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Research Article

The Influence of Online Shopping Experience and Lifestyle on the Consumptive Behavior of Students at Universitas Muhammadiyah Pontianak Using the TikTok Shop Application

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ABSTRACT

This study aims to analyze the influence of online shopping experience and lifestyle on the consumptive behavior of students at Universitas Muhammadiyah Pontianak who shop through the TikTok Shop application. The research uses an associative quantitative approach with a sample of 100 students selected through purposive sampling. Data were collected using a questionnaire tested for validity and reliability. The results of multiple regression analysis show the equation $Y = 1.148 + 0.285X_1 + 0.361X_2$ with a correlation coefficient (R) of 0.669, indicating a strong relationship, while the coefficient of determination (R^2) is 44.8%, meaning that online shopping experience and lifestyle influence consumptive behavior by 44.8%. The F-test results show that both variables simultaneously have a positive and significant effect on consumptive behavior with an F calculated value of 39.328 > F table of 3.09. The partial t-test also shows that both online shopping experience (t calculated 3.522) and lifestyle (t calculated 3.852) have a positive and significant effect. In conclusion, easy access and lifestyle trends encourage students to become more consumptive on the TikTok Shop platform. The implication is that students need to improve their financial literacy to shop more wisely. Future research is recommended to add other variables such as the influence of advertising, peer environment, or social media usage intensity to obtain more comprehensive results.

Keywords: Online Shopping; Experience; Lifestyle; Consumptive Behavior

1. INTRODUCTION

The rapid increase in internet users in Indonesia in recent years has created significant opportunities for the development of e-commerce businesses. This can be seen from the emergence of various platforms such as Shopee, Lazada, Tokopedia, Bukalapak, and many others. The presence of online stores makes shopping more practical for consumers since they no longer need to visit physical stores. By simply accessing e-commerce sites, they can choose and purchase products anytime and anywhere. Ahdiat (2024) notes that the number of e-commerce users in Indonesia surged from 38 million in 2020 to 65 million in 2024, marking a growth of 69% over four years.

This growth is driven by advancements in digital infrastructure, wider e-commerce reach, and changes in shopping behavior where people increasingly prefer online shopping. Consumers now see e-commerce not merely as an alternative but as a necessity due to time efficiency, simple transactions, and attractive offers. By shopping through online platforms, people can meet their household needs practically and efficiently (Permana, Kurniasari, Darusman & Firmansyah, 2023). It is unsurprising that platforms like Tokopedia, Shopee, and TikTok Shop are dominating the market and gradually replacing traditional retail stores. The success of the e-commerce system in Indonesia cannot be separated from the enthusiasm of society for practical and convenient shopping (Maharani, 2017).

Today, online shopping has diversified even further, not only through major e-commerce platforms like Shopee or Tokopedia but also through social media, such as TikTok. Originally known only as a short video-sharing app, TikTok has transformed into a digital shopping hub through its TikTok Shop feature. Since its launch in March 2021, TikTok Shop has received a positive response from users and created new business opportunities (Times, 2024). Sellers can promote their products through creative content, live streaming, and direct user reviews. This approach enhances the shopping experience because potential buyers can directly see how products are used in daily life, from makeup demos to clothing reviews and product demonstrations. Databoks highlights a significant gap between Tokopedia's 18 million monthly active users and TikTok Shop's remarkable 125 million users. This phenomenon confirms that the younger generation, including students, is becoming increasingly accustomed to shopping methods that are practical, fast, and integrated with their entertainment activities.

Online shopping experience is one factor influencing consumptive behavior. Nguyen (2020) describes online shopping experience as a multifaceted, holistic, and subjective process that occurs through interactions between consumers and sellers. Yin & Xu (2021) add that it represents an internal customer response formed through direct or indirect contact. When the shopping experience is perceived as positive, it can foster brand attachment and customer satisfaction, which ultimately encourage repetitive consumptive behavior (Ahmed et al., 2022). Students often make purchases without thorough consideration, driven by the practical and engaging shopping atmosphere supported by features such as live shopping.

In addition to online shopping experience, lifestyle also plays a significant role in shaping consumer behavior. Oktavia (2023) explains that lifestyle can be identified through how people spend their time, what they consider important, and how they view themselves and their surroundings. Jamaluddin (2024) states that personality is not fully understood without looking at lifestyle patterns, which are more easily observed and measured (Ningsih, 2021). Students who enjoy keeping up with trends, want to appear up-to-date, and are actively engaged on social media are more prone to purchasing goods that serve as a display of status rather than actual needs.

Consumptive behavior emerges when individuals find it difficult to differentiate between needs and wants. Sugianto & Erdiansyah (2020) point out that such behavior often arises due to a lack of rational consideration in purchasing decisions, and over time, it has become a common habit in society. Khaidarsyah & Haruna (2021) emphasize that the desire to feel sufficient often drives people to be easily tempted by discounts, promotions, or cheap prices offered by online stores. Furthermore, Zahra & Anoraga (2021) define consumptive behavior more commercially as the act of consuming goods that are actually less needed or unnecessary. They add that this phenomenon is currently at its peak, especially due to the ease of online shopping. This condition highlights the urgency of researching consumptive behavior, particularly among students, to better understand the factors that influence it and how this behavior evolves in the digital era.

Several studies have shown that online shopping experience and lifestyle affect students' consumptive behavior. Research by Septiansari & Handayani (2021) found that online shopping has a positive and significant influence on students' consumptive behavior. Likewise, lifestyle partially has a positive and significant effect on students' consumptive behavior on the TikTok Shop application (Oskar et al., 2022). Based on this background, the authors are interested in conducting research entitled "The Influence of Online Shopping Experience and Lifestyle on the Consumptive Behavior of Students at Universitas Muhammadiyah Pontianak Using the TikTok Shop Application."

2. RESEARCH METHOD

Type of Research

This research is categorized as associative research, which aims to identify the relationship between two or more variables. According to Siregar (2020, p. 15), "Associative/relationship research is research that aims to determine the relationship between two or more variables." Therefore, this study focuses on analyzing the influence of online shopping experience and lifestyle on the consumptive behavior of students at Universitas Muhammadiyah Pontianak using the TikTok Shop application.

Data Collection Technique

Data collection in this research utilizes both primary and secondary data. As stated by Siregar (2020, p. 30), "Data collection is a process of collecting primary and secondary data in a research study." Primary data were obtained directly through questionnaires distributed to respondents, who are active students of Universitas Muhammadiyah Pontianak that have shopped on TikTok Shop. This aligns with Siregar (2020, p. 37) who states that "Primary data are data collected directly by the researcher from the first source." In addition, Sugiyono (2019, p. 199) explains that "A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer." Secondary data in this research include published data regarding the development of internet and e-commerce users in Indonesia, as well as the number of TikTok, Tokopedia, and TikTok Shop users. Siregar (2020, p. 37) states that "Secondary data are data published or used by organizations that are not the original collectors."

Population and Sample

The population in this study consists of all active students of Universitas Muhammadiyah Pontianak in 2025, totaling 4,751 students (Sugiyono, 2019, p. 126). The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a final sample of 100 respondents for practical purposes. The number of samples per study program was determined using Proportional Stratified Sampling, in line with Sugiyono (2019, p. 189) who explains, "Proportional Stratified Sampling is sampling that considers strata within the population according to the determined proportion." The sampling technique used is Purposive Sampling. According to Sugiyono (2019, p. 133), "Purposive Sampling is a sampling technique based on certain considerations." The criteria for respondents are active students of Universitas Muhammadiyah Pontianak in 2025 who have a TikTok Shop account and have made purchases through TikTok Shop.

Research Variables and Measurement Scale

This research uses both independent and dependent variables. The independent variables are Online Shopping Experience (X1) and Lifestyle (X2). The dependent variable is Consumptive Behavior (Y). The measurement scale used in this research is the Likert Scale. Sugiyono (2019, p. 146) explains that "Likert Scale is used to measure attitudes, opinions, and perceptions of a person or group about social phenomena." The answer options consist of five choices ranging from strongly agree (5) to strongly disagree (1).

Data Analysis Technique

The data analysis technique in this study includes several steps. Instrument testing is carried out through validity testing by comparing the calculated r value with the r table; an item is considered valid if r calculated > r table (Sahir, 2021, p. 31). Reliability testing uses the Cronbach Alpha method, with an alpha value > 0.60 indicating reliable instruments (Sahir, 2021, p. 33). Classical assumption tests include normality testing with the Kolmogorov-Smirnov method (Sahir, 2021, p. 69), linearity testing using the Test of Linearity (Sahir, 2021, p. 66-67), and multicollinearity testing by examining Tolerance and Variance Inflation Factor (VIF) values (Ghozali, 2018, p. 107). Main data analysis is performed using multiple linear regression to determine the influence of independent variables on the dependent variable with the formula $Y = \alpha + bX1 + bX2 + e$ (Ghozali, 2018, p. 95). Statistical tests include correlation coefficient (R) to assess the strength of relationships between variables (Sugiyono, 2019, p. 224), coefficient of determination (R^2) to measure the contribution of independent variables to the dependent variable (Sugiyono, 2019, p. 286), F-test to examine the simultaneous effect of independent variables (Sahir, 2021, p. 53), and t-test to assess the partial effect of each independent variable (Sahir, 2021, p. 53-54).

Variable Indicators

In the study by Achsa & Dewi (2021), there are seven indicators for Online Shopping Experience, namely: Accessibility, Competence, Customer Recognition, Helpfulness, Personalization, Promise Fulfillment, and Value For Time. According to Tana & Bessie (2020:260), the indicators for Lifestyle are divided into three aspects: Activity, Interest, and Opinions. These indicators reflect how individuals spend their time, what interests they have, and their views or opinions on certain trends. Meanwhile, in the study by Wahyuni et al. (2019:551), the indicators for Consumptive Behavior include: buying products because of attractive rewards, buying products due to appealing packaging, purchasing products to support appearance and prestige, buying products considering the price, buying products to maintain status symbols, using products to imitate advertising models, and feeling that buying expensive products can increase self-confidence.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test in this study aims to assess the extent to which the items in the questionnaire are able to measure the intended construct. The test is conducted by correlating the score of each item with the total score, then comparing it with the r table. With a sample size of 100 (df = 98) and a significance of 0.05, the r table used is 0.196. The validity test results for each item are presented in **Table 1**.

Table 1. Validity Test Results

Variable	Indicator	r value	r table	Description
Online Shopping Experience (X1)	X1.1	0.740	0.196	Valid
	X1.2	0.690		
	X1.3	0.732		
	X1.4	0.741		
	X1.5	0.719		
	X1.6	0.764		
	X1.7	0.700		
	X1.8	0.727		
	X1.9	0.711		
	X1.10	0.682		
	X1.11	0.665		
	X1.12	0.757		
	X1.13	0.659		
	X1.14	0.774		
	X1.15	0.796		
	X1.16	0.745		

	X1.17	0.722		
	X1.18	0.774		
	X1.19	0.611		
	X1.20	0.683		
	X1.21	0.732		
Lifestyle (X2)	X2.1	0.766	0.196	Valid
	X2.2	0.708		
	X2.3	0.570		
	X2.4	0.632		
	X2.5	0.689		
	X2.6	0.716		
	X2.7	0.723		
	X2.8	0.753		
	X2.9	0.772		
	X2.10	0.733		
Consumptive Behavior (Y)	Y1.1	0.658	0.196	Valid
	Y1.2	0.741		
	Y1.3	0.717		
	Y1.4	0.690		
	Y1.5	0.692		
	Y1.6	0.712		
	Y1.7	0.688		
	Y1.8	0.722		
	Y1.9	0.769		
	Y1.10	0.723		
	Y1.11	0.673		
	Y1.12	0.701		
	Y1.13	0.679		
	Y1.14	0.664		
	Y1.15	0.669		
	Y1.16	0.728		
	Y1.17	0.619		
	Y1.18	0.645		

Source: Processed Data, 2025

Based on the validity test results for each variable presented in **Table 1**, it can be seen that all statement items have a r calculated value greater than the r table value of 0.196. Thus, all statement items in each variable are considered valid and suitable for use as instruments in this study.

3.1.2 Reliability Test

The test of reliability is conducted to measure the consistency of statements in the questionnaire as a measuring tool. The method used is Cronbach's Alpha, with a minimum reliability value of 0.60. The results of the reliability test for each variable are presented in **Table 2**.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Online Shopping Experience (X1)	0.952	
Lifestyle (X2)	0.888	Reliable
Consumptive Behavior (Y)	0.936	

Source: Processed Data, 2025

Based on the reliability test results for each variable presented in **Table 2**, Cronbach's Alpha > 0.60 is obtained, so it can be concluded that all items in each variable are considered reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test in this study aimed to determine whether the data is normally distributed. The test is conducted using the Kolmogorov-Smirnov method through SPSS. The results are presented in **Table 3**.

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.047
Asymp.Sig.(2-tailed)	.200[c]

Source: Processed Data, 2025

Based on the normality test results presented in **Table 3**, the result obtained for the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the normality significance value of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

3.2.2 Linearity Test

The Linearity test is conducted to determine whether the relationship between the independent and dependent variables is linear. The testing used the Test for Linearity method through SPSS. The test results are presented in **Table 4**.

Table 4. Results of Linearity

Variable	Deviation from Linearity	Description
Consumptive Behavior * Online Shopping Experience	0.761	Linear
Consumptive Behavior * Lifestyle	0.290	

Source: Processed Data, 2025

Based on the results of the linearity test on the dependent and independent variables shown in **Table 4**, a significance value of deviation from linearity > 0.05 is obtained, so it can be concluded that the relationship between the dependent and independent variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test aims to detect high correlations between independent variables in the regression model that can influence the accuracy of coefficient estimation. The test is conducted using SPSS, and the results are shown in **Table 5**.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Online Shopping Experience	.572	1.748
Lifestyle	.572	1.748
Dependent Variable: Consumptive Behavior		

Source: Processed Data, 2025

Based on the results of the multicollinearity test presented in **Table 5**, the results can be explained as follows:
1. The Tolerance value for the Online Shopping Experience variable (X1) is 0.572, which is greater than 0.10. It also has a VIF value of 1.748, which is less than 10.00.
2. The Tolerance value for the Lifestyle variable (X2) is 0.572, which is greater than 0.10. It also has a VIF value of 1.748, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because both variables show a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there are no signs of multicollinearity between the two independent variables in the regression model in this study.

3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to evaluate the simultaneous and partial influence of several independent variables on one dependent variable. In addition, this analysis also forms a predictive model of the relationship between variables. The regression results are shown in **Table 6**.

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.148	4.378	.000
Online Shopping Experience	.285	3.522	.001
Lifestyle	.361	3.852	.000
Dependent Variable : Consumptive Behavior			

Source: Processed Data, 2025

Based on **Table 6**, a multiple linear regression coefficient equation can be created, and the following results are obtained:

$$Y = 1.148 + 0.285 X_1 + 0.361 X_2$$

a. The constant (a) is 1.148, which means that if the variables Online Shopping Experience (X1) and Lifestyle (X2) are zero, then Consumptive Behavior (Y) will increase by 1.148.
b. The regression coefficient (b1) for the Online Shopping Experience (X1) variable is 0.285 with a positive direction, indicating that every one-unit increase in Online Shopping Experience will cause a 0.285 increase in Consumptive Behavior.
c. The regression coefficient (b2) for the Lifestyle (X2) variable is 0.361 with a positive direction, indicating that every one-unit increase in Lifestyle will cause an increase of 0.361 in Consumptive Behavior.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to assess the strength and direction of the relationship between two or more variables. This study used the Product Moment method to measure this relationship. The results of the analysis are presented in **Table 7**.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669[a]	.448	.436	.60988
Predictors: (Constant), Lifestyle, Online Shopping Experience				
Dependent Variable: Consumptive Behavior				

Source: Processed Data, 2025

Based on the results of the correlation coefficient test shown in **Table 7**, a correlation value (R) of 0.669 is obtained. This value indicates that the relationship between the variables of Online Shopping Experience and Lifestyle on Consumptive Behavior is in the strong category, because the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R²) test shown in **Table 7**, an R-Square value of 0.448 is obtained. This indicates that the variables of Online Shopping Experience and Lifestyle can explain 44.8% (1 × 0.448 × 100%) of the influence on Consumptive Behavior, while the remaining 55.2% is influenced by variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F-test) aims to identify whether all independent variables collectively have a significant influence on the dependent variable. The results of the simultaneous test based on SPSS analysis are shown in **Table 8**.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	29.256	14.628	39.328	.000[b]
Residual	36.080	.372		
Dependent Variable: Consumptive Behavior				
Predictors: (Constant), Lifestyle, Online Shopping Experience				

Source: Processed Data, 2025.

Based on the simultaneous test results (F test) in **Table 8**, the calculated F value is 39.328 > F table 3.09 and the significance value is 0.000 < 0.05. Therefore, it can be concluded that there is a positive and significant simultaneous influence between the variables of Online Shopping Experience and Lifestyle on Consumptive Behavior.

3.7 Partial Test (t Test)

The partial test (t-test) is used to evaluate the influence of each independent variable individually on the dependent variable in accordance with the proposed hypothesis. The partial test results based on SPSS analysis are shown in **Table 9**.

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.148	4.378	.000
Online Shopping Experience	.285	3.522	.001
Lifestyle	.361	3.852	.000
Dependent Variable: Consumptive Behavior			

Source: Processed Data, 2025.

Based on the results of the partial test (t-test) in **Table 9**, the calculated t-value will be compared with the t-table value. The t-table value is 1.660. The results of the t-test (partial) in Table 9 can be explained as follows:

1. The calculated t-value for the Online Shopping Experience variable (X1) is 3.522 > the t-table value of 1.660, and the significance level is 0.001 < 0.05. Therefore, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that Online Shopping Experience partially has a positive and significant influence on Consumptive Behavior.

2. The t-value for the Lifestyle variable (X2) is 3.852 > the t-table value of 1.660, and the significance level is 0.000 < 0.05. Therefore, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This indicates that Lifestyle has a positive and significant influence on Consumptive Behavior.

DISCUSSION

The Influence of Online Shopping Experience on Consumptive Behavior

The results show that Online Shopping Experience has a positive and significant influence on consumptive behavior. This means that the more often students shop online and feel satisfied, the more likely they are to repeat their purchases. This finding is in line with Handayani & Nilasari (2021) who state that online shopping positively and significantly affects consumptive behavior. For students, online shopping is no longer just about fulfilling needs but has become a practical habit, especially with interactive features like live shopping on TikTok Shop. These features make shopping more interesting and easier to repeat.

The Influence of Lifestyle on Consumptive Behavior

Lifestyle also has a positive and significant influence on consumptive behavior. This is consistent with Fathonah et al. (2023) who found that lifestyle positively and significantly affects consumptive behavior. Students tend to follow trends, especially with the support of social media and instant promotions. Online shopping becomes an easy way to keep up with their lifestyle without hassle. In conclusion, a lifestyle that demands convenience and staying up to date makes consumptive behavior increasingly hard to avoid.

4. CONCLUSION

The results of this study indicate that online shopping experience and lifestyle have a positive and significant influence on the consumptive behavior of students at Universitas Muhammadiyah Pontianak who shop through TikTok Shop, both simultaneously and partially. This finding emphasizes that the easier the access and the more enjoyable the shopping experience is perceived to be, the greater the tendency for students to shop beyond their actual needs. Meanwhile, the habit of following trends and the desire to fit in with the lifestyle of their peers also make students more prone to consumptive behavior. In practical terms, these findings can serve as input for students to be more careful in managing their finances, especially in distinguishing between essential needs and temporary wants. The university and parents are also expected to play a role by providing guidance or simple financial literacy programs so that students have a better understanding of wise consumption behavior. As a suggestion for future research, it is recommended that similar studies include other factors such as peer influence, advertising exposure, or patterns of social media use. In-depth qualitative studies would also be valuable to explore how students rationalize their decisions to purchase items that are not actually essential. This way, efforts to control consumptive behavior among the younger generation can be formulated more accurately and effectively.

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