

THE EFFECT OF ECONOMIC LITERATURE ON THE LEVEL OF CONSUMPTION BEHAVIOR OF PASUNDAN 2 SMA STUDENTS BANDUNG

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ABSTRACT

This study aims to determine: (i) the condition of economic literacy of students at SMA Pasundan 2 Bandung (ii) the level of consumptive behavior of students at SMA Pasundan 2 Bandung (iii) the effect of economic literacy on the level of consumptive behavior of students at SMA Pasundan 2 Bandung. The research method used is a survey method with a quantitative approach, with a sample of 245 students of SMA Pasundan 2 Bandung. Techniques in collecting data using questionnaires and data analysis techniques using simple linear regression analysis. The results showed that: (i) the level of economic literacy in SMA Pasundan 2 Bandung students was in a sufficient level indicated by the number of respondents as many as 245 students from answering each statement of each economic literacy variable with the acquisition of the questionnaire results of 2.74 and the percentage by 55% (ii) the level of consumptive behavior of students is in a very good level seen from the questions about consumptive behavior and the results of hypothesis testing show very good with the acquisition of the questionnaire results of 4.25 and a percentage of 85% (iii) partially economic literacy affect the level of consumptive behavior with a coefficient of determination (R^2) of 36.7%.

Keywords: Economic Literacy, Consumptive Behavior