

**PENGARUH PENGGUNAAN JEJARING MEDIA SOSIAL INSTAGRAM  
TERHADAP PERILAKU KONSUMTIF MAHASISWA  
DI UNIVERSITAS PASUNDAN**

(Survei Pada Mahasiswa Program Studi Pendidikan Ekonomi Angkatan Tahun  
2016, 2017, 2018 dan 2019)

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**ABSTRACT**

*This study aims to determine: (i) how the use of Instagram social networks for students of the Economic Education Study Program (ii) how the consumptive behavior of students of the Economic Education Study Program (iii) how much influence the use of Instagram social networks has on the consumptive behavior of students of the Economic Education Study Program. (iv) what efforts can be made to minimize the consumptive behavior of students of the Economic Education Study Program. The research method used was a survey, with a sample of 197 students. To find the effect, the data analysis used is simple linear regression analysis. The research results are as follows: (i) In addition to being used to upload photos or videos of students, Instagram social networks also use Instagram to shop online. Students agree that the online shop on Instagram is trusted by looking at several indicators such as the number of followers, the openness of the online shop to consumers, online shop services and the quality of goods sold through comments. This is based on the results of data processing which show that the average score is 3.60 in the agree category. (ii) the average Economic Education Study Program student has a consumptive attitude. This is based on the results of data processing which show that the average score is at 3.28, which is in the agree category. (iii) the results of the simple linear regression analysis show that there is an influence of the Instagram social network on the consumptive behavior of students of the Economic Education Study Program. With an R<sup>2</sup> value of 0.248 which can be interpreted that the Instagram social network has a contribution of 24.8% to student consumptive behavior. (iv) efforts that can be made to minimize consumptive behavior are by saving, making expenditure budgets and priority scales, reducing following online shops on Instagram, buying less branded goods, and starting to invest. As the end of this study, the authors provide suggestions for students, with this research it is hoped that students can implement efforts that can be made to minimize consumptive behavior, by shopping online appropriately, buying goods because of need not desire, and start thinking about the future in a way. invest.*

**Keywords: Instagram Social Networking, Consumptive Behavior**