Islamic Financial and Accounting Review, 2025, 4(1), 23-35
e-ISSN: 2986-4097

# The Influence of Digital and Financial Literacy Behavior Towards Consumptive Shopping Behavior Online in Generation Z in Pananrang Village

**Amalia Ramadhani***

Institut Agama Islam Negeri Parepare, amaliaramadhani@iainpare.ac.id

**Muzdalifah Muhammadun**

Institut Agama Islam Negeri Parepare, muzdalifahmuhammadun@iainpare.ac.id

**Arwin**

Institut Agama Islam Negeri Parepare, arwin@iainpare.ac.id

*Corresponding author

**ARTICLE INFO**

Received, 1 Oct 2025
Revised, 1 Nov 2025
Accepted, 29 Nov 2025
Published, 30 Nov 2025

**ABSTRACT**

The purpose of this study is to describe whether digital financial literacy has an effect on consumptive spending behavior Online in Generation Z. describes whether Financial Behavior Affects Shopping Consumptive Behavior Online in generation Z.

This type of research uses quantitative methods. Saturated sampling is used to distribute questionnaires to Generation Z to obtain data. The two forms of data analysis used in this study are multiple regression analysis and descriptive analysis approach. The data processing in this study uses IBM SPSS Statistics 26.

The results of the study show that: First, the results of the t-test hypothesis test (Partial) show that the significance value for the X1 variable is 0.04 < 0.05 and the t-calculation value is -2.960 < t-table 1.985 so that it is stated that digital financial literacy has a significant effect on spending consumptive behavior Online with the direction of the negative relationship, the second based on the hypothesis test of the t-test (partial) shows a significant value for the variable X2 of 0.00 < 0.05 with a t-calculated value of 12.530 < t-table 1.985, so it can be stated that Financial Behavior Have a significant effect on consumptive shopping behavior Online with the direction of positive relationships. The F value is calculated as 78.929 > F table 3.09 so that it is stated that there is an influence of variable X on variable Y together (simultaneously). Conclude that the hypothesis in this study is accepted, namely that there is an influence of digital financial literacy variables and Financial Behavior on consumer spending behavior Online generation Z in Pananrang Village, Mattiro Bulu District, Pinrang Regency.

**Keywords:** Consumptive Behavior, Financial Literacy, Financial Behavior, Generation Z, Online Shopping

## INTRODUCTION

Digital technology is growing to become an important component of the financial services sector. Offers, account registration, and purchases of financial goods and services can all be done online. Generation Z at least has the necessary knowledge or skills for the careful, precise, and safe use of digital technology. There are many significant problems with financial behavior and literacy in the era of globalization. So good planning must be based on data and information analysis.[1] The capacity to use financial management, including collecting and assessing general information aimed at decision-making and understanding the results is known as financial literacy.

The level of consumptive consumption can affect the impact of technological advances, namely the existence of online shopping platforms (e-commerce) which is a shopping application that makes it easier for consumers to buy products they need. The development of online businesses encourages market competition for traders in traditional markets. However, for secondary products such as clothing merchants, complaining about declining sales figures,[2] this is due to the facilities and quality provided by large stores making consumers prefer to shop in these places.[3]

Data from iPrice in 2021 is known that the number of e-commerce or online shopping site usage in Indonesia in 2021 in the third quarter is that users of the Tokopedia online shopping application are still the most visited e-commerce with monthly visitors reaching 158.1 million from 147.8 million; shopee increased from 127 million to 134.4 million users; bukalapak increased to 30.1 million; and so on. Overall, it can be concluded that more than half of internet users use e-commerce to shop online. Increased online shopping transactions can cause problems of not having the intention to save. Reduced saving activities are due to the culture of consumerism and low financial knowledge, causing problems.[4]

Shopping for daily necessities that are usually done offline is now turning online. Online shopping is a lifestyle for all people, both from students, businessmen, and people who don't have time to leave the house so they don't have time to go to offline stores to look for the products they want. Consumptive behavior is when a person no longer takes into account the advantages or urgency of a good or service and instead acts solely out of a desire to satisfy oneself. This consumptive behavior tends to be carried out by Generation Z. Bencsik, Csikos, Juhaz in Rachmawati, D's research argues that Generation Z born after Generation Y is estimated to be born in 1995-2010. [5]Generation Z is more multitasking by using headphones to listen to music while typing, utilizing PCs to browse the web, and using social media. The majority of people's online activities have an impact on how they behave in real life.

This research focuses on Pananrang Village, Mattiro Bulu District, Pinrang Regency. The results of the observation of the research carried out are known that the population in Pananrang Village is 3,603 residents. The researcher chose Panarang village as the research site because the researcher was interested. because no one has ever researched "The Influence of Digital Financial Literacy and Financial Behavior on Consumptive Behavior of Online Shopping in Generation Z."

**Table 1.1 List of Population of Pananrang Village**

| No. | Pananrang Village | Man | Woman | Sum |
|---|---|---|---|---|
| 1 | Kariango Hamlet | 755 | 889 | 1644 |
| 2 | Hamlet Bungaloy | 703 | 702 | 1405 |
| 3 | Leppangan Hamlet | 264 | 290 | 554 |
| | Sum | 1729 | 1884 | 3603 |

Source : 2023 population data report

[1] Arwin, S. E., & Sutrisno, S. P. (2022). *Bank Health Management*. Scholar Publisher. p. 22-23

[2] Frihatni, A. A. (2022). Comparative analysis of the income of traditional clothing merchants with the income of online businesses. *Scientific Journal of Management Accounting*, *5*(1), 1-8. Article 1

[3] Frihatni, A. A. (2020). The Existence of Modern Mini Markets amidst Traditional Retail Market. *International Journal of Science, Technology & Management*, *1*(3), 244-250. p. 245

[4] Sari, S. P. P. (2023). The Influence of Financial Literacy and Social Environment on the Consumptive Behavior of Online Shopping of Sebelas Maret University Students. h.1-2

[5] Rachmawati, D. (2019). Welcoming Gen Z in job world. *Proceedings of the International Carrier Center Network (ICCN) Summit 2019*, *1*(1), 21-24.h 22

Kariango Hamlet with a population of 1644 residents with a total of 755 male residents and a female population of 889 residents. Bungalosie Hamlet has 1405 residents and Leppangan Hamlet has 554 residents. Pananrang Village with a population of 3603 is divided into Men as many as 1729 residents and Female as many as 1884 residents. So it can be concluded that the number of female population is more than the number of male population.

Online shopping has emerged causing a change in shopping behavior among Generation Z. Applications that make it easier for Generation Z to shop online anywhere and anytime. Therefore, it is able to quickly change online shopping behavior in Generation Z. Generation Z is synonymous with consumptive behavior that likes to spend money without taking into account their expenses and lack of understanding of digital financial literacy and financial behavior. Observations made in Pananrang Village, that the consumptive behavior of online shopping in Generation Z has greatly increased, this is due to the trend of fashion skincare products that are viral among Generation Z and motorcycle accessories that are mostly bought by men.

Computerized financial literacy is indeed needed by everyone, especially generation Z because proficiency in finance should be basic information for everyone to avoid budget problems. Budget problems are not caused by low wage levels, but monetary problems can occur if allotment is done inappropriately, such as the absence of budget preparation, financial administration, the use of wrong credit, and the lack of investment funds.[6]

The budget problems experienced, both in terms of specifics and implications, have an impact on monetary behavior patterns. Budget management can be a way of working for every individual to supervise and utilize the monetary assets they have. Behaviors related to finances are closely related to managing a budget to achieve victory in life. One important factor may be a person's ability to supervise accounts, so money-related administrative information is very important for all individuals of society, including Era Z. Era Z has different characteristics of budgeting behavior, both internal and external. The inner components that affect financial behavior are mental, calculating traits, and character, while the external variables that affect financial behavior consist of budget information, money-related mindsets, and salary levels[7]. Financial behavior can also have an impact on the money consumptive behavior carried out by individuals in society, including the Z Era.

## METHOD

This research method uses a type of quantitative research with survey and questionnaire methods. The type of survey research is a method of data collection. A survey is a collection of data that allows analysis to see the views, beliefs, actions, and attributes of respondents. Simple design and fast process. Survey research with this questionnaire requires an adequate number of respondents to fully ensure the validation of the findings.[8] This research is an associative research, which seeks to establish links and associations related to two or more variables.

## RESULTS

### 1. Description of Research Results

#### a. Descriptive Statistical Test

Descriptive statistical measurements in the variables of this study need to be able to see an overview of information such as normal (Cruel), highest (Max), smallest (Min), and Standard

[6] Umami, N., & Syofyan, R. (2023). The Effect of Digital Financial Literacy and Conformity on the Consumptive Behavior of Padang State University Students. *Journal of Behavioral Medicine*, *2*(1), 341-354. p. 343

[7] Fatimah, N., & Susanti, S. (2018). The Effect of Financial Accounting, Financial Literacy, and Income Learning on the Financial Behavior of Students of the Faculty of Economics, University of Muhammadiyah Gresik. *Journal of Accounting Education* (JPAK), 6(1), 48-57. p. 49

[8] Sandu Siyoto and Ali Sodik, *The Basis of Research Methodology* (Yogyakarta: Literasi Media Publishing, 2015), p 20.

Deviation of each variable, namely Digital Financial Literacy (X1), Financial Behavior (X2), and Consumptive Behavior of Online Shopping in Generation Z. The results of the Descriptive Statistical Test in this study can be seen in the table below:

**Table. 4.1 Descriptive Statistical Test Results**

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|---|---|---|---|---|
| Digital Financial Literacy | 97 | 30 | 45 | 38.02 | 3.307 |
| Financial Behavior | 97 | 40 | 60 | 49.52 | 4.113 |
| Consumer Behavior of Online Shopping in Generation Z | 97 | 40 | 60 | 49.42 | 3.931 |
| Valid N (listwise) | 97 | | | | |

Source: IBM SPSS Statistics 26 data processing results

Table 4.1 results of the overall descriptive statistical test of the above question item "The Influence of Digital Financial Literacy and Financial Behavior on Generation Z in Pananrang Village, Mattiro Bulu District, Pinrang Regency". The data of the above research can be explained that the number of respondents is 97 respondents (N). In the digital financial literacy variable (X1) with a minimum value of 30, a maximum value of 45, a mean value of digital financial literacy of 40.08 and a standard deviation of 3,307. In the financial behavior variable (X2), the drinking value is 40, the maximum value is 60, the mean financial behavior value is 49.52 and the standard deviation is 4,113. In the variable of online shopping consumptive behavior in generation Z (Y) with a minimum value of 40, a maximum value of 60, the mean value of online shopping consumptive behavior in generation Z is 49.42, and the standard deviation is 3,931.

**b. Testing Research Instruments**

1) Validity Test

Validity test is a metric that reveals the level of authenticity, efficacy, or validity of an instrument, the comparison of the value of r calculated with the r of the table, that is, if the value of r is calculated> r of the table is valid, but if the value of r is calculated < r of the table, then it is invalid. The validity test can also be done by looking at the significance (sig), if the significant value < 0.05 then it is valid, if the significant value is > 0.05 then it is not valid in this study there is a sample number (n) = 97 respondents and the df quantity can be calculated 97 – 2 = 95 with alpha = 0.05 in r table = 0.1996.

**Table 4.2 Validity Test Results**

| No. | Variable | Items | R count | R Table | Information |
|---|---|---|---|---|---|
| 1 | Digital Financial Literacy | X1 | 0,463 | 0,1996 | Valid |
| | | X2 | 0,626 | 0,1996 | Valid |
| | | X3 | 0,354 | 0,1996 | Valid |
| | | X4 | 0,639 | 0,1996 | Valid |
| | | X5 | 0,610 | 0,1996 | Valid |
| | | X6 | 0,576 | 0,1996 | Valid |
| | | X7 | 0,580 | 0,1996 | Valid |
| | | X8 | 0,607 | 0,1996 | Valid |
| | | X9 | 0,565 | 0,1996 | Valid |
| 2 | Financial Behavior | X2.1 | 0,524 | 0,1996 | Valid |
| | | X2.2 | 0,441 | 0,1996 | Valid |
| | | X2.3 | 0,418 | 0,1996 | Valid |

| | | | | | |
|---|---|---|---|---|---|
| | | X2.4 | 0,595 | 0,1996 | Valid |
| | | X2.5 | 0,507 | 0,1996 | Valid |
| | | X2.6 | 0,445 | 0,1996 | Valid |
| | | X2.7 | 0,531 | 0,1996 | Valid |
| | | X2.8 | 0,491 | 0,1996 | Valid |
| | | X2.9 | 0,491 | 0,1996 | Valid |
| | | X2.10 | 0,459 | 0,1996 | Valid |
| | | X2.11 | 0,357 | 0,1996 | Valid |
| | | X2.12 | 0,255 | 0,1996 | Valid |
| 3 | Consumer Behavior of Online Shopping in Generation Z | Y1 | 0,419 | 0,1996 | Valid |
| | | Y2 | 0,457 | 0,1996 | Valid |
| | | Y3 | 0,363 | 0,1996 | Valid |
| | | Y4 | 0,217 | 0,1996 | Valid |
| | | Y5 | 0,598 | 0,1996 | Valid |
| | | Y6 | 0,660 | 0,1996 | Valid |
| | | Y7 | 0,526 | 0,1996 | Valid |
| | | Y8 | 0,554 | 0,1996 | Valid |
| | | Y9 | 0,547 | 0,1996 | Valid |
| | | Y10 | 0,402 | 0,1996 | Valid |
| | | Y11 | 0,498 | 0,1996 | Valid |
| | | Y12 | 0,315 | 0,1996 | Valid |

Source: IBM SPSS Statistics 26 data processing results

Table 4.2 results of validity test using IBM SPSS Statistics 26 software, validity instrument testing for all questions from variables of digital financial literacy, financial behavior, and compulsive behavior of online shopping in Generation Z can be seen from the corrected Item- Total Correlation. A question item is said to be valid if r count (corrected Item- Total Correlation) > r table. In this study with a value of N=97, which is 0.1996. In the table above, it is known that all of the question items above have a > r calculation of the table 0.1996, so all question items in this study are said to be valid.

2) Realibility Test
This reality test is carried out to test the determination of an instrument when used at different times it is still possible to assess the same symptoms, so Cronbach's alpha coefficient is a reality test for more than two alternative answers. The measurement of the realism used in this study is using the help of software IBM SPSS Statistics 26. A variable is declared reliable if the value Alpha Cronbach r (count) > 0.6.

**Table 4.3 Results of the Reality Test**

| No. | Variable | Cronbach's Alpha | Reliability | Information |
|---|---|---|---|---|
| 1 | Digital Financial Literacy | 0,720 | 0,6 | Reliable |
| 2 | Financial Behavior | 0,663 | 0,6 | Reliable |
| 3 | Consumer Behavior of Online Shopping in Generation Z | 0,681 | 0,6 | Reliable |

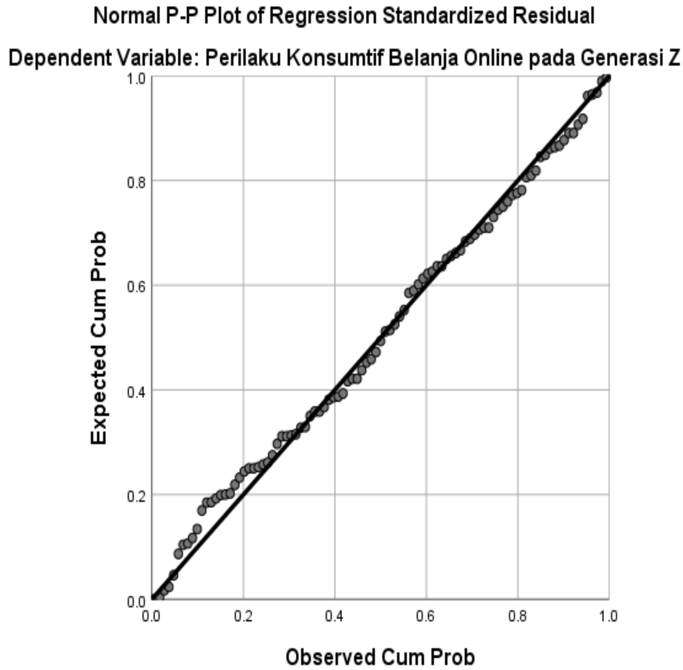
Source: IBM SPSS Statistics 26 data processing results

**c. Test Prerequisites Analysis**

1) Normality Test

The normality test is used to test whether the research data conducted has a normal distribution or not. In this study, the normality test used the graph method Plot that is, if the point spreads around the line and follows a diagonal line, then the residual value is normally distributed. The results of the normality test can be seen in the following figure:

**Figure 4.1 Normality Test Results**



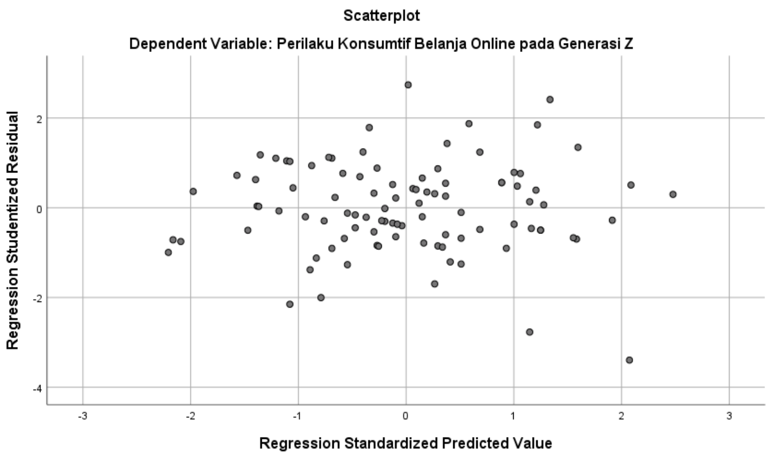

Source: IBM SPSS Statistics 26 data processing results

Plot graph images can be seen that the dots are spread around the line and follow a diagonal line, this can be seen that the data is normally distributed.

2) Heteroscedasticity Test

The heteroscedasticity test is used to influence whether the regression model shows an unequal variance from one observation to another. Heteroscedasticity testing can use either scatterplot charts. Here is the scatterplot graph as follows:

**Figure 4.2 Heteroscedasticity Test Results**




Source : IBM SPSS Statistics 26 data processing results

In the above figure, it can be seen that the points are scattered randomly, do not form a definite clear pattern and the points are scattered both above and below the zero (0) on the Y axis. So this can be explained that the regression model meets the assumption of normality.

3) Multicillinearity Test
The multicollinearity test was used to find out whether the regression model identified correlations between independent variables. An orthogonal variable is a variable that is independent and has a correlation between 0, a method to detect colonies is carried out to correlate between independent variables and if the correlation is significant between these independent variables, multicollineity occurs. The following is a multicollinearity test as follows:

**Table 4.4 Multicollinearity Test Results**

| Yes | Variable | Tolerance Value | VIF Value | Information |
|---|---|---|---|---|
| 1 | Digital Financial Literacy | 0,973 | 1,028 | Multicollinearity-free |
| 2 | Financial Behavior | 0,973 | 1,028 | Multicollinearity-free |

Source: Data processed in 2023

The table above shows that the tolerance in digital financial literacy is 0.973 and VIF = 1.028 and for Financial Behavior tolerance value 0.973 and VIF = 1.028. Conclusion of digital financial literacy and Financial Behavior tolerance value 0.973 > 0.1 and VIF 1.028 < 10. Therefore, it is interpreted that there is no multicollinearity in this study.

**d. Associatives Statistical Analysis**

1) Multiple Linear Regression Analysis Test
The multiple linear regression analysis test was used to find out whether there is an influence of digital financial literacy and financial behavior on online shopping consumptive behavior in Generation Z. This multiple linear regression test uses the help of IBM SPSS Statistics 26 software in the following tables:

**Table 4.5 Multiple Linear Regression Test Results**

| Yes | Type | Unstandardized Coefficients | | Standardized Coefficients | T | Significant |
|---|---|---|---|---|---|---|
| | | B | Standard | B | | |
| 1 | Constant | 32,038 | 2,270 | | 14.113 | 0,000 |
| 2 | Digital Financial Literacy | -0,133 | 0,045 | -0,189 | -2,960 | 0,004 |
| 3 | Financial Behavior | 0,453 | 0,036 | 0,800 | 12,530 | 0,000 |

Source: IBM SPSS Statistics 26 data processing results

The multiple linear regression test above, here is a picture of the regression equation as follows:

$$Y = 32.038 - 0.133X1 + 0.453X2 + e$$

Information:
Y = Consumptive Behavior of Online Shopping in Generation Z
B1 = Digital Financial Literacy Regression Coefficient
B2 = Financial Behavior Regression Coefficient
e = Error Variable
From the above equation it can be explained that:

a. The regression coefficient of the digital financial literacy variable (X1) with a negative value indicates that every increase in one unit of digital financial literacy variable will decrease the consumptive behavior of online shopping in generation Z.

b. The regression coefficient of the financial behavior variable (X2) with a positive value indicates that each unit of financial behavior variable will increase the consumptive behavior of online shopping in generation Z.

2) Statistical Test F (Simultaneous)
The statistical test of F is used to determine whether the autonomous variable has a major influence on the dependent variable or not, taking into account the important value of F in the calculation results with an alpha level of 5%. If the significant value of the F test is less than 5%, then there is an influence between all independent variables on the bound variables. The results of the F test in this study are presented in table 4.6 below:

**Table 4.6 Statistical Test Results F**

| Type | Sum of Squares | Df | Mean Square | F | Sig |
|---|---|---|---|---|---|
| Regression | 326,628 | 2 | 163,314 | 78,929 | 0,000 |
| Residual | 194,499 | 94 | 2,069 | | |
| Total | 521,127 | 96 | | | |

Source: Data processed by IBM SPSS Statistics 26

Table 4.6 above can be seen that the value of the F test is calculated as 78.929 > F table 3.09 with a significance value of 0.000<0.05. Thus, it can be concluded that all independent variables in this study together (simultaneously) affect the consumptive behavior of online shopping in Generation Z. The results show that digital financial literacy (X1) and financial behavior (X2) in the consumptive behavior of shopping online in generation Z in Pananrang Village is influential.

3) Statistical Test t (Partial)
The t-statistical test is used to determine the influence of partially independent variables on bound variables. Statistical testing of t in this study if t calculates > t table and sig value < α then H1 is accepted which means it has an effect and if t calculates < t table and sig > α then H0 is accepted which means it has no effect.

**Table 4.7 Statistical Test Results t**

| Yes | Type | Unstandardized Coefficients | | Standardized Coefficients | T | Significant |
|---|---|---|---|---|---|---|
| | | B | Standard | B | | |
| 1 | Constant | 32,038 | 2,270 | | 14.113 | 0,000 |
| 2 | Digital Financial Literacy | -0,133 | 0,045 | -0,189 | -2,960 | 0,004 |
| 3 | Financial Behavior | 0,453 | 0,036 | 0,800 | 12,530 | 0,000 |

Source: IBM SPSS Statistics 26 data processing results

Table 4.7 The results of the t-statistical test of each variable independent of the value are then compared with the t-value of the table:

a. The results of the T test show that the significant value for the digital financial literacy variable is 0.004 smaller than the probability value of 0.05 and the t-calculated value is -2.960 smaller than the t-table value of 1.985, so it can be concluded that H0 is accepted H1 is rejected which means that digital financial literacy has a negative effect on consumptive shopping behavior online in generation Z. For H1 statements are accepted.

b. The results of the t-test show that the significant value in the financial behavior variable is 0.000 smaller than the probability value of 0.05 and the t-value is 12.530. greater than the t-table value of 1.985, so it can be concluded that H0 is rejected H2 is accepted, which means that there is an influence on financial behavior on the consumptive behavior of online shopping in generation Z. For H2 statements are accepted.

4) R2 Test (Coefficient of Determination)

The determination coefficient aims to measure the contribution of free variable variation to bound variable variation. The value of the coefficient of determination is between zero and one. The following table 4.15 of the $R^2$ Test is as follows:

**Table 4.8 R2 Test Results**

| Type | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .792a | .627 | .619 | 1.438 |

Source : IBM SPSS Statistics 26 data processing results

The results of the above analysis using the IBM SPSS Statistic 26 program can be explained by the Adjusted R Square value of 0.619 which means that the consumptive behavior of generation Z, namely digital financial literacy and financial behavior, is able to explain the consumptive behavior of online shopping in generation Z in Pananrang Village by 61.9%, while the rest is (100%-61.9%) 38.1% of the consumptive behavior of online shopping in generation Z in Pananrang Village is explained by other variables that are not studied in this thesis.

## DISCUSSION

**The Effect if digital financial literacy on online shopping consumption behavior in Generation Z**

The results of this study show that digital financial literacy affects the consumptive behavior of online shopping in generation Z. This identifies the high level of digital financial literacy, so there is more understanding of digital finance so that it can reduce consumptive behavior for generation Z.

The high level of digital financial literacy regarding the consumptive behavior of online shopping. It can be interpreted as a factor that affects the consumptive behavior of online shopping. In their research, Setiawan et al. argue that education level and wages can affect a person's level of financial literacy. In line with Wangmo, Nanziri and Olcker. A person's salary level can be a measure that can affect a person's level of financial education. Morgan and Trinh's research argues that education level, wage level, and age are decisive factors in financial literacy. The level of financial education of the community can affect the financial behavior of the people, especially in terms of the tendency to save and invest. The level of individual financial literacy is able to influence an individual's financial behavior, especially in terms of saving and spending habits. This study, which shows the significant influence of digital financial literacy on the consumptive behavior of online shopping, is proven to be true.

The results of this study are in line with the research of Gina Rahmawati and Elly Mirati, in 2022. The study said that financial literacy has a significant effect on the consumptive behavior of shopee paylater users in the direction of negative relationships, while in this study it is shown that the significant influence of digital financial literacy on the consumptive behavior of online shopping in generation Z has been proven to be true according to previous research.

The hypothesis that has been previously concluded states that digital financial literacy partially has a significant effect on the consumptive behavior of online shopping, The results of this study are also proven and tested for truth.

efficiency) has no effect on financial reporting company which registered in Jakarta Islamic Index (JII).

**The Influence of Financial Behavior on Online Shopping Consumptive Behavior in Generation Z**

The results of the test of *financial behavior* variables have a significant effect on the consumptive behavior *of online* shopping in generation Z. This shows that *financial behavior* in the Z Era has a positive and significant influence on consumptive behavior. *Financial behavior* can be a description of a person's behavior when faced with the budget choices taken. *Financial behavior* is an approach that explains how the way people approach and manage their finances is influenced by psychological factors. Psychology explains that human judgment depends on human feelings. People seem to use their insights to achieve or avoid the desired outcome. The connection here is that people who exhibit good *financial behavior* have a greater influence on how money is spent because they are able to think about how to use financial resources effectively.

The higher *the financial behavior* of Generation Z in online shopping, the higher the level of online shopping consumptive behavior in Generation Z. So it can be interpreted that the level *of financial behavior* is one of the factors that affect online shopping consumptive behavior in Generation Z. The results of this study stated that *financial behavior* affects the consumptive behavior of *online shopping* is proven to be true.

The results of this study are in line with previous research conducted by Prihastuty, S Rahayuningsih, the research showed a significant influence. Meanwhile, in this study, it is stated that *financial behavior* has a positive effect on the consumptive behavior of *online* shopping, this has been proven and tested to be true.

The hypothesis that *financial behavior* partially has a significant effect on the consumptive behavior of *online* shopping has been proven to be true.

**The Influence of digital financial literacy and financial behavior on online shopping consumptive behavior**

The results of the above study can be found that the variables of digital financial literacy and *financial behavior* simultaneously affect the variables of consumptive behavior of *online* shopping in generation Z can be influenced by digital financial literacy and *financial behavior*. A number of factors, including *financial behavior* and digital financial literacy, have an impact on the test of online shopping consumptive behavior in Generation Z. Those from Generation Z who know digital financial literacy. A healthy financial situation will be beneficial in the long run. It is evident that the lack of digital financial literacy will result in wrong financial planning and make it difficult for Generation Z to achieve success. One way to give fresh hope to Generation Z to become the digital generation is through *financial behavior.*

Digital financial literacy plays an important role in building the financial well-being of generation Z. A strong understanding of good and maximum financial management can be obtained with good financial literacy. *Financial behavior* carried out by Generation Z can run well if they are able to manage their finances properly and are able to distinguish between needs and desires. Generation Z will benefit greatly from digital financial literacy in terms of *financial behavior*. Consumptive behavior is the purchase of goods and services without fundamental attention to rationality and prioritizing desires over logical considerations, requirements as a component in achieving optimal satisfaction, which results in waste.

The results of this study are in accordance with the hypothesis that the *Financial Behavior* is the most dominant variable that affects consumptive shopping behavior *Online* in generation Z in Pananrang Village, Mattiro Bulu District, Pinrang Regency, so that this test can be proven to be true.

Islam teaches its people to consume goods according to their needs, not to be extravagant and not excessive to an item explained in Surah Al-A'raf verse 31 by applying the principle of sharia accounting, namely the principle of justice which is explained in Surah Al-Baqarah verse 168, the verse explains that everything that is good, useful for oneself, or does not harm health or mind, can be eaten by humans, as long as it is permitted by Allah. This includes halal cuisine. Thus, justice refers to the act of eating halal products or services, as for goods that are prohibited for consumption, namely animals that are slaughtered and given names other than Allah SWT.

## CONCLUSION

This research was conducted with the aim of finding out the influence of digital financial literacy and financial behavior on the consumptive behavior of online shopping in Generation Z. This research focuses on Generation Z who like to shop online with known digital financial literacy and individual perspectives in managing their finances (financial behavior). Based on the results of data analysis and hypothesis tests carried out with R2 test, t test, F test and discussion that has been put forward by the author, it can be concluded that:

1. Digital financial literacy has a negative and significant relationship with the consumptive behavior of online shopping in generation Z, this is evidenced by the increase in digital financial literacy, it will reduce the consumptive behavior of online shopping in generation Z.
2. Financial Behavior has a positive and significant relationship with the consumptive behavior of online shopping in Generation Z. Financial behavior can affect a person's behavior in managing finances so that the lower the financial behavior that a person has, the more easily influenced to buy goods that do not suit their needs so that they can become consumptive in making online shopping transactions.
3. Digital financial literacy and financial behavior have a positive relationship with online shopping consumptive behavior in Generation Z. This shows that if the level of digital financial literacy and financial behavior is not managed properly, then online shopping consumptive behavior will be more consumptive. Although Generation Z is known to be more trustworthy, tolerant, entrepreneurial, and less money-driven. However, if it is accompanied by their penchant for online shopping, it will still affect the consumptive behavior of Generation Z in making online shopping transactions.

## REFERENCES


Agung, and Zarah, *Quantitative Research Methods.* Yogyakarta: Pandiva Buku, 2016.

Ambarsari, M. D., & Asandimitra, N. The Influence of Financial Literacy, Lifestyle, Conformity, Money Attitude, and E-Money on the Consumptive Behavior of Generation Z Korean Wave Fans in Surabaya. *Journal of Management Science*, 550-564 2023

Aprilia & Hartoyo. *"Sociological Analysis of Student Consumptive Behavior (Study on Students of Fisip University of Lampung)"* in Journal of Sociology, Vol. 15, No. 1: 2014

Arief Budiman, Heru Nugroho, et al., *Political Reform, Religious Awakening and Consumerism* Yogyakarta: Interfidei, 2008

Arwin, S. E., & Sutrisno, S. P. Bank Health Management. Scholar Publisher.

Arwin, A., Sutrisno, S., & Nurfitriani, N. The impact of rising fuel oil prices on the elasticity of demand for basic necessities in Segiri Market, Samarinda City. Journal of Business and Economics Research (JBE), 4(1), 109-114.

Budi Setiawan, *Practice Techniques of Social and Business Research Data Analysis with SPSS* Yogyakarta 2015

Bukhari, E., Prasetyo, E. T., & Rahma, S. U. U. The Effect of Financial Literacy, Income and Lifestyle on Consumptive Behavior of Online Shopping During the Covid-19 Pandemic. *Scientific Journal of Accounting and Management*, *18*(1), 49-56 2022

Csobanka, Z. E, The Z Generation. Acta Technologica Dubnicae volume 6, 2016, issue 2 DOI: 10.1515/atd-2016-0012, 2016.

Dew, J., & Xiao, J. J. The financial management behavior scale: Development and validation. *Journal of Financial Counseling and Planning*, *22*(1), 43. 2011.

Engel, J.F.; Blackwell, R.D.; DAN Miniard, P.W., Consumer *Behavior*: *Volume 1*. Jakarta: Binarupa Aksara Publisher. 2010

Fatimah, N., & Susanti, S. The Effect of Financial Accounting, Financial Literacy, and Income Learning on the Financial Behavior of Students of the Faculty of Economics, University of Muhammadiyah Gresik. *Journal of Accounting Education* (JPAK), 6(1), 48-57, 2018

Frihatni, A. A. Comparative analysis of the income of traditional clothing traders with online business income. Scientific Journal of Management Accounting, 5(1), 1-8.

Frihatni, A. A. The Existence of Modern Mini Markets amidst Traditional Retail Market. International Journal of Science, Technology & Management, 1(3), 244-250

Gina Rahmawati and Elly Mirati, with the title "The Influence of Financial Literacy and Lifestyle on the Consumptive Behavior of Using Shopee Paylater in the Millennial Generation" *Multidisciplinary Journal* 2, no.5 : 2415 – 30, 2022

Ghozali, faith. *Multivariate Analysis Applications with IBM SPSS 19 program, 3rd Edition.*Semarang: Diponegoro University Publishing Board 2011

Haryanto, G. C. *Differences in Internet Use, Social Media, and Perception in the World of Work by Generation Z's Year of Birth (Study on Students of the Faculty of Business and Economics, Atma Jaya University Yogyakarta)* (Doctoral Dissertation, UAJY).

Indrayani, I., Aulia, N., & Arwin, A. The Influence of Education Training and Technology Utilization on the Performance of Junior High School Teachers in Sidrap Regency. Economos: Journal of Economics and Business, 5(1), 76-80.

Kotler.P.*Marketing management; Analysis, planning, Implementation and control,* Erlangga Jakarta. 2022

Mangkunegara. P.A., *consumer behavior*. PT:Eresco.Bandung 2002

Margono. *Educational Research Methodology.* Jakarta: Rineka Cipta 2009

Mike Feather Stone, *Postmodernism and Consumer Culture*, Translation. M.Z. Elisabeth, (Student Press: Yogyakarta, 2005)

Ningtyas, M. N. Financial literacy in the millennial generation. *Asian Journal of Business and Economic Sciences*, *13*(1), 20-27 2019

Nofriansyah, M. Effect of Self-Concept, Reference Group, Online Shop Social Media, and Lifestyle on Consumptive Behavior of Students. *Advances in Economicss and management research, volume 97* 2019

Language Center of the National Education Department, *the great dictionary of the Indonesian language,*

Prihastuty, D. R., & Rahayuningsih, S. The influence of financial literacy, financial behavior, financial attitude, and demographics on consumptive behavior (study on strata I students of the Faculty of Economics, University of August 17, 1945 Surabaya). *JHP17: Journal of Research Results*, *3*(02). 2018

Rachmawati, D. (2019). Welcoming gen Z in job world *Proceeding Indonesian Carrier Center Network (ICCN) Summit 2019*, *1*(1), 21-24.

Rahayu, R. Analysis of Factors Affecting the Level of Digital Financial Literacy: A Study on Generation Z in Indonesia. *Journal of Indonesian Accounting and Business Review*, *6*(1), 73-87. 2022

Rakhman, Y. A., & Pertiwi, T. K. Financial Literacy, Use of E-Money, Self-Control, and Lifestyle on Consumptive Behavior of Online Shopping. *Journal of Management and Business, 5*(1), 560-575, 2023.

Sandu Siyoto, and Ali Sodik, *The Basis of* Yogyakarta Research Methodology: Media Literacy Publishing, 2015

Sari, S. P. P. The Influence of Financial Literacy and Social Environment on Consumptive Behavior of Online Shopping of Sebelas March University Students 2023

Siregar, Syofian. *Quantitative Research Methods Equipped with Manual Calculation Comparison & SPSS First Edition.* Jakarta: PRENAMEDIA GROUP 2014

Silvia, Vivi. *Descriptive Statistics.* Yogyakarta: ANDI Publishers, 2021

Suharsimi Arikunto, "Research Procedures a Practical Approach," 2019.

Sugiyono, *Qualitative Quantitative Research Methods* , and R&D, Alphabet 2017

Compiling team of language center, *Kamus Besar Indonesian* Jakarta: Balai Pustaka, 2005

Umami, N., & Syofyan, R. The Effect of Digital Financial Literacy and Conformity on the Consumptive Behavior of Students of Padang State University. *Journal of Mutual Understanding*, *2*(1), 341-354. 2023.

White*,* James Emery *Meet Generation Z: Understanding and Reaching the New Post-Christian World* Grand Rapids, Michigan: Baker Books, 2017