

## **ABSTRACT**

*Arin Siti Sarinah, 2023. "The Influence of Social Media Use, Economic Literacy, and Self-Concept on the Consumptive Behavior of Students in the Digital Economy Era (Survey of Students of Science and Social Sciences Department of SMA Negeri 5 Tasikmalaya Academic Year 2022/2023)". Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Ati Sadiyah, M.Pd. and Astri Srigustini, M.Pd.*

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*The focus of the research is related to consumptive behavior that occurs in people's lives, especially in students in the digital economy era. The method used in the research is a survey method with a quantitative research approach. The purpose of the study was to determine the effect of social media use, economic literacy and self-concept on the consumptive behavior of high school students of SMA Negeri 5 Tasikmalaya. Research data were collected through distributing questionnaires and test sheets. The study population was all students majoring in science and social studies of SMA Negeri 5 Tasikmalaya. The sample selection technique used is probability sampling with proportionate stratified random sampling method with a research sample of 305 respondents. Data analysis in the study used multiple linear regression analysis. The test results of the coefficient of determination obtained R Square value of 0.458 means the influence of the use of social media, economic literacy and self-concept on the consumptive behavior of students by 45.8%, while 54.2% variation of consumptive behavior is determined by other factors. It can be concluded that the use of social media, economic literacy and self-concept have a significant effect on the consumptive behavior of students of SMA Negeri 5 Tasikmalaya.*

**Keywords:** *Social Media Usage, Economic Literacy, Self-Concept, Consumptive Behavior*