The Role of Self-Control in Mediating the Influence of Social Media Use and Peer Environment on Consumptive Behavior in Senior High School Students in Bekasi City

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ABSTRACT

This study aims to determine the effect of social media use and peer environment on consumer behavior mediated by self-control. The population in this study were students of State Senior High Schools in Bekasi City with the accessible population being students of SMAN 1 Bekasi City, SMAN 2 Bekasi City, and SMAN 3 Bekasi City with a research sample of 301 students. Data were collected through questionnaires which were then analyzed using the Smart PLS 3.2.9 application. The results of this study indicate that: 1) The use of social media has a positive and significant effect on consumer behavior; 2) The peer environment has a positive and significant effect on consumer behavior; 3) The use of social media has a negative and significant effect on self-control; 4) The peer environment has a negative and significant effect on self-control; 5) Self-control has a negative and significant effect on consumer behavior; 6) Self-control does not mediate the effect of social media use on consumer behavior and; 7) Self-control does not mediate the effect of peer environment on consumer behavior.

Keywords: Social Media Use, Peer Environment, Self-Control, Consumptive Behavior

INTRODUCTION

Consumptive behavior is a problem that arises from the habit of shopping without considering the needs and benefits of the goods purchased. This behavior is caused by the individual's desire to always appear to follow the trend. This lifestyle is common in today's young generation where they do not hesitate to spend their money to buy goods that do not suit their needs. According to a survey conducted by We Are Social (2024) Indonesia is among the 10 countries with the highest online shopping frequency in the world with a percentage of 59.3% of internet users shopping online every week. This shows that Indonesian people are a consumptive society in shopping.

According to a survey conducted by wearesocial.com (2023)in early 2023 the number of active social media users in Indonesia reached 167 million people and in mid-2023 it increased by 137 million new users. Social media can be used by entrepreneurs as a means to promote the products they sell. Promotions carried out through social media can be in the form of advertisements or product *review videos* carried out by influencers. It is not uncommon for products promoted by *influencers* to attract many users to watch them and go *viral* and create a new *trend*. For Generation Z who pay close attention to appearance, the development of *trends* is very important to them (Muna & Aenurofik, 2023). Those who continue to follow changing trends without looking at the needs and functions of the goods purchased lead to consumer behavior.

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In addition to social media, the peer environment is also a factor that influences Generation Z's consumer behavior. Peers are a group that has a greater influence on the lives of adolescents. Because during adolescence, children experience a transitional period in their growth and development. During this period, adolescents must adapt to their social environment and need to establish good communication with their peers at school and outside of school (Aristya & Rahayu, 2018). Interactions in the peer environment can have an impact on adolescents. According to research conducted by Hidayah and Bowo (2019), if the relationship in friendship is closer, the consumer behavior of students in their peer environment will increase. This shows the attachment between adolescents in a peer group who follow what their friends do and fall into consumer behavior.

Self-control is very necessary for someone when making a decision. According to research conducted by Mengga *et.al* (2023)in this era, people can easily make decisions to make purchases without seeing or considering their needs just by looking at discount offers. interesting. Especially for teenagers who are still very easily influenced by their social environment. Through self-control will reduce consumer behavior, especially for the younger generation who must understand the importance of buying useless products (Puteri, Arinda, Dewi, & Sari, 2022; Rakhman & Pertiwi, 2023). Teenagers who have good self-control are not easily influenced by consumer behavior where they buy products or services excessively without rational consideration to get satisfaction from their desires and physical comfort that is as great as buying unnecessary items.

This study will examine the indirect influence of social media use and peer environment on consumer behavior mediated by self-control. In a study conducted by Chen, *et.al* (2022) stated that when someone feels pleasure in using social media, they will easily buy products without thinking about their usefulness, so the ability to control themselves from the influence of social media is needed. So, through the role of good self-control students will be able to suppress the use of social media and reduce their consumptive behavior. Then self-control also plays a role in suppressing the influence of the peer environment so that it will reduce the consumptive behavior they have. In a study conducted by Wicaksono and Nuryana (2020), peers have an influence on someone to control themselves. If the behavior in the peer environment is positive, it will indirectly encourage individuals to behave well and vice versa. The existence of self-control in the influence of the peer environment as a filter so that students can make the right decisions and avoid consumptive behavior.

This study focuses on the problem of consumer behavior caused by the use of social media, peer environment, and self-control that occurs in Generation Z, especially Generation Z who are still in high school aged 15-18 years. This is because at that age this generation is still in the process of finding their identity where they receive a lot of influence from their surroundings not only from the family environment. So based on the explanation of the background of the problem, it can be concluded that it is necessary to conduct research on consumer behavior in high school students in Bekasi City which is directly influenced by the use of social media and peer environment and indirectly influenced by self-control entitled "The Role of Self-Control in Mediating the Influence of Social Media Use and Peer Environment on Consumer Behavior in High School Students in Bekasi City".

METHOD

This study uses a descriptive quantitative method where the data in this study are measured in the form of numbers using statistical and structured processing. The data in this study use primary data obtained through questionnaires distributed to grade XI students at SMAN 1 Bekasi, SMAN 2 Bekasi, and SMAN 3 Bekasi. The population in this study

amounted to 1,223 students with a sample size of 301 students (Table 1). Then the data was processed using the *Structural Equation Modeling* (SEM) method using *Smart PLS* 3.2.9 software.

Table 1Respondent Identity

No	Identity	Sub Identity	Amount	Presentation
1	Which school are you from	a. Senior High School 1 Bekasi City	100	33%
		b. Senior High School 2 Bekasi City	100	33%
		c. Senior High School 3 Bekasi City	101	34%
2	Gender	a. Man	121	40%
		b. Woman	180	60%

Source: Data processed by researchers (2024)

RESULT AND DISCUSSION
Results
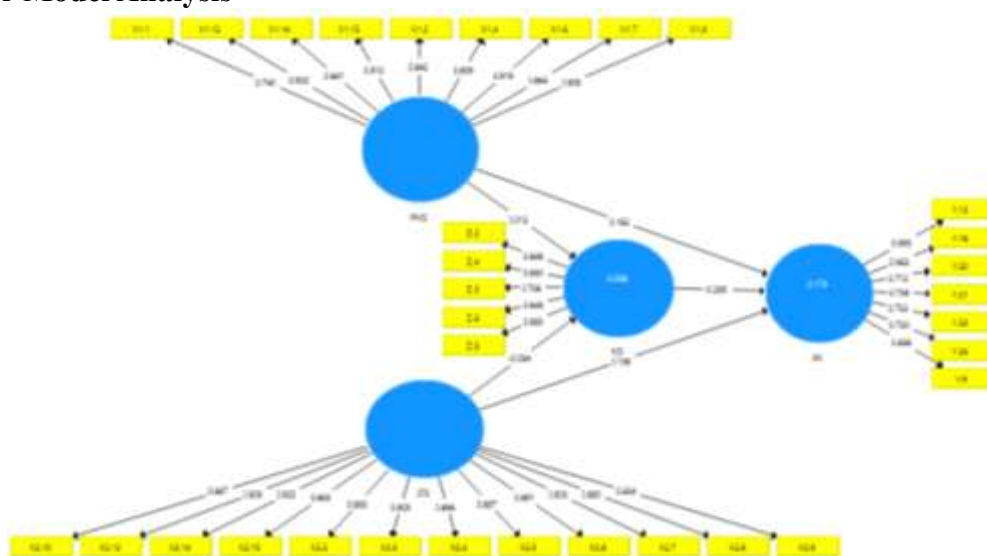**1. Outer Model Analysis**

Figure 1Outer Model
Source: processed by Researcher (2024)

Outer model analysis is used to measure the validity and reliability of the model. In the outer model analysis there are three criteria, namely the convergent validity test, the discriminant validity test, and the composite validity test.

Table 2Outer Model Results

Variables	Item	Loading	AVE	CR	Cronbach's Alpha
Social Media Usage (X1)	X1.1	0.740	0.752	0.964	0.959
	X1.12	0.902			

	X1.14	0.841			
	X1.15	0.912			
	X1.2	0.842			
	X1.4	0.859			
	X1.6	0.919			
	X1.7	0.864			
	X1.9	0.909			
Peer Environment (X2)	X2.10	0.867	0.792	0.979	0.976
	X2.12	0.909			
	X2.14	0.925			
	X2.15	0.863			
	X2.2	0.893			
	X2.3	0.905			
	X2.4	0.898			
	X2.5	0.897			
	X2.6	0.891			
	X2.7	0.903			
	X2.8	0.890			
	X2.9	0.834			
Self-Control (Z)	Z.2	0.848	0.516	0.841	0.832
	Z.4	0.690			
	Z.5	0.708			
	Z.6	0.646			
	Z.9	0.685			
Consumer Behavior (Y)	Y.13	0.695	0.506	0.877	0.839
	Y.18	0.663			
	Y.20	0.712			
	Y.21	0.736			
	Y.23	0.753			
	Y.24	0.720			
	Y.9	0.696			

Source: processed by Researcher (2024)

The convergent validity test can be seen through the outer loading and AVE values. According to Hair, et al. (2017) an indicator can be declared valid if the outer loading value is ≥ 0.5 and the AVE value is ≥ 0.5. Then the composite reliability test can be seen through the CR value ≥ 0.70 and the Cornbach Alpha value ≥ 0.70. In table 2 it can be seen that each variable has met the requirements for the convergent validity and composite reliability tests. Furthermore, the discriminant validity test can be seen through the Heterotrait-Monotrait Ratio (HTMT) value ≤ 0.90 as in the following table:

Table 3Discriminant Validity Results

	KD	LTS	PK	PMS
SC				
PE	0.112			
CB	0.189	0.259		
SMU	0.161	0.505	0.243	

Source: processed by Researcher (2024)

Inner Model Analysis

Inner model analysis is carried out to predict the causal relationship between latent variables. This analysis includes the Variance Inflation Factor (VIF) test, the R-Square R^2

test, and the F-Square (f^2) test. The VIF test is carried out to determine whether there is a multicollinearity problem in the model with the criteria of a VIF value <5. Based on the results of the VIF test, it can be concluded that the VIF value is in the range of 1,098 to 1.296 <5, which means that there is no multicollinearity problem. Meanwhile, the R-Square R ^{2} test is carried out to determine how large the proportion of the influence of exogenous variables is on endogenous variables. There are several criteria for the R^2 value, namely if the R² value is 0.70, it means that the influence of the variable is large/strong, if the R² value is 0.50, it means that the influence of the variable is moderate, and if the R² value is 0.25, it means that the influence of the variable is small/weak (Joseph F. Hair, Risher, Sarstedt, & Ringle, 2019) . Based on the results of the R^2 test, it can be seen that Consumptive Behavior has an influence of 0.047 or 4.7%, which means it is in the weak category and Self-Control has an influence of 0.199 or 19.9%, which means it is in the weak category.

Then the F-Square test (f^2) was conducted to determine the significance of the cause of the influence of exogenous variables on endogenous variables with several criteria, namely if the f² value is 0.02, it means that the exogenous variable has a small influence, if the f² value is 0.15, it means that the exogenous variable has a moderate influence, and if the f² value is 0.35, it means that the exogenous latent variable has a large influence (Joseph F. Hair et al., 2019) . The results of the ^{f2} test show that the relationship between the variable of social media use and consumptive behavior is 0.037 so that it can be categorized as a moderate influence, the relationship between the peer environment variable and consumptive behavior is 0.072 so that it can be categorized as a moderate influence, the relationship between the variable of social media use and self-control is 0.012 so that it can be categorized as a small influence, the relationship between the variable of peer environment and self-control is 0.021 so that it can be categorized as a small influence, and the relationship between the variable of self-control and consumptive behavior is 0.030 so that it can be categorized as a moderate influence.

Hypothesis Analysis

Table 4Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	STDEV	T-Stat	P-Values	Caption
Direct Effect						
SMU -> CB	0.191	0.206	0.075	2,528	0.012	Accepted
PE -> CB	0.272	0.269	0.062	4.356	0.000	Accepted
SMU -> SC	-0.150	-0.168	0.075	2.009	0.045	Accepted
PE -> SC	-0.200	-0.206	0.080	2,511	0.012	Accepted
SC -> CB	-0.159	-0.163	0.058	2,751	0.006	Accepted
Indirect Effect						
	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values	Caption
SMU -> SC -> CB	0.018	0.023	0.016	1,082	0.280	Rejected
PE -> SC -> CB	0.024	0.027	0.017	1,394	0.164	Rejected

Source: processed by Researcher (2024)

In this hypothesis test, there are two analyses, namely direct influence and indirect influence, the assessment of which can be seen in the t-statistics value > 1.960 and p-value < 0.05. In table 4, it can be seen that the direct influence of social media use has a positive (0.191) and significant (t-stat 2.538 > 1.960 and p-value < 0.05) effect on consumer behavior, H1 is accepted. The peer environment has a positive (0.272) and significant (t-stat 4.356 > 1.960 and p-value < 0.05) effect on consumer behavior, H2 is accepted. The use of social media has a negative (-0.150) and significant (t-stat 2.009 > 1.960 and p-value < 0.05) effect on self-control, H3 is accepted. Peer environment has a negative (-0.200) and significant (t-

stat 2.511 > 1.960 and p-value < 0.05) effect on self-control, H4 is accepted. And self-control has a negative (-0.159) and significant (t-stat 2.751 > 1.960 and p-value < 0.05) effect on consumer behavior, H5 is accepted.

Meanwhile, the indirect effect of self-control in mediating the influence of social media use on consumer behavior shows a t-stat value of 1.082 <1.960 and p-value <0.05, so it can be concluded that self-control does not mediate the influence of social media use on consumer behavior, H6 is rejected. Then the indirect effect of self-control in mediating the influence of peer environment on consumer behavior shows a t-stat value of 1.394 <1.960 and p-value <0.05, so it can be concluded that self-control does not mediate the influence of peer environment on consumer behavior, H7 is rejected.

Predictive Power Analysis of the Model

This analysis was conducted through the *PLS Predict test* to determine whether the model that has been estimated in this study can predict accurately and validly on data that has never been seen before. This test is carried out by comparing the *Root Mean Squared Error* (RMSE) or *Mean Absolute Error* (MAE) value with the value in the linear regression model or path analysis model (Joseph .F; Hair et al., 2021) . The predictive level of the model can be assessed using several criteria, namely if all indicators in the PLS-SEM analysis have a lower RMSE (or MAE) value compared to the value in the LM analysis, it means that the model has a high predictive level, if the majority of indicators (or the same number) in the PLS-SEM analysis have a lower RMSE (or MAE) value compared to the value in the LM analysis, it means that the model has a medium predictive level, if the minority of indicators in the PLS-SEM analysis have a lower RMSE (or MAE) value compared to the value in the LM analysis, it means that the model has a low predictive level, and if none of the indicators in the PLS-SEM analysis have a lower RMSE (or MAE) value compared to the value in the LM analysis, it means that the model has no predictive power.

Table 5 PLS Predict Results

	PLS		LM	
Item	**RMSE**	**MAE**	**RMSE**	**MAE**
Z.9	**0.820**	0.672	0.821	**0.656**
Z.5	**0.983**	**0.790**	1,023	0.806
Z.4	**0.780**	0.624	0.792	**0.616**
Z.2	**1.233**	**1,065**	1.297	1.103
Z.6	**0.928**	**0.728**	1.003	0.762
Y.9	**1.190**	**1,004**	1.224	1.005
Y.21	**1,358**	**1.174**	1,422	1.202
Y.23	**1.192**	**0.974**	1,270	1,030
Y.13	**1.193**	0.980	1.197	**0.968**
Y.20	**1.112**	**0.911**	1.151	0.919
Y.18	**1.206**	**0.964**	1.235	0.997
Y.24	**1.194**	**0.977**	1.259	1,021

Source: processed by Researcher (2024)

The results of the PLS Predict test in table 5 above show that the RMSE and MAE values in the PLS model are mostly lower than the RMSE and MAE values in the LM model. So, it can be concluded that the PLS-SEM model in this study has medium predictive power.

Discussion
The Influence of Social Media Use on Consumer Behavior

Based on the results of the research analysis that has been carried out, it can be seen that the use of social media has a positive and significant influence on consumer behavior, which means that if someone uses social media more often, the greater their consumer behavior will be. In line with research conducted by Daryanti, et al. (2023) which states that social media users get a lot of convenience in using it, starting from getting a lot of information on the desired goods or services, users can also communicate directly with producers and consumers, and shorten and save shopping time. Coupled with the unlimited duration of use of social media, it provides a significant contribution to users repeating their use of social media.

Then this study is also supported by Jannah, et al. (2021)who stated that with the development of current technology, students use social media not only to search for information but also to shop or buy products online. The ease of access using social media allows students to easily use it to shop for the desired products so that it can cause students to behave in a consumptive manner. The use of social media is one of the factors that influences students' consumptive behavior because the prices and products sold through social media have quite a variety. In addition, the ease of accessing social media allows users to make transactions anytime and anywhere so that there is a change in attitudes and behavior in online shopping to be more consumptive.

The Influence of Peer Environment on Consumptive Behavior

Based on the results of the research analysis that has been conducted, it can be seen that the peer environment has a positive and significant effect on consumer behavior. This means that the higher the influence of the peer environment, the higher the consumer behavior. In line with research conducted by Hu, et al. (2019)which states that a person can accept opinions and suggestions from peers to then decide to make different purchasing plans. The close relationship that exists in the peer environment allows those in it to influence each other and can influence decision making.

Then this study is also supported by Nurlina & Suja'i (2022)who stated that the peer environment will mutually influence each other's way of thinking, interests, hobbies, appearance, and other activities. This happens because sometimes when students buy something it is not based on need but because of other people's opinions. The peer environment is one of the factors that influences students' consumer behavior because of the close relationship between friendships which then makes those in that environment influence each other as well as in making decisions. So that students will depend on the opinions of their friends in buying a product and using similar items or recommending trending products to each other so that students behave in a consumerist manner.

The Influence of Social Media Use on Self-Control

Based on the results of the research that has been conducted, it can be seen that the use of social media has a negative and significant effect on self-control. This means that the more often students use social media, the less their self-control ability decreases. In line with research conducted by Siebers, et al. (2021)which states that when someone spends a lot of time using social media, it will reduce their self-control strength. This is because of the various conveniences on social media *platforms* and devices to access this *platform* can be easily moved from laptops to *smartphones* which makes this *platform* more widely used by teenagers.

Then this study is also supported by Brevers & Turel (2019)who stated that the behavior of students who always want to check other people's social media updates will make it difficult for them to control themselves when using social media. This causes students to

spend a lot of time accessing social media which then becomes a new habit of always checking social media whenever they have free time. The use of social media is one of the factors that influences self-control because students are too busy accessing content on social media which makes them have low self-control. Low self-control in using social media will lead to reduced ability to make decisions, delay gratification, and difficulty in regulating emotions (Świątek et al., 2023).

The Influence of Peer Environment on Self-Control

Based on the results of the research that has been conducted, it can be seen that the peer environment has a negative and significant effect on consumer behavior. This means that the closer the relationship in the peer environment, the lower the student's level of self-control will be. In line with research conducted by Fitriani (2020) that the influence of the peer environment on attitudes, interests, appearance, identity, and behavior is greater than the influence of the family environment. This is because students spend most of their time with their peers other than their family.

Then this study is also supported by Farida & Kurniawan (2022) who stated that at the age of adolescence, they are generally active in sharing various information about something new or that is *trending* with their peers. This then makes the peer environment have control in making decisions about various things. Therefore, students must have good self-control so that they are not easily influenced by the influence of their peer environment. The peer environment is one of the factors that influences self-control because students spend some of their time with their peers, which then interactions in a close peer environment make students more dependent on their peers in making decisions, resulting in reduced self-control abilities.

The Influence of Self-Control on Consumptive Behavior

Based on the results of the research that has been conducted, it can be seen that self-control has a negative and significant effect on consumer behavior. This means that the greater a person's self-control ability, the smaller the consumer behavior they have. In line with research conducted by Annafila (2022) which states that self-control is important in the process of deciding to buy an item, because self-control can help individuals to act positively, including in terms of shopping. Therefore, good self-control can prevent someone from behaving in a consumer manner.

Then this study is also supported by Wijaya, et al. (2021) who stated that someone who has self-control can control themselves in managing the information obtained well, controlling behavior, anticipating an event, interpreting an event, and can make the right decision. So that it is not easily influenced by consumer behavior that makes him buy goods that he does not need to get satisfaction from his desires. Self-control is one of the factors that influences consumer behavior because someone who has good self-control skills will be able to control and make the right decisions about what is needed and what is desired. So that students can suppress their desire to behave in a consumer manner.

The Influence of Social Media Use on Consumer Behavior through Self-Control

Based on the results of the research that has been conducted, the self-control variable does not have a mediating effect on the influence of social media use on consumer behavior. Thus, it can be seen that there is only a direct influence between the variable of social media use on consumer behavior. This shows that the more often students use social media, the more their consumer behavior will increase even without self-control.

The results of this study are in line with Chen, et al. (2022) that when someone feels pleasure during their use of social media, they will behave consumptively, and there is no significant difference between those with high and low self-control. Social media is also an alternative entertainment for students in between stress in facing lessons at school. So that students feel happy using social media and buying the items they want as part of self-reward.

Then according to research conducted by Balleyer & Fennis (2022)that when individuals enjoy pleasure, those who have high self-control are not much different from those who have low self-control in controlling their consumptive behavior. This shows that even though students have high self-control, they will still behave consumptively because they get positive emotions when using social media.

The Influence of Peer Environment on Consumptive Behavior through Self-Control

Based on the results of the research that has been conducted, the self-control variable does not provide a mediating effect on the influence of the peer environment on consumer behavior. So it can be seen that there is only a direct influence between the peer environment variable and consumer behavior. This shows that the closer the relationship in the peer environment will increase consumer behavior without the role of self-control in it.

The results of this study are in line with Fitriani (2020)that even though students have good understanding and self-control, the peer environment will still make students behave consumptively. In addition, there are other variables outside this study that are mediator variables besides self-control that can influence the peer environment and consumptive behavior such as *self-esteem* or economic literacy. Then according to Farida & Kurniawan (2022)also stated that self-control does not mediate the influence of peers on consumptive behavior. This shows that even though students have good self-control over their peer environment, students will still behave consumptively.

CONCLUSION

The results of this study indicate that the use of social media has a positive and significant influence on consumer behavior in senior high school students in Bekasi City. The peer environment has a positive and significant influence on consumer behavior in senior high school students in Bekasi City. The use of social media has a negative and significant influence on self-control in senior high school students in Bekasi City. The peer environment has a negative and significant influence on self-control in senior high school students in Bekasi City. Self-control has a negative and significant influence on consumer behavior in senior high school students in Bekasi City. The use of social media indirectly does not affect consumer behavior through self-control in senior high school students in Bekasi City. The peer environment indirectly does not affect consumer behavior through self-control in senior high school students in Bekasi City.

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