



THE RELATIONSHIP BETWEEN SELF-CONCEPT AND CONSUMPTIVE BEHAVIOR IN NURSE STUDENTS GRADE II

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ABSTRACT

Consumptive behavior is a desire to buy goods without rational considerations or needs but for the sake of pleasure and popularity solely for following current fashion trends with attractive discount offers at malls, shops and online shops, therefore as a student you must train yourself to have self-esteem, positive concept, so that you are able to control yourself from various offers in the digital world. This study aims to determine the relationship between self-concept and consumptive behavior in female Nurses level II at STIKes Santa Elisabeth Medan 2023. The type of research used is quantitative with a cross-sectional research design. The population in this study amount to 71 respondents, with a total sampling technique. The instrument used is a self-concept questionnaire developed by Vivian (2016) which consists of 35 statements and consumer behavior developed by Siallagan, Derang, and Piarni (2020) which consists of 25 statements Data analysis used the chi square test, the results of the statistical test obtained a p-value of 0.005 ($p < 0.05$) meaning that there is a relationship between self-concept and consumptive behavior in nurse students level II at STIKes Santa Elisabeth Medan 2023. The results of the study obtain a negative self-concept of 51 people (71.8%) and moderate consumptive behavior of 36 people (50.7%). Based on these results it is expected that female students to continue to improve a positive self-concept to control consumptive behavior among female students by developing useful extracurriculars by participating in UKM (Student Activity Units) such as sports, music, dance, theater, choir, etc.

Keywords: consumptive behavior; nursing students; self-concept

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INTRODUCTION

Indonesia as an emerging country is currently experiencing changes due to the era of globalization. This has a major impact on people's way of life, causing an increase in consumption and purchasing power, which leads to wasteful living (Siallagan et al., 2021) . Students' lifestyle choices can be influenced by their adherence to fashion and trends, as well as their allocation of financial resources to acquire products that enhance their appearance The consumption habits shown by female students in current fashion trends are as follows: Teenagers often try to save money by constantly visiting malls, shops and internet sellers to buy fashion items that they may use both on and off campus (Sabrina & Erianjoni, 2019) , characteristics include being susceptible to the appeal of sellers and advertising, especially the visual appeal of neatly presented packaging, not paying attention to economic factors, tending to idealism rather than realism, romantic temperament, and easily influenced (Sadewi, 2020) .

Consumer behavior involves many aspects. Impulse buying is defined as a teenager's tendency to make purchases driven only by impulsive or momentary desires, without prior thought or consideration. Non-rational purchasing, also referred to as illogical purchasing, is a type of consumer behavior characterized by spending large amounts of money to purchase an item without truly realizing the need for it. Extravagant purchasing, often also called extravagance, refers to consumer behavior in acquiring something simply for the sake of pleasure. The negative impact of consumer behavior is clearly visible across many age groups and social classes in Indonesian society. The main negative impact is worsening economic conditions, especially consumerism, which involves excessive spending on daily needs (Nofitriani, 2020).

A study conducted in Yogyakarta, Indonesia in 2011 found that 60% of young people displayed consumer behavior (Ambarwati and Safitri, 2011). Furthermore, research conducted by Gumulya and Widiastuti (2013) found that 48.9 % of the young generation in Jakarta showed consumptive behavior. In addition, research conducted by Supriadi (2020) found that 40% of customers visited the place 3-4 times every month, while 14.8% of customers visited at least 5-6 times. Based on research by Sari (2009), 64.64 % of the young generation in Medan show consumptive behavior. Researchers conducted interviews and observations with STIKes Santa Elisabeth Medan students. A total of 10 level 2 nursing students living in the dormitory were examined. The results obtained are as follows. Among the 10 students surveyed, 8 people (80%) indicated that they used their monthly funds to purchase products that were visually appealing and in line with current trends or fashion, such as clothing, footwear and sandals. Although these products may not be very important, the participants showed a strong inclination towards shopping and a desire to improve their fashion sense to present a stylish image. Additionally, 20% of participants reported having the capacity to resist impulse purchases and demonstrate self-discipline when faced with tempting products. The researchers' investigation revealed that most of the female students' purchases were influenced by the attractiveness and price reduction of the merchandise. Apart from that, they also have a tendency to buy items that are currently popular. This encourages individuals to participate in conspicuous consumption as a way to maintain their image and seek validation from others, with the goal of appearing superior among their peers.

According to Purnomosidi et al., nd (2022) consumer behavior is influenced by two main categories of influence: internal and external forces. Internal factors consist of motivation, self-esteem, observation and learning process, self-concept and personality, and lifestyle. External variables include cultural factors, socioeconomic status, reference group, family, and demographics. These two factors have quite a big influence on a person's behavior, especially among teenagers. However, the most influential factor is self-concept, namely how consumer activities have a significant impact on the formation of an individual's self-concept. Teenagers have a tendency to try new experiences and participate in various activities in order to improve or enhance elements of themselves that they find unattractive. As a result, teenagers often display consumerist tendencies and depart from a lifestyle characterized by simplicity (Lero et al., 2022).

Zulkarnain (2020) examined the meaning of burnout in his research. Self-concept is the comprehensive understanding a person has about themselves, including personal ideas, how others view their self-image, achievements, and positive and negative thoughts and feelings. According to (Pierre Vincent Antonio et al., 2021) Research has shown that people who have a healthy self-concept have a good view of themselves and are able to accept their qualities without relying on e-commerce products to hide their shortcomings. On the other hand,

someone with a negative self-concept tends to view themselves as lacking or incapable, giving rise to a gloomy self-image. Individuals with a negative self-concept will try to present themselves as more perfect than their colleagues. Self concept includes various aspects, such as physical, psychological, social and moral elements (Sari, 2021) . Individual self-concepts vary and can influence consumer behavior through social comparison, which seeks to fulfill personal desires (Andaryanti & Endang, 2018) . A person's self -concept significantly influences their behavior when they try to gain recognition in a particular environment. Components of self-concept include self-esteem, self-ideal, body image, self-identity, and roles. These factors have a significant impact on a person's self-perception, especially those related to their physical health during adolescence (Agustin et al., 2019) .

Female students should prioritize increasing their knowledge, skills and competencies by actively participating in constructive activities that encourage personal growth and make positive contributions to society and the nation. However, the unique lifestyle fostered on campus has brought changes among students. Community culture has a major influence on people's tendencies to maintain certain purchasing patterns (Melinda et al., 2022) . Female students should strive to cultivate a good self-image, as this will enable them to have self-control and realize the importance of self-perception in their physical, social, moral, and psychological well-being. Self-concept refers to our perception of ourselves, including our overall assessment of our abilities and characteristics. We exist. A positive self-concept requires a good perception of one's situation. A greater positive self-concept is inversely proportional to consumption behavior (Andaryanti, 2019) .

Lero et al. (2020) found a strong negative correlation between self-concept and consumer behavior of vocational school students, based on previous research. This research shows that there is a negative relationship between self-concept and consumer behavior. Specifically, as a person's self-concept matures, their tendency to participate in consumer behavior decreases, and vice versa. Additionally, an increase in consumerist tendencies is associated with a decrease in self-perception among female students. According to Andaryanti, (2019) there is a striking inverse correlation between individuals' self-concept and their actions as consumers. There is a negative relationship between the level of positive self-concept and consumer behavior. There is a positive correlation between increasingly negative self-concept and increasing levels of consumer behavior. Research conducted by Moulina and Dwi (2021) found that individuals with a strong self-concept are more likely to use their abilities to reduce their consumption behavior. On the other hand, those with low self-concept are more susceptible to consumer behavior.

The previous explanation highlights the importance of self-concept for students and teenagers, especially young women. Considering the significant influence of the fashion business on modern, technologically advanced society, scholars feel compelled to explore this subject more deeply, so the aim of this research is to determine the relationship between self-concept and consumer behavior among level II nursing students at STIKes Santa Elisabeth Medan 2023.

METHOD

The research design used in this thesis is a correlational research strategy using cross-sectional methods. A cross-sectional research design collects data at a specific moment, with special emphasis on the phenomenon being studied in the period of data collection. The term “cross-sectional” refers to the ability to characterize a phenomenon and its interactions with other phenomena (Polit & Beck, 2012). The aim of this research is to determine the

relationship between self-concept and consumer behavior in second year nursing students at STIKes Santa Elisabeth Medan 2023. This research involved a total of 71 individual level II nursing students, aged between 18 and 21 years, at STIKes Elisabeth Medan. The sample size of this study included 71 people. A total of 71 people attended. This research uses a complete sampling method, which involves selecting a sample size equal to the population size. The data collection method uses a questionnaire whose main focus is on self-concept and customer behavior. The research took place from April 1 to April 30 2023.

The data collection instrument used is a questionnaire consisting of 35 items that assess self-concept using a nominal scale, plus 25 items that assess consumer behavior. Before assessing the questionnaire, validity and reliability tests are first carried out on each variable. Researchers used previously validated questionnaires to evaluate the accuracy of the self-care: self-concept and consumer behavior questionnaire. Self-care questionnaire: self-concept was developed based on Vivian's (2016) questionnaire which showed a validity coefficient of 0.361. In addition, the consumer behavior questionnaire used in this research was adapted from a questionnaire created by Siallagan, Derang, and Piarni (2020) which showed a validity coefficient of 0.387. Researchers did not conduct a reliability study on the self-concept variable because they used a questionnaire that had gone through a validity test resulting in a reported value of 0.846 as documented in Vivian (2016). In research conducted by Siallagan, Derang, and Piarni (2020), consumer behavior variables were evaluated using a standardized questionnaire. The reported value of 0.917 was obtained without conducting a reliability test. The chi-square test will be carried out to test the relationship between independent and dependent variables, especially the relationship between self-concept and consumer behavior in level II nursing students

RESULTS

Tabel 1.
Karakteristik Responden

Characteristics	f	%
Age		
18 years	1	1.4
19 years old	31	43.7
20 years	31	43.7
21 years	8	11.3
Ethnic group		
Toba Batak	45	63.4
Karo	3	4.2
Pakpak Batak	2	2.8
Nias	19	26.8
Java	2	2.8

The age group with the largest population is 19 years with 31 people or representing 43.7% of the total population. Similarly, 31 people, covering 43.7 % of the entire population, are also in the 20 year age group. Of the entire population, 8 people, namely 11.3 %, are 21 years old. Finally, there is only one individual, representing 1.4 % of the total, who is 18 years old. The ethnic distribution of respondents is as follows: The Toba Batak tribe has the highest representation of 45 people (63.4%), followed by the Nias tribe with 19 people (26.8%), the Karo tribe with 3 people (4.2%), the ethnic group There are 2 Pakpak Batak individuals (2.8%), and 2 Javanese people (2.8%).

Table 2.

Self concept of level II nurse respondents at STIKes Santa Elisabeth Medan 2023

<i>Self concept</i>	f	%
Negative	51	71.8
Positive	20	28.2

The table shows that research findings show that the majority of female students, especially 71.8 % , have a pessimistic self-perception. On the other hand, 28.2 % of female students have a positive self-concept.

Table 3.

Consumptive behavior of level II nursing students at STIKes Santa Elisabeth Medan 2023

Consumptive behaviour	f	%
Low	17	23.9
Currently	36	50.7
Tall	18	25.4
Total	71	100

Data shows that 50.7 % of 36 female students have a moderate level of consumer behavior. In addition, 23.9% of female students showed low levels of consumptive behavior, totaling 17 people, while 18 students showed high levels of consumptive behavior. The proportion is 25.4 % .

Table 4.

The Relationship between *Self Concept* and Consumer Behavior in Level II Nursing Study Program Students at STIKes Santa Elisabeth Medan 2023

<i>Self Concept</i>	Consumptive behaviour						Total		P-Value
	Low		Currently		Tall		f	%	
	f	%	f	%	f	%			
Negative	7	13.7	29	56.9	15	29.4	51	100.0	0.005
Positive	10	50.0	7	35.0	3	15.0	20	100.0	
Total	17	23.9	36	50.7	18	25.4	71	100.0	

The chi-square test produces a p value <0.05 which indicates a statistically significant correlation between self-concept and consumer behavior in level II nursing program students at STIKes Santa Elisabeth Medan.

DISCUSSION

***self concept* of level II nurse respondents at STIKes Santa Elisabeth Medan in 2023**

Individuals with a negative *self-concept* tend to have a tendency towards pessimism, view themselves as having less control over their lives, and feel disliked and ignored (Hanifah, 2019) . A number of female students expressed feelings of vulnerability and inadequacy due to the disappointment they experienced previously, which caused them to believe that in the end they will fail in all their endeavors. In addition, they consider themselves incapable of achieving success and think that their physical appearance is less attractive, thereby reducing their feelings of being liked by others. Many people have difficulty accepting their own body shape because they feel insecure when comparing themselves to other people who they consider more attractive or slimmer. This can result in disappointment and the perception that other people have greater happiness than oneself. Level II nursing students show self-deprecation, lack of self-confidence, and feelings of dissatisfaction with themselves. Female students are vulnerable to external factors that encourage them to prioritize physical attractiveness, desire to appear aesthetically pleasing, and seek to enhance their appearance to

gain social validation. People continually attempt to express their identity through various means and sometimes even justify their behavior to fulfill their self-perception.

Students who have a negative self-concept find it difficult to have confidence in their abilities or recognize the assets they have. Therefore, they attribute their achievements to the help of others, not their own efforts. This tendency comes from their wrong self-perception, which is characterized by inflexibility (Fitri, 2021). Gumulya & (2018) Poor *self-concept* was found in 55 people, representing 54.5% of the total. This can be ascribed to students experiencing dissatisfaction with their perceptions of their own identity and behavior. As a result, this assessment causes students to assess their self-perception in a pessimistic way. Nurwahyuni (2023) Investigation revealed that 99 people, which was 90% of the sample, had a negative *self-concept*. These negative traits are caused by low self-esteem, feelings of inadequacy, worthlessness, and a pessimistic view of their own skills. Rachmasari (2021) found that a person's self-concept is in the medium range, namely 11.33%. This is due to their dissatisfaction with themselves, which motivates them to desire attractiveness and beauty.

Self-concept has a big influence on his personality and his overall level of life satisfaction. Everyone has a self-concept that can develop into a positive or negative self-concept. However, individuals often do not realize whether their self-concept tends to be negative or optimistic (Luas et al., 2023). In line with the conclusions drawn by Calhoun & Acocella (1990), individuals who have a negative *self-concept* show a lack of self-awareness in terms of identity, abilities, limitations and personal values. Broad et al (2023) *Self concept* is an important component in a person's self perception. It serves as a cognitive framework for how individuals engage with the external environment, exerting significant influence on their actions and behavior. Therefore, understanding a person's *self-concept* will increase our understanding of his behavior.

Consumptive behavior of level II nursing students at STIKes Santa Elisabeth Medan in 2023

Consumptive behavior is the act of buying products without rational thought or real need, but is motivated by the desire for pleasure, popularity, and fear of being out of date. These people consciously try to improve their appearance by keeping up with the latest fashion trends in clothing, footwear and accessories. They also undergo cosmetic procedures such as eyebrow embroidery and invest in eyelash curlers. The importance of these transactions is sometimes overlooked. This syndrome generally occurs during adolescence, namely in female students aged 18 to 21 years. At this time, individuals should have the ability to make mature choices and distinguish between things that are truly important. When making a purchase, it is very important to prioritize emotional considerations to resist the urge to buy, especially when faced with attractive discount offers. Steinberg, as quoted in Salamah's (2019) research, shows that the usual age group for someone to start college is in the age range of 18 to 21 years. These people are in the late adolescent stage and, as teenagers, they usually show a high level of curiosity and interest in new experiences. As a result, individuals are more likely to buy from internet companies without hesitation. Riki Efendi et al (2018) Female students may show consumer behavior as a result of temporary developmental stages and the search for self-identity.

Female students who show moderate consumer behavior may give in or resist the temptation to shop. This phenomenon can be seen from the responses given by several female students who stated their tendency to make purchases when there is a price reduction or discount, or when new items or limited editions are introduced. Discount offers often result in impulse

purchases. The following are factors that can influence female students to participate in consumer behavior. Lero et al (2022) , It was reported that 42 respondents, which constitute 64.6% of the total, belonged to the moderate group in terms of consumer behavior. This is ascribed to attractive price reductions, as they assume that price reductions are related to savings, without considering the importance of the purchase. According to Durant's survey (2021), 66.7 % of students have a moderate level of consumer behavior. This phenomenon can be explained by the tendency of certain teenagers to buy cheap branded goods to fit in with their peer group.

The impacts that arise if students behave consumptively without being able to fulfill their desires include using tuition funds for shopping, defrauding parents to get money for shopping, selling valuable items for shopping, and committing theft to get desired items (Rahmat et al., 2022) . Moreover, students do not have the means to generate income and continue to depend on their parents, while their purchasing habits require sufficient financial resources. If students are unable to manage their desires, manage their finances, and maintain a balanced lifestyle, then this consumerist lifestyle will continue (Dewinda, 2021) . When buying a product, students should also pay attention to the proportions and desires that are less necessary so that excesses do not occur and optimal satisfaction is achieved (Fransisca & Erdiansyah, 2020) . Riki Efendi et al (2018) Furthermore, it should be noted that consumer behavior must be guided by urgent needs and rational considerations, not just desire, status seeking, or aspirations to improve social status.

The Relationship between *Self Concept* and Consumer Behavior in Level II Nursing Study Program Students at STIKes Santa Elisabeth Medan 2023

Self -concept can greatly influence their decision-making process, especially purchasing decisions. The reason behind this is that *self-concept* , as an internal factor, has the ability to influence consumer behavior. Self-concept includes an individual's entire perception of himself, which includes an overall assessment of himself, and this has the potential to have an impact on consumer behavior. Individuals who have a positive *self-concept* have a good view of themselves, while individuals who have a negative *self-concept* have a less good view of themselves (Khoiriyah & Hakim, 2023) , there is a correlation between self-concept and consumer behavior, where the self-concept is more positive is associated with less consumptive activities, while a more negative self-concept is associated with more consumptive behavior.

Rogers in (Lato & Kusuma Dewi, 2018) states that self-concept has control over behavior. People who have a strong *self-concept* certainly have a positive self-image. He will fully accept self-acceptance and actively work to reduce his shortcomings. On the other hand, individuals who have a negative *self-concept* will make that person feel inferior because of their perceived shortcomings and lack of self-confidence. When someone is dissatisfied with their self-perception, they will consider various methods to increase their physical attractiveness. Individuals with poor *self-concept* tend to have a strong need to be accepted by others, but also experience fear of being socially excluded. Additionally, they will strive to adhere to the standards and principles of their social circle, prioritizing an attractive and fashionable appearance in the eyes of their friends. Encouragement can come from internal or external sources, and external sources are group pressure or pressure from other group members. As a result of this pressure, female students try harder to improve their appearance, which is ultimately influenced by consumer behavior. Environmental factors have a large impact on consumer behavior because individuals are driven by the need to avoid social harm, gain attention, and achieve social status (Triningtyas, 2019) .

Unfavorable self-perception encourages individuals to follow prevailing style or fashion characteristics that are influenced by current trends. On the other hand, a positive *Self concept* allows individuals to have a good view of themselves, embrace their authentic self without being influenced by their environment, prioritize their own needs, maintain consistent values, set future goals appropriate, accept their current circumstances and financial resources, and do not feel inferior if they lack luxury brands like their peers. Therefore, individuals who have a positive *self-concept* show the ability to adapt in interacting with other people. The correlation between consumer behavior and *self-concept* is closely related, as shown by Nastiti's (2017) previous research, research has shown a strong and detrimental relationship between a person's self-perception and their tendency to overconsume. More precisely, there is a negative correlation between a higher level of *Self-concept and a lower level of consumptive activity*, while a lower level of *Self-concept* is positively correlated with a higher level of consumptive behavior. Moulina's (2021) research revealed a significant negative correlation between self-concept and consumer behavior. The correlation coefficient value $r = -0.464$ ($p < 0.01$) was obtained using Pearson product moment analysis. This shows that as a person's *self-concept decreases*, there is a tendency for consumer behavior to increase. In contrast, female students who have a stronger self-concept show less purchasing behavior.

Antonio conducted research in 2022 to test the premise of the Pearson product moment correlation coefficient. Researchers found a correlation coefficient (r_{xy}) of 0.031 with a significance value (Sig) of 0.736 which was greater than the threshold of 0.05. There is a strong relationship between the *Self concept variable* and consumer behavior among students. Dayun Jeong et al (2023) found a correlation between self-concept and consumer behavior. Optimistic self-perception can influence consumer behavior by improving cognitive skills in decision making and the ability to distinguish advantages and disadvantages. Therefore, it is recommended for female students to prioritize self-development and actively seek help in a conducive school environment. This can be realized by actively participating in useful extracurricular activities, such as participating in Student Activity Units (UKM) such as sports, music, dance, theater, choir, reasoning, film, photography, press, radio, debate, etc. Female students are given the option to participate in beneficial activities such as seminars, training sessions, conferences, Olympiads, or contests. Engaging in these activities can help individuals reduce negative thoughts and avoid excessive introspection, thereby encouraging a more optimistic perception of oneself.

CONCLUSION

The majority of level II nursing students generally have a negative self-concept as shown by 51 people (71.8 %) who reported this opinion. There were 36 level II nursing students who showed consumptive behavior, especially in the medium group. This accounts for 50.7 % of the total number of students. The Chi Square statistical test obtained a p-value of 0.005 ($p < 0.05$) which shows that there is a fairly large relationship between self-concept and consumer behavior in level II nursing students at STIKes Santa Elisabeth Medan in 2023.

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