

Influence on Emotional Intelligence through Money Attitude against Consumptive Behavior of Student

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ABSTRACT

The research objective is to understand the influence on emotional intelligence through money attitude against consumptive behavior of student. The method used in this research was descriptive verification method with ex post facto and survey approach. The research held in Bandar Lampung City. Data collection technique were conducted by using questionnaires. Sampling technique in this study is Proportional Stratified Random Sampling, the number of samples as many as 165 students. The result showed 1) there is influence on emotional intelligence against consumptive behavior of students in Bandar Lampung. The calculation obtained the coefficient of ρ_{YX} path was 0.289 which means the magnitude of influence on emotional intelligence against consumptive behavior as many as 0.289 or 28.9%. 2) The value of influence on emotional intelligence against consumptive behavior indirectly was obtained 5.15 %. In other words, emotional intelligence through money attitude has the role of the consumptive behavior of students.

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1. INTRODUCTION

The advancement of Indonesia's National Development is accompanied by a higher level of community complexity, one of which is implicitly causing consumptive and increasing purchasing power. Habits and lifestyles also change in a relatively short time toward the more luxurious and excessive, for example in terms of appearance and fulfillment of other life needs. According to Vohs and Faber [1] consumptive behavior can be defined as a spontaneous desire to buy without considering the reasons why and for what someone buys a product. Consumptive lifestyles would have a negative impact on society. This pattern of life leads to economic conditions at high cost, namely the behavior of consumers who tend to have to spend high costs to meet their needs. Consumptive patterns like this occur in almost all levels of society, although with different levels. Consumptive behavior is a phenomenon that plagues many people's lives, especially those living in urban areas. This phenomenon is interesting to study considering that consumptive behavior is also much hit the lives of urban students who actually do not have the financial capability to meet their needs.

Supporting the above opinion, revealed in the 21st century that shopping has been identified as a form of leisure activity among urban communities in everyday life, those who live in the city have a constant need to reach some level social standards as a means to meet social needs, with popular acts such as relaxing in cafes and spending time with friends [2]. Students are often targeted for the marketing of industrial products, partly because of their susceptible characteristics that ultimately encourage the emergence of various symptoms in unnatural buying behavior. Buying in this case is no longer conducted because the product is

indeed needed, but the purchase is conducted for other reasons such as just following the fashion trend, just want to try new products, and want to get social recognition and so on. As revealed by [3] to demonstrate the social status of a consumer, one way is through purchasing and exhibiting a product. It is also due to one's attitude towards money.

Money can make people behave in a foolish, unsavory way, take and make risky bets, lying, and stealing. Yet with many such actions, there may be a tacit, if reluctant, understanding by observers that, when "big money" is at stake, people are tempted to commit odd, unlawful, or immoral acts [4]. Money attitude show that money has many meanings according to one's level of understanding and personality such as money being an important part of his life, source of respect, quality of life, freedom and even evil [5]. According to [6], he stated that one's mental health can be linked to money and social behavior arising from the individual how one views money. In other words, money can reflect one's economic behavior. [7] revealed the same thing that a person would experience a shift in mind and behavior patterns under the influence of money.

The phenomenon of consumptive behavior among students is also caused by lack of control of emotional intelligence. According to [8], Emotional intelligence contributes 80% to one's success, the contribution of emotional intelligence power factor that is self-motivating ability, overcoming frustration, controlling the urge of desire, arranging empathy mood and ability to cooperate. Similarly, it is revealed by [9] that emotional intelligence is concerned with the ability to identify, and manage emotions. It is expected that with a good emotional intelligence possessed by a person, so that the person has the intelligence to control his desire emotions for a thing by looking at the ability and the needs of the most important first rather than thinking about the prestige and opinions of others against him.

This problem can also affect most students in Bandar Lampung City is supported by the condition of Bandar Lampung City which is geographically adjacent to the capital city of Jakarta, which has a tendency to always follow the trend that is rampant. Geographical position leads Bandar Lampung to seize the opportunity to become one of the growth centers that play a significant role in the regional economic system IMS-GT and part of the corridor of Indonesia's large economic activity. Bandar Lampung has a great opportunity in the economic sector to establish itself as a center of trade and services on the South Sumatera scale. In line with the above statement, it makes Bandar Lampung City, which is the capital city of Lampung Province and the gateway between Java Island and Sumatra Island, quickly affect the community, especially among students in various ways, ranging from lifestyle to the order of norms of life.

1.1. Emotional Intelligence

Emotional intelligence consists of two words, namely intelligence and emotion. Intelligence is a common ability of a person in terms of how he solves problems in his daily life. The word emotion comes from the French emotion, from *emouvoir*, 'excitement' and from the Latin word *emovere* and *movere* 'moves'. In general, emotion is intense feelings directed at a person as a reaction to an event, whether happy, angry or scared. Intelligence is one of the most frequently studied human behavioral traits and one of the strongest known predictors of major life outcomes such as educational attainment, occupational success, health, and longevity [10].

According to [8], intellectual intelligence (IQ) only contributes 20% to success, while 80% was a contributory factor of other forces, such as emotional intelligence. Emotional intelligence that is self-motivating, overcoming frustration, controlling the urge of desire, the heart (mood), empathy and the ability to work together. Emotional intelligence can put a person's emotions on the right portion, choose satisfaction and set mood. Mood coordination is the essence of good social relationships. When a person is good at adapting to the atmosphere of another individual, empathizing, the person has a good level of emotionality and would more easily adjust in the association and environment.

Emotional intelligence refers to the realization and evaluation, the emotion of someone with the emotions of others accurately, as well as controlling one's emotions in the right way. Students with high emotional intelligence demonstrate a humanitarian relationship with integrity. Emotional intelligence has been linked to a wide range of individual and group outcomes, including academic success, leadership effectiveness, life satisfaction, and subjective well-being [11]. In the workplace, emotional intelligence is considered an important predictor of career success, in part due to its role in building interpersonal relationships and developing effective coping strategies [12]. [8] detailed the aspects of emotional intelligence in particular as follows:

- a. Recognizing the emotions themselves, each individual must have different emotions. The emotion must be influenced by the internal and external environment. The ability to recognize self-emotion helps the individual to monitor feelings over time, looking at the feelings and desires that arise.
- b. Managing emotions, namely the ability to entertain oneself, release anxiety, moodiness or irritation. People who do not have the ability in these skills would continue in bad conditions, while feeling sad

would continue to feel sad because of not able to manage emotions, when feeling angry would remain angry due to lack of understanding of managing emotions, while those who are able would can bounce back quickly. The ability to manage emotions includes self-mastery and calming ability.

- c. Motivating yourself is the ability to regulate emotions as a means to reach a goal and it is very important to motivate and control your self. People who have these skills tend to be far more productive and effective in whatever endeavor it does. These abilities include impulse control, positive thinking and optimism.
- d. Fostering relationships. The art of social relationships is a skill to manage the emotions of others, including social skills that support the popularity, leadership and success of interpersonal relationships.

Based on some opinions of experts on emotional intelligence, it can be synthesized that the meaning of emotional intelligence is the ability to feel and understand more effectively to the emotional sensitivity that includes motivating yourself or others, self-control, able to understand the feelings of others, and able to manage emotions that can be used to direct the mind to make wise decisions.

1.2. Money Attitude

The consumer's attitude toward money influences the consumption pattern. Money is a powerful motive in influencing buying behavior most people show that the psychological value of money is greater than its economic value. There are at least three main functions of a money, namely as a Store of Value, a Unit of Account and a Medium of Exchange. Money has a very close relationship in people's interactions and has different symbolic parameters for each person. The theoretical analysis of modern research shows that money has acquired not only financial essence but also psychological meaning.

Money attitude are often interpreted as a motivation for the money he has. Money attitude show that money has many meanings according to one's level of understanding and personality, including money being an important part of life, a source of respect, quality of life, freedom and even the source of evil. This is supported by the opinion of [13] which states the meaning of money depends on the individual itself, but in money there are social values and the society holds that money is a source of strength and happiness.

[7] added that money is a means of existence to get education and educate children, in other word, money is a source of energy, but at the same time can cause conflicts, wars and quarrel. Yamauchi and Templer revealed the essence of the various meanings of money in his MAS, Money Attitude Scale [14]. MAS has been validated as a multidimensional scale with 4 major dimensions, Yamauchi and Templer named the dimensions as "Power-Prestige", "Retention Time", "Distrust" and "Anxiety". In addition, there is Money Ethic Scale (MES) itself discovered by Tang in 1992. MES according to Tang has 6 factors consisting of Good, Evil, Achievement, Respect / Self-esteem, Budget, Freedom / power. These are the dimension of money attitude:

- a. Power-Prestige: it is a dimension that indicates that an individual believes that money is a symbol of power.
- b. Good: Components in this factor represent good behavior toward money, for example money is important, money is valuable.
- c. Evil: The components in this factor express negative behavior toward money, for example money is the source of evil, money is useless.
- d. Budget: This factor is related to the behavior of how someone budget his money.
- e. Achievement: money symbolizes the achievement of a person and the symbol of success.

1.3. Consumptive Behaviour

Human behavior is essentially an activity of the theirself. Behavior is what the individual does either directly or indirectly. Consumptive behavior is a behavior of consumers in searching, buying, using, evaluating and determining product services. Buyer behavior refers to the promotion of goods and services for personal consumption [15]. Research on the consumption of more socially acceptable products has focused on a range of consumer goods, including clothing, food and technology-based [16]. The term consumptive behavior is defined as the behavior shown by people in planning, buying and problem when the actual tendencies of the society are overused. Some factors can affect a person to be consumptive, one of which is the social class. Social class refers to the grouping of people who are similar to their behavior based on their economic. [17] have studied the impact of child-hood family experiences on later-life consumption orientations like ma-terialism and compulsive buying. They found that childhood family experiences such as stress from family disruptions and family resources received during childhood, impact on materialism and consumptive behavior later in life. The indicators of consumptive behavior are as follows:

- a. Buying products is not based on benefits or utility. Consumers tend to behave characterized by the existence of luxury life so that they tend to use everything that is considered the most luxurious.

- b. Buying a product just keeps the status symbol. Consumers have a high buying ability in dressing, grooming, hairstyle, etc. so that it can support exclusive properties with expensive items and give the impression comes from a higher social class. By purchasing a product can provide status symbols to look fancier in other people perspective.
- c. Family Lifestyle. One other very important function in relation to family functions and consumptive behavior is lifestyle functions appropriate for members of his family. Lifestyle function describes family activities that should be done to train the child as a good consumer.

2. RESEARCH METHOD

The method used in this research is descriptive verification method with ex post facto and survey approach. Sampling method in this research is by using Promotional Stratified Random Sampling. Samples in this study were 165 students in Bandar Lampung City. The data in this study were obtained by using questionnaire, with a total of 35 items. Hypothesis testing in this study was conducted by using linear regression test with path analysis. There are two hypotheses in this research:

H1: There is influence on emotional intelligence against consumptive behavior of students.

H2: There is influence on emotional intelligence through money attitude against consumptive behavior of students.

3. RESULTS AND ANALYSIS

3.1. The Influence on Emotional Intelligence against Consumptive Behavior

Based on the result, it showed that was $t_{\text{calculation}}$ 3.681 and sig as many as 0.000. Meanwhile, t_{table} with $dk = 165 - 2$ and $\alpha = 0.05$ is 1.97. Therefore, the value of $t_{\text{calculation}}$ is greater than t_{table} or $3.681 > 1.97$ and sig as many as $0.000 < 0.05$ which means H_0 was rejected and H_1 was accepted. It means that there is influence on emotional intelligence against consumptive behavior of students. The calculation obtained the coefficient of ρ_{YX} path was 0.289 which means the magnitude of influence on emotional intelligence against consumptive behavior as many as 0.289 or 28.9%. Influence on Emotional Intelligence against Consumptive Behavior shown in Table 1.

Table 1. Influence on Emotional Intelligence against Consumptive Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.950	1.660		12.020	.000
Emotional Intelligence (X)	.245	.067	.289	3.681	.000

Dependent Variable: Consumptive Behavior (Y)

This condition proves emotional intelligence has a role in the purchase decision of students. Students who have high emotional intelligence, consequently, the consumptive behavior would be low. This is because student with high emotional intelligence are able to recognize emotions, manage emotions, motivate themselves and build relationships. Recognizing emotions, managing emotions, motivating one self and fostering relationship would help to understand what actions should be done, especially in terms of consumption. Students who are able to control their emotions in shopping would tend to think before buying a product, would not feel sad if the desire to shop is not met and know that consumptive behavior is not good. Students who are able to manage their emotions would buy the required product instead of the desired one, make a note of necessity before shopping, and consider the price before buying a product. Students who are self-motivating would not behave extravagantly because they know how hard it is to earn money, and would choose to modify the old stuff they have rather than have to buy something new. Students who are able to establish a relationship would not be easily affected with a friend who is consumptive and not used to spending time shopping with friends.

Based on the above explanation, this research is also supported by [18] revealed that students with high emotional intelligence demonstrate high achievement and are able to solve problems as well as creatively. [19] stated that the capacity of individuals recognize emotions, manage emotions and motivate individuals to understand social signals from others, and understand what actions should be done. Emotional intelligence is the ability to feel, understand and effectively apply the power and emotional sensitivity.

Individuals who are able to understand the emotions of other individuals, can behave and make decisions appropriately without causing adverse effects on both sides. Basically a well-managed emotion can be utilized to support success in various fields.

3.2. The Influence on Emotional Intelligence against Consumptive Behavior through Money Attitude

$$\begin{aligned}\rho_{YX} &= 0.289 \\ \rho_{ZX} &= 0.230 \\ \rho_{ZY} &= 0.224\end{aligned}$$

Figure1. Effect of X on Y through Z

Based on the path diagram Figure 1, it can be calculated the influence of emotional intelligence variables on consumptive behavior through money attitude of:

$$X \longrightarrow Y \longrightarrow Z$$

$$\rho_{YX} \times \rho_{ZY} = (0.230 \times 0.224) = 0.05152 = 5.15 \%$$

The value of the influence of emotional intelligence on consumptive behavior is indirectly obtained by 0.05152 marked positive which means the hypothesis that there is an effect of emotional intelligence on consumptive behavior through money attitude can be accepted, with an influence level of 5.15 %. This shows that the emotional intelligence through money attitude has a role to consumptive behavior of student. The lower the emotional intelligence of a teenager the higher the consumptive behavior, because students are unable to recognize emotions so that they would not think before buying a product, unable to manage his emotions so buy products in accordance with their wishes rather than their needs. Not able to motivate themselves, so they would tend to be wasteful to buy the desired product and easily influenced by a consumptive friend.

One of the most important elements for a person's life is money, because money always has an effect. Someone who has a high attitude toward money will tend to be consumptive. In the money attitude there are several indicators, namely power, good, budgeting, achievement, and evil. Power prestige makes student think that the opportunity to achieve the goal can be achieved with the money, regard money as a symbol of social status, and think that money can buy luxury, and money give independence and freedom. The greater the assumption of money is a source of happiness for students, the higher as well as consumptive behavior. Good makes student think that money is the most important factor for life and the student can be good with money. Achievement makes teens think that money is a symbol of success and students believe that money can overcome all the problems that exist, so the money becomes the goal of life. Budget makes the future have a plan in the future against the money owned. Students manage finances well as a form of future investment and create future financial plans to meet their needs. Evil makes student think of money as the root of evil, and adolescents can avail every means to gain personal benefit. Money attitude show that money has many meanings according to one's level of understanding and personality such as money becomes an important part of his life, a source of respect, quality of life, freedom and even evil. Changing one's attitude toward money would also change the pattern of consumption.

Based on the above description, this study was supported by [6] One's mental health can be attributed to money and social behavior arising from the individual who can be seen how one views money, money can reflect one's economic behavior. [20] stated that individual attitude toward money are influenced by culture and individual differences including gender and personal values of money. Attitude are also observed to have strong relationships with personality traits, critical determinants of money attitude ranging from demographic factors such as family, life cycle, age, education level and social status. [21] revealed that money has a ubiquitous existence especially in a modern, and commercial society. Still according to [21], money can shape the way people see themselves and influence how they behave. A product can provide an emotional symbol and a hedonic value. It is a product that affects self-image in the form of a publicly imaging item that would always generate hedonic values on each trend.

4. CONCLUSION

Emotional intelligence can affect one's success. Emotional intelligence arises from family and non family environments, a person with high emotional intelligence can recognize emotions self, able to manage emotions, being good at motivating themselves, and have the skills to build relationships. Emotional

intelligence is one of the factors that influence one's consumption behavior. In other words, if students have low emotional intelligence, then consumptive behavior would be high. A person's attitude toward money is one of the factors a person becomes consumptive. This is because money is a powerful reason for influencing one's behavior, especially if one has low emotional intelligence. In other words, students who have low emotional ability and money attitude are high then consumptive behavior tends to be high.

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