THE INFLUENCE OF FINANCIAL LITERACY AND RELIGIOSITY ON THE CONSUMPTIVE BEHAVIOR OF SHARIA ECONOMICS STUDENTS OF KERINCI STATE ISLAMIC INSTITUTE

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ABSTRACT

This research aims to determine the influence of literacy and religiosity on the consumptive behavior of sharia economics students. The type of research used is quantitative research. The sample used a random sampling technique with a sample size of 80 people. Testing uses Multiple Linear Regression Analysis. The results show that financial literacy has a significant influence on consumer behavior. Religiosity has a significant influence on consumer behavior. Financial literacy and religiosity have a simultaneous influence on the consumptive behavior variable of sharia economics students at IAIN Kerinci. From the results of the F test, the significance value obtained from the F test for variable Y was $0.000 < 0.05$, and the Fcount and Ftable values were $14,180 > 3.12$. From the results of the R Square test, the coefficient of determination was obtained, namely 0.269, which means that the independent variables, namely financial literacy and religiosity, were influenced by the dependent variable, namely the consumptive behavior of sharia economics students at IAIN Kerinci, amounting to 0.269 or 26.9%. The remainder was 0.741 or 74.1%. which is influenced by other variables not examined in this research.

Keywords: Literacy; Religiosity; Consumtive

INTRODUCTION

At this time adolescents aged 13-21 years, adolescents who are in the phase of transition and self-discovery, adolescents will definitely experience a process in their behavior, where at this time adolescents seek and even train self-patterns to achieve an activity that he thinks is good. So that in adolescence it is easily influenced by the people around both positive and negative. (Chita, 2015: 297). Nowadays teenagers are very updated, especially about fashion that always changes from year to year, so teenagers are now very aggressive when wanting an item, this causes teenagers not to think when they want to buy an item. This will continue to take root in their lives, and if not controlled the teenagers will become adults if not handled and if their consumptive behavior cannot be controlled.

Consumptive behavior seems wasteful and cannot control good finances. (Dikria &; Mintarti, 2016: 128). The dominant consumptive lifestyle is shown by teenagers, and also includes students, students who should be able to control themselves against things that are not good. And as students should be busy with adding knowledge, skills, and expertise as well as activities that bring them positive activities. so that they have an orientation for the future and benefit them and for the nation.

Students who are part of this teenager will also be considered to keep up with the times and get a "label" that can lift their self-esteem if they have used and bought goods with famous brands. (Anggraeni &; Mariyanti, 2014: 35). Financial literacy is a combination of awareness, knowledge, skills, attitudes and behaviors that a person needs to have to make sound financial decisions and ultimately achieve individual financial well-being (Opletalova, 2015: 1176). By empowering consumers through financial literacy, it is believed that it will support efforts to achieve financial system stability, improve community welfare and more inclusive development. Based on SNLKI in 2017, a person can be said to be well literate if he has

knowledge and confidence about financial institutions, products and services, as well as skills in knowing these financial products and services.

Here in the world of education is also very important in the formation of financial literacy starting from formal education in the college environment and informal in the family environment. (Lusardi, 2010: 358). Students as millennials must be able to deal with the increasing complexity of financial products, markets and services over time, but this will make millennials tend to have to bear more financial risks from their parents.

The results of the national financial literacy survey in 2013 and 2016 showed an increase in the level of public knowledge about the institutions of the financial services industry in general. Overall knowledge of financial service institutions has increased. The Banking Industry is most popular in the eyes of the public and the Capital Market industry is less widely known by the public. The number of people who know the Banking industry is supported by the many banking service networks spread almost all over Indonesia. In addition, financial services provided by the banking industry touch almost all financial transactions needed by the public (SNLKI, 2017).

In the book National Strategy for Indonesian Financial Literacy 2017, states that the second step for someone after getting to know the institutions of the financial services industry is to know the financial products and services offered by financial service institutions. Savings products are the most popular products because savings products are easier to obtain and give us easier daily transactions.

For people who already know financial service institutions and financial products and services. The public must also know the characteristics of financial products and services. The characteristics include benefits, risks, features, how to obtain, costs, fines, rights and obligations of a financial product and service. This is necessary so that people can choose and utilize financial products and services that suit our needs.

(Johnson, 2001: 22). Define religion or religious commitment, and the extent of one's religious commitment. Yes also acknowledges the truth of his teachings, such as a person's morals and behavior will reflect his religion. Religion is a system of faith and worship or human belief in believing in something extraordinary. Religiosity is understood as the quality of a person in believing in his religion. Understanding religiosity is part of cultural factors related to religion in subcultures, this is said to be one of the factors that can influence consumer purchases.

We can see a person's obedience to his god if his religious beliefs are good, reflected in his behavior in carrying out all the commandments of God and avoiding his prohibitions. (Essoo &; Dibb, 2004: 683). This activity is based on the decision to buy products depending on individual faith.

In addition to improving financial literacy, knowledge and understanding of religiosity are also needed by students in order to control wasteful and even despicable behavior. Religion as a norm that has been bound to its adherents to carry out all its prohibitions and prohibitions. So that all human activities have been arranged by their creators for the happiness of the world and the hereafter. The religion of Islam teaches its adherents not to behave extravagantly as in the Qur'an Surah Al-Isra verse 26

وَاٰتِ ذَا الْقُرْبٰى حَقَّهٗ وَالْمِسْكِيْنَ وَابْنَ السَّبِيْلِ وَلَا تُبَذِّرْ تَبْذِيْرًا

It means: "*and give his rights to close relatives, as well as to the poor and those who are on the way. And do not squander your wealth lavishly*".

This verse teaches us not to behave extravagantly in spending goods, because these treasures are only deposits. Therefore, we must balance consumptive behavior with religiosity so that activities can be controlled, spending and wasteful behavior in spending goods that are not useful.

Characteristically leads to individual respondents, adolescents and adults, is their financial behavior already good? Whether with religiosity they can control themselves to spend things that are not needed?, further research is needed related to student consumption behavior

LITERATURE REVIEW
Reasoned Action
This theory explains the relationship between attitude and behavior in human actions and was developed by (Icek Ajzen and Martin Fishbein, 1980: 103). He stated that a person's behavior is influenced by internal and external factors. Internal factors include motivation, education, experience,. While external factors such as religion, customs, culture, environment, friends and other people. Referring to the theory, financial literacy variables represent internal factors and religiosity represent external factors.

Consumptive Behavior
Consumptive behavior is the behavior of spending goods that have no benefit (especially related to the response to spending on goods that are not needed). Consumptive behavior also occurs because of having a materialistic desire, a great desire to have objects that match the wishes without paying attention to the needs of these objects. And only fulfill desires solely for the sake of temporary pleasure.

However, consumptive is usually also used to refer to consumer behavior that utilizes the value of money greater than the value of production for goods and services that are not used as basic needs. (Tambunan, 2007; Anugrahati, 2014:105). In Islam, humans as living beings created by Allah *subhanahu wa ta'ala* have their own skills, the potential for good life, eating, drinking and even material spiritual satisfaction.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: *O men, eat what is lawful again good from that which is on earth, and do not follow the steps of Satan; for surely Satan is a real enemy to you* (Al-Baqarah 168).

Allah Almighty has given sustenance to his people. Allah has also given and allowed man to use and even eat everything that has been provided on this earth, the meaning of eating is halal food, which is good and beneficial for oneself and does not harm the body and mind.

Islam teaches us not to be excessive, because Islam gives us a worldview that always influences human personality, both in the form of behavior, lifestyle, tastes, and attitudes towards fellow humans, resources, and ecology. In consumption, spending is recommended in Islam to meet "needs" and in a rational way.

Financial Literacy
Financial literacy is the knowledge and skills of people related to finance in order to be able to manage and utilize finances optimally. With financial literacy, people are expected to have educational and financial related provisions so that they are able to take a stand and choose financial decisions wisely. (Remund, 2010: 276). Financial literacy is a measurement of a person's understanding of financial concepts, and having the ability and confidence to manage personal finances through making appropriate short-term decisions, long-term financial planning, and paying attention to economic events and conditions. Financial literacy includes awareness and knowledge of financial instruments and their application in business and life (Huston, 2010: 296). The intelligence that a person has that allows people to make decisions and be confident regarding all aspects of their budgeting, spending, and saving and the use of financial products and services, ranging from everyday banking through loans, investments, and planning for the future (Yates and Ward, 2011: 4). Refer to research (Chen and Volpe, 1998: 2). Financial literacy can be measured using 4 (four) indicators, namely: (1) Basic knowledge of financial management, (2) Credit management, (3) Savings and investment management, and (4) Risk management.

Religiosity
(Hernandez, 2011: 329) defines religiosity as a belief practiced in daily life related to religious affiliation to God. So it can be seen that there is a fundamental difference between

religion and religiosity. Religion is the rules that bind the rules between individuals and God, while religiosity is a way of responding to standard rules and implementing them in everyday life based on the opinions above, it can be concluded that religiosity is the awareness that exists in a person and the confidence that exists in a person in carrying out the rules of religious rules that have been set and practiced in daily activities.

In Islam, religiosity in general is reflected in the practice of creed, sharia, and morals, or with other expressions: faith, Islam, and ihsan. If all these elements are owned by a person, then he is a real religious person. The role of religiosity in religion, Dradjat proposed the terms religious consciousness and religious experience. Religious awareness is an aspect of religion that is felt in the mind and can be tested through introspection, or it can be said to be a mental aspect of religious activity. Religious experience is an element of feeling in religious consciousness, that is, feelings that lead to beliefs produced by action (Jalaludidin, 2005: 15). Religiosity can be measured by several indicators, namely (1) The dimension of belief, is an ideological dimension that provides an idea of the extent to which a person accepts dogmatic things from his religion. The dimension of religious worship or practice, is the ritual dimension, namely the extent to which a person carries out his religious ritual obligations. (2) The dimension of practice or consequence, refers to how the degree to which a person behaves motivated by the teachings of his religion, that is, how the individual relates to his world, especially to other human beings. (3) The dimension of knowledge, refers to how much a person has knowledge of the teachings of his religion, especially regarding the main teachings of his religion, as contained in his scriptures. (4) The dimension of passion, refers to how far a person is to feel and experience religious feelings and experiences. (Glock and Stark Jalaluddin, 1966:329).

RESEARCH METHODS
Types of Research
The type of research used is Quantitative research. Because the data obtained in this study is in the form of numbers as a tool to analyze the information about what you want to research. The method used in this study is the Survey method.
Population
Population is a generalization area consisting of generalizations consisting of subjects who have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions (Sugiyono. 2010: 117). So the population in this study is 400 shari'ah economics students.
Sample
In this study, the sampling technique carried out was a *simple random simpling* technique. Where the simple random sampling technique is done randomly. Because the population in this study exceeded 100 people, the sample size determination technique used the Slovin formula, namely:

$$n = \frac{N}{(1 + Ne^2)} = \frac{400}{(1 + 400 \cdot (10\%)^2)} = \frac{400}{5} = 80$$

Testing is carried out in several stages: *First*, test the research instrument by testing validity and reliability. *Second,* with the classical assumption test as a condition test in fulfilling several criteria, such as data that are normally distributed, linear, free of multicollinearity, autocorrelation, and heterokedacity. *Third*, after the requirements are met, then the data is analyzed using multiple linear regression, so that the tests carried out will answer the hypotheses that have been made.

RESULTS AND DISCUSSION

Multiple Regression Analysis

This regression test is to see if there is any influence on the independent variable with the dependent variable.

Table 1
Multiple linear regression analysis

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig
1 (Constant)	3.182	3.590		.886	.378
FINANCIAL LITERACY	.185	.104	.198	1.788	.078
RELIGIOSITY	.626	.176	.394	3.562	.001

Based on table 8 that the multiple linear regression equation and regression coefficient:
Y = 3.182 + 0.185X1 + 0.626X2 + e

The regression equation above shows the relationship between independent and dependent variables partially, from the above equation we can conclude that:

1. The *constanta* value of 3,182 means that if there is no change in the variables of financial literacy (X1) and religiosity (X2) (values X1 and X2 = 0) then consumptive behavior towards shari'ah economics students is 3,182
2. The value of the financial literacy regression coefficient is 0.185, meaning that if the financial literacy variable increases by 1 (unit) assuming the variables of financial literacy and religiosity are fixed, then consumptive behavior towards shari'ah economics students is 0.185, this shows that the financial literacy variable contributes positively to financial literacy
3. The value of the religiosity coefficient is 0.626 meaning that if the variable religiosity increases by 1 (unit) assuming the variable religiosity constant is fixed, then religiosity will increase by 0.626
4. The regression equation shows that the variable that has a dominant influence over other variables is financial literacy at 0.626.

Coefficient of determination (R2)

To find out how much independent influence simultaneously in explaining the dependent variable. The results of the coefficient of determination in the study can be seen in table 2.

Table 2
Coefficient of determination (R2)
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519a	.269	.250	3.131

a. Predictors: (Constant), X2, X1

Based on table 4.11 of the coefficient of determination for the variables of financial literacy and religiosity, by looking at the value of R2 it can be known the magnitude of the influence of financial literacy and religiosity on the consumptive behavior of sharia economics students of the State Islamic Institute of Kerinci which is 0.269 or 26.9%. This shows that the influence of financial literacy and religiosity on the consumptive behavior of sharia economics students of the Kerinci State Islamic Institute is 26.9%.

Test the hypothesis

The results of testing with spss for financial literacy variables (X1) Against consumptive behavior (Y) obtained a calculated value of 3,692 > 0.05 and a positive regression

coefficient of 0.361. then Ho1 was rejected and H1 was accepted, which means that there is an influence of financial literacy on the consumptive behavior of shari'ah economics students of the Kerinci State Islamic Institute.

The results of testing with spss for the variable of religiosity (X2) on consumptive behavior (Y) obtained a calculated value of 4.947 < Ttable 0.1852 with a significant level of 0.001 > 0.05 and a positive regression coefficient of 0.776, then Ho was rejected and H2 was accepted, which means that there is an influence of religiosity on the consumptive behavior of sharia economics students of the Kerinci State Islamic Institute.

F Test

Test F shows how much the ability of the variables financial literacy (X1) and religiosity (X2) to consumptive behavior (Y) whether it affects whether or not.

Table 3.
Test Results F (significantly simultaneous)

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	277.995	2	138.997	14.180	.000b
Residuals	754.805	77	9.803		
Total	1032.800	79			

a. Dependent Variable: CONSUMPTIVE BEHAVIOR
b. Predictors: (Constant), RELIGIOSITY, FINANCIAL LITERACY

In table 3 Ftest it is known that 14,180 with a signification level of 0.00. based on the results of the F test shows that Fcalculate 14.180 > Ftable 3.12 with a significant level of 0.000 < 0.05. so that it can be stated that H3 is accepted, which means that there is an influence of financial literacy and religiosity on consumptive behavior in Sharia Economics students of the State Islamic Institute of Kerinci.

Discussion

From the results of the tests conducted in this study, financial literacy variables have an influence on the consumptive behavior of shari'ah economics students, then the results of this study were carried out with the financial literacy T test (X1) where the value of 0.00 < 0.05 and the acquisition of Tcalculate and Ttabel values of 3,692 > 0.1852. It can be concluded that financial literacy affects consumptive behavior.

Financial literacy is an insight, skill and belief that influences attitudes and behaviors to improve the quality of decision making and financial management in order to achieve prosperity. The higher the student's financial literacy ability, the level of consumptive behavior will decrease, and vice versa.

Krisna also explained that financial liteation helps individuals to avoid financial problems. Financial difficulties can also arise if there are errors in financial management (*miss management*) such as credit card misuse and the absence of financial planning. And financial limitations can lead to stress and low self-confidence. (Margaretha, F. Pambudhi, R.A 2015:76-85). The influence of religiosity on the consumptive behavior of shari'ah economics students of the Kerinci State Islamic Institute

From the results of the tests conducted in this study, the variable of religiosity has an influence on the consumptive behavior of shari'ah economics students, then the results of this study were carried out with the religiosity T test (X2) where the acquisition of values of 0.00 < 0.05 and the acquisition of Tcalculate and Ttabel values of 4,947 > 0.1852. It can be concluded that religiosity affects consumptive behavior

This research is in line with research conducted by qudsiyah researchers, (Iin Amaliyah 2015:) the value of religiosity affects student consumption ethics. So we can conclude that

religiosity is very influential on consumptive behavior because with the basic pattern of religiosity in oneself, finances will be directed. So as not to be excessive in spending goods. The influence of financial literacy and religiosity on the consumption of sharia economics students of the Kerinci State Islamic Institute

Based on the results of the F test, it shows that Fcalculate 14,180 > Ftable 3.12 with a significant level of 0.00 < 0.05 so that it can be stated that H3 is accepted, which means that there is an influence of financial literacy and religiosity on the consumptive behavior of IAIN Kerinci shari'ah economics students.

CONCLUSION

The financial literacy variable (X1) has a significant influence on consumptive behavior, this can be seen from the results of the t test where the acquisition of the significance value of the X1 T test is 0.00 < 0.05 and the acquisition of Tcalculate and Ttable is 3.692 > 0.1852. The variable of religiosity (X2) has a significant influence on consumptive behavior, this can be seen from the results of the t test where the acquisition of the significance value of the X2 T test is 0.00 < 0.05, and the acquisition of Tcalculate and Ttable values of 4.947 < 0.1852. The variables of financial literacy (X1) and religiosity (X2) have a simultaneous influence on the variables of consumptive behavior of shari'ah economics students at IAIN Kerinci (Y). from the results of the F test, the significance value of the F test variable Y was obtained by 0.000 < 0.05, and the acquisition of Fcalculate and Ftable values was 14.180 > 3.12. From the results of the R Square test, the result of the coefficient of determination is 0.269 which means that the independent variables, namely financial literacy and religiosity, are influenced by the dependent variable, namely the consumptive behavior of sharia economics students at IAIN Kerinci (Y), amounting to 0.269 or 26.9% of the rest, namely 0.741 or 74.1% which is influenced by other variables that are not studied in this study.

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