

ABSTRAK

**PENGARUH UANG SAKU DAN PENGGUNAAN *E-COMMERCE* TERHADAP
PERILAKU KONSUMTIF GENERASI Z**

(Studi Kasus: Mahasiswa Kampus I Mrican Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh uang saku dan penggunaan *e-commerce* terhadap perilaku konsumtif mahasiswa Generasi Z di Kampus I Mrican Universitas Sanata Dharma Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian sebanyak 100 mahasiswa yang dipilih dengan teknik *Proportional Random Sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan perangkat lunak yakni *Statistical Package for the Social Sciences* (SPSS). Hasil penelitian ini menunjukkan bahwa secara parsial uang saku dan penggunaan *e-commerce* berpengaruh positif dan signifikan terhadap perilaku konsumtif mahasiswa Generasi Z. Selain itu, uang saku dan penggunaan *e-commerce* secara simultan juga berpengaruh signifikan terhadap perilaku konsumtif mahasiswa. Dengan demikian, semakin tinggi uang saku yang diterima mahasiswa dan semakin intensif penggunaan *e-commerce*, maka semakin meningkat pula perilaku konsumtif mahasiswa Generasi Z.

Kata kunci: *uang saku, e-commerce, perilaku konsumtif, Generasi Z*

ABSTRACT

***THE INFLUENCE OF ALLOWANCE AND E-COMMERCE USAGE ON THE
CONSUMPTIVE BEHAVIOR OF GENERATION Z
(A Case Study of Students at Mrican Campus I, Sanata Dharma University, Yogyakarta)***

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This study aims to examine the influence of allowance and e-commerce usage on the consumptive behavior of Generation Z students at Mrican Campus I, Sanata Dharma University, Yogyakarta. This study employed a quantitative research approach. The research sample consisted of 100 students selected using proportional random sampling. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences (SPSS). The results indicate that, partially, both allowance and e-commerce usage have a positive and statistically significant influence on the consumptive behavior of Generation Z students. Simultaneously, allowance and e-commerce usage also have a significant effect on students' consumptive behavior. These findings suggest that higher levels of allowance and more intensive use of e-commerce are associated with higher levels of consumptive behavior among Generation Z students.

Keywords: Allowance, E-Commerce Usage, Consumptive Behavior, Generation Z.