

***THE EFFECT OF UNDERSTANDING ECONOMIC LITERACY ON THE
LEVEL OF CONSUMPTIVE BEHAVIOR IN ECONOMIC EDUCATION
STUDENTS AT PASUNDAN UNIVERSITY***

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ABSTRACT

This study aims to determine: (i) How is the understanding of economic literacy in Economics Education students at Pasundan University. (ii) What is the level of Consumptive Behavior in Economics Education students at Pasundan University. (iii) How big is the influence of understanding economic literacy on the level of consumptive behavior in Economics Education students at Pasundan University. The research method used is a quantitative approach with a survey method. Data collection techniques using test instruments and also questionnaires with data analysis techniques using simple linear regression analysis with the help of the IBM SPSS 23.0 for windows program. The results of the study show: (i) Understanding of economic literacy in Economics Education students at Pasundan University has an average of 0.66 with a percentage of 43.44% stating that understanding of economic literacy is included in the good category. (ii) Consumptive behavior in Economics Education students at Pasundan University has an average of 3.56 with a percentage of 47.21 which states that consumptive behavior in students is included in the high category. (iii) There is a significant effect of understanding economic literacy on the level of consumptive behavior of Economic Education student 0,55 by 55% which is included in the strong category with the results of simple linear regression analysis yielding $Y=66,708+0,571x$. As the end of the research, give suggestions (i) For students It is hoped that all students can increase their knowledge of economic literacy and optimally implement knowledge about economics in everyday life. (ii) Lecturers are expected to provide more knowledge about economic literacy so that students understand the importance of economic literacy and students are more concerned about their financial condition so that they are able to manage their finances wisely.. (iii) Future researchers are expected to be able to examine more deeply the references related to the research in order to produce better research.

Keywords: Literacy Economic, Consumptive Behavior