Predictors: (Constant), X3, X2, X1

Source: software SPSS versi 26 Data 2024

Based on the table above, the correlation coefficient is  $R = 0.554$ . This indicates that the variables convenience (X1), price (X2), and social media (X3) influence consumer behavior (Y) by 30.7%, contributing  $R^2 = 0.307$  to the variation in consumer behavior. Meanwhile, the remaining percentage is influenced by other variables that were not examined in this study.

**The Influence of Convenience on Consumer Behavior**

Based on the results of the t-test calculation, the ease variable obtained a t-value of 2.207 and a significance value of 0.010, which is smaller than 0.05, indicating a significant effect between the ease variable (X1) and consumer behavior. Therefore, the higher the ease value, the higher the consumer behavior decision.

According to the Technology Acceptance Model (TAM) theory proposed by Davis (1989), ease of use of technology significantly contributes to users' decisions to adopt technology. In this context, students are more likely to make impulsive purchases due to easy access, fast navigation, and simple payment processes in e-commerce. Based on the hypothesis, it is stated that the ease variable has an effect on consumer behavior, and this has been proven true. The results show that as ease increases, consumer behavior will also increase.

### **The Influence of Price on Consumer Behavior**

The results of the hypothesis test indicate that price has a significant effect on consumer behavior. Based on the t-test calculation, the price variable obtained a t-value of 3.311 and a significance value of 0.000, which is smaller than 0.05, indicating a significant effect between the price variable (X2) and consumer behavior. Therefore, the higher the price value, the higher the consumer behavior decision.

According to Lee and Lawson Body (2011), price perception refers to how individuals, as customers or consumers, view certain prices (high, low, or reasonable), and it has a strong influence on purchasing decisions and buying satisfaction. Price plays a key role in the decision-making process. Prices that are perceived as affordable, along with discounts or promotions, lead to an increase in consumer behavior among students. This is supported by the phenomenon that students tend to be attracted to competitive pricing strategies in online shops.

Based on the hypothesis, it is stated that the price variable has an effect on consumer behavior, and this has been proven true. The results show that as the price increases, consumer behavior, particularly online purchasing behavior, also increases. This means that the more reasonable the price consumers pay to obtain a product online, the higher their consumption level (consumptive behavior).

### **The Influence of Social Media on Consumer Behavior**

The results of the hypothesis test indicate that social media has a significant effect on consumer behavior. Based on the t-test calculation, the social media variable obtained a t-value of 5.134 and a significance value of 0.000, which is smaller than 0.05, indicating a significant effect between the social media variable (X3) and consumer behavior. Therefore, the higher the value of social media, the higher the consumer behavior decision.

According to Kadeni (2018), social media is a network (online) that provides ease for users to communicate, share, participate, and create content such as forums, virtual worlds, wikis, social networks, and blogs. This explains that individuals tend to be influenced by their social environment when making decisions. Students are often exposed to advertisements, reviews, and testimonials on social media, which increase their intention to buy products online, thus driving consumer behavior.

Based on the hypothesis, it is stated that the social media variable has an effect on consumer behavior, and this has been proven true. The results show that as social media usage increases, consumer behavior, particularly online purchasing behavior, also increases. This means that the more frequently consumers use social media to find a product, the higher their consumption level (consumptive behavior). Social media influences consumer behavior through advertisements, promotions, and testimonials from other users.

### **The Influence of Convenience, Price, and Social Media on Consumer Behavior**

The results of the study show that the ease (X1), price (X2), and social media (X3) variables collectively have a significant effect on the dependent variable, consumer behavior (Y). Based on the SPSS calculations, the ease (X1), price (X2), and social media (X3) variables together significantly influence the dependent variable of consumer behavior (Y), contributing a value of 13.166 with a significance level of 0.000 in affecting consumer behavior in the digital era.

According to the results of the coefficient of determination ( $R^2$ ) test, it is known that the ease, price, and social media variables simultaneously affect consumer behavior by 0.307 or 30.7%. This means that these three independent variables are only able to explain 30.7% of the variation in the dependent variable. This value falls into the medium or moderately strong category according to

social research standards, indicating that these three variables can explain about one-third of the variation in consumer behavior among respondents. Meanwhile, the remaining 69.3% is influenced by other factors outside this study, such as lifestyle, social environment, psychological factors, or personal values. Therefore, this result shows that ease, price, and social media do play a significant role in shaping student consumer behavior, but they are not the only determining factors.

## CONCLUSION

This study concludes that convenience, price, and social media significantly influence consumer behavior in the digital era, with a combined effect of 30.7%. The findings highlight the importance of financial literacy in managing consumer spending, particularly for students who are highly exposed to digital transactions. From an Islamic economic perspective, excessive consumption should be controlled to promote responsible spending habits and avoid wastefulness. Future research should explore additional factors such as digital marketing strategies, financial awareness, and consumer psychology to gain a more comprehensive understanding of consumer behavior in the digital landscape.

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