

THE EFFECT OF ECONOMIC LITERACY ON CONSUMPTIVE BEHAVIOR AT SMA PASUNDAN 8 BANDUNG

(Survey on Class XII Social Studies Students For The 2022/2023 Academic Year)

Nisa Yasinta Gustina

Universitas Pasundan, Bandung, Jawa Barat

gnisayasinta@gmail.com

ABSTRACT

This study aims to determine: (i) How is economic literacy in class XII social studies at SMA Pasundan 8 Bandung in the 2022/2023 academic year. (ii) How is the consumptive behavior of class XII IPS students of SMA Pasundan 8 Bandung in the 2022/2023 academic year. (iii) How is the influence of economic literacy on consumptive behavior in class XII social studies at SMA Pasundan 8 Bandung in the 2022/2023 academic year. The research method used is a quantitative approach with a survey method. Data collection techniques using a questionnaire instrument with data analysis techniques using simple linear regression with the help of the IBM SPSS 26.0 for windows program. The results of the study are as follows: (i) Economic literacy of class XII IPS students of SMA Pasundan Bandung in the academic year 2022/2023, the average result is 3.64 with a percentage of 72.8% which states that understanding of economic literacy in class XII IPS SMA SMA Pasundan Bandung for the academic year 2022/2023 is in the good category. (ii) The consumptive behavior of class XII IPS students of SMA Pasundan Bandung in the academic year 2022/2023 obtained an average result of 3.09 with a percentage of 61.8% which states that the consumptive behavior of class XII IPS students of SMA Pasundan Bandung is Academic Year 2022/ 2023 is quite high. (iii) Economic literacy has a strong enough influence on the consumptive behavior of class XII IPS students of SMA Pasundan Bandung in the 2022/2023 academic year by 48.7% while the remaining 51.3% is influenced by other factors. Similarly, the results of hypothesis testing state that H_0 is rejected and H_a is accepted. From the results of the research, the authors convey suggestions: (i) For students, it is expected to be able to further improve understanding of economic literacy and practice it in behaving as consumers in everyday life (ii) For teachers, especially teachers of economic subjects, it is hoped that they will pay more attention to knowledge and skills. understanding. students about economic concepts. (iii) For educational institutions, it can be a reference to provide more direction and pay attention to the pattern of student consumptive behavior in the school environment. (iv) For other researchers, it can be a reference for further research in addition to existing journals and books.

Keywords : *Economic Literacy, Consumptive Behavior*