

The Role of Gender in Moderating Spending Habits and Financial Literacy on Purchasing Decisions

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DOI : <https://doi.org/10.61796/icossh.v2i1.394>



Sections Info

Article history:

Submitted: January 31, 2025

Final Revised: February 28, 2025

Accepted: March 20, 2025

Published: March 31, 2025

Keywords:

Spending habits

Financial literacy

Purchasing decisions gender

ABSTRACT

Objective: The purpose of this study was to determine how Spending Habits and Financial Literacy affect Multi Level Marketing purchases on Gender. **Method:** This Quantitative research uses the subject members of PT Gemilang Citrus Berjaya. The sampling technique used was purposive sampling and obtained 133 subjects. The data collection technique uses a Likert scale arranged based on items derived from aspects and indicators of each variable. The data analysis technique used uses PLS4 software. **Results:** The results show that the significance value is greater than 0.05, which means that there is no relationship between spending habits and purchasing decisions, gender in moderating Financial Literacy, and gender in moderating Spending Habits. The significant value is smaller than 0.05, which means that Financial Literacy affects purchasing decisions. **Novelty:** This study provides insights into the role of gender as a moderating variable in the relationship between Spending Habits, Financial Literacy, and purchasing decisions in the Multi Level Marketing context.

INTRODUCTION

Personal financial management, also known as personal finance, is a field in economics that studies the ways in which money is managed for individuals or families. Without good financial management, a person is likely to spend their hard-earned money. The ability to manage personal finances is a key factor in achieving life success (Nina Septiani & Rita, 2021). This also applies to building a business which is currently growing rapidly, both for men and women who want to enter the business world.

Financial planning is the first step in managing finances, which requires a plan to ensure financial goals can be achieved as expected (Varadarajan, 2008). Purchasing decisions are increasingly complex and influenced by a variety of factors. The two main factors that play a role in purchasing decisions are spending habits and financial literacy levels. The multi-level marketing (MLM) industry has grown rapidly in the global economy, offering a unique business model in which the sale of a product or service relies not only on a company's marketing, but also on a network of independent distributors who recruit, train and manage their own sales teams. In this case, the purchase decision becomes very important as it affects the performance of individuals within the MLM network.

This research is expected to provide deep insight into the factors that influence purchasing decisions in the MLM industry, as well as its practical impact on marketing strategies. In addition, this research is also expected to make a significant theoretical contribution by expanding the understanding of the dynamics of consumer behavior in the context of MLM, especially in relation to gender roles. Gender can influence factors that affect employee performance (Sarmijan et al., 2022).

Spending habits include the consumption patterns that consumers have, while financial literacy refers to the extent to which individuals understand financial information, costs, and their impact on financial decisions. These spending habits can lead to high levels of consumption and negatively impact financial management (Varadarajan, 2008), (СТОЯНОВА, 2023а). The problem of spending more than income is a common issue faced by many individuals (Tianika & Njotoprajitno, 2021). Financial literacy refers to a person's ability or level of understanding of how money works. Surveys show that the overall level of financial literacy of Indonesians only reaches 21.8%, while the level of financial service usage reaches 59.7%. Research shows that banks play an important role in controlling the level of financial literacy and service usage. This indicates that Indonesians' access to formal financial institutions is still very limited compared to other Asian countries (Said & Amiruddin, 2017).

Financial Literacy is the ability of individuals to understand, analyze, manage, and convey their financial condition, which ultimately affects the level of profit obtained (Tianika & Njotoprajitno, 2021). Based on data from the Indonesia Millennial Report put forward by OJK in 2019, it shows that 51% of millennial money is spent on consumptive purposes. With the increasing complexity of products and services, cost literacy is key to informational decision making. This research can explore the extent to which cost understanding influences consumers' ability to make informational and optimal purchasing decisions. Financial literacy refers to the overall process of how individuals use financial knowledge itself to manage their own finances [1]. Self-control is about discipline, which is self-awareness to follow rules and adaptability to change [2]. Thus, people who have financial knowledge are expected to manage their finances well and make good decisions in order to avoid financial problems [3].

By utilizing a proven multi-level marketing system, this business can provide financial benefits while improving skills in marketing, which is one of the important aspects of entrepreneurship, namely Multi Level Marketing (MLM) (Purnamasari, 2016). In general, Multi Level Marketing (MLM) is an alternative business method that deals with the marketing and distribution of products at various levels, which are usually distinguished as Upline (upper level) and Downline (lower level). A person is called an Upline if they have a Downline (Firyanti & Oktafani, 2015). Companies that implement the MLM system sell products through a multi-level marketing network, and provide rewards in the form of marketing fees, bonuses, and other rewards, all of which depend on sales volume and distributor membership status (Ahmad, 2016)

This research refers to PT Gemilang Citrus Berjaya, a Multi Level Marketing company established in 2017 in Indonesia. The company has experience in the beauty, cosmetics, and health nutrition industries, and has its own production facilities that produce high-quality products that have been exported to various countries. PT Gemilang Citrus Berjaya is an Indonesian Direct Selling company [4]. This company positions salespeople not only to receive compensation for sales obtained, but also the sales results of other salespeople at lower levels that they utilize or recruit. The recruited personnel are usually called members or downlines [5], [6].

PT Gemilang Citrus Berjaya is known by its main brand, OURCITRUS, and is one of the companies that is the pride of Indonesia. With a great vision and mission, PT Gemilang Citrus Berjaya aims to play a role not only in the local market, but also in the global market[7]. The company's vision is to establish itself as a leading distributor of unique high-quality cosmetics and home appliance products through direct marketing. Meanwhile, the company's mission is to create resounding success for all parties involved, both now and in the future.

Ourcitrus' basic business philosophy is to create a simple concept to build a business that is fun and provides extensive benefits to society. Ourcitrus excels with the variety of products offered, as well as maintaining the quality of products produced in its own factory at reasonable prices. The company always prioritizes product legality by ensuring that each product has received approval from the Health Office or BPOM before being marketed. In addition, Ourcitrus also has a daily and monthly bonus system that applies even on holidays, which is designed rationally and fairly in accordance with the provisions of the Direct Selling Association in Indonesia.

Multi Level Marketing (MLM) businesses are very flexible to manage and do not require large material capital. With willingness, consistency, perseverance, and resilience, this business can grow sustainably. After the product manufacturing process is complete, the company decides to buy the product and develop it further (Pasya, 2021). Network marketing is a growing marketing strategy, which is often referred to as Multi Level Marketing (MLM). In the MLM marketing method, each customer or member acts as a marketer for the company. If the first division successfully tells the next division about the product, the first division will get a special commission, and so on (Afiani et al., 2014).

Gender is a concept that differentiates between men and women. This disparity also impacts financial management issues, where women often feel less empowered and neglected in managing their money, which is ultimately detrimental to their well-being (Robb, 2011).

Men and women have differences in financial decision-making, with men considered to be more financially skilled than women. This suggests that women tend to manage finances with an emotional approach. Therefore, men are often more economically independent and more certain in managing finances than women. However, on the other hand, women make up the majority of micro and small business owners, while men are more dominant in medium business ownership (Olii & Nanggong, 2022). The inclusion of gender as a moderating variable can provide a deeper understanding of how gender differences may or may not influence the relationship between spending habits, cost literacy, and purchase decisions (Robb, 2011).

RESEARCH METHOD

The research used is quantitative research which has the aim of testing hypotheses using existing theories and using samples from members of PT Gemilang Citrus Berjaya covering the Sidoarjo and Surabaya areas [8]. Data collection types and techniques This

quantitative research uses a questionnaire method. This study has two independent variables, namely Spending habits (X1), Financial Literacy (X2), and two dependent variables, namely Purchasing Decisions in Multi Level Marketing (Y), and Gender as a Moderating Variable (Z).

Spending Habits (X1) is the habit of spending or spending money [7].

Habit spending indicators based on the views of :

1. A plan that focuses on individual planning for spending money.
2. A plan that focuses on buying as a matter of basic necessity.

Financial Literacy (X2) is a person's ability to read, analyze, manage and communicate their financial situation so that it affects their level of profitability [9].

Financial Literacy indicators based on views:[10]

1. Have knowledge of income.
2. Knowledge of financial control.
3. Have knowledge of investing.

Against Purchasing Decisions in Multi Level Marketing (Y), namely the final action expected by the company when creating a product [11].

Indicators of Purchasing Decisions in Multi Level Marketing based on views:

1. Have the intention of becoming a member or member of Multi Level Marketing.
2. Have a marketing and distribution strategy in offering Multi Level Marketing products.
3. Have loyalty and loyalty in the Multi Level Marketing company.

Gender as a moderating variable (Z), which opens up further understanding of how gender differences can affect or not in the relationship between spending habits, cost literacy, and purchasing decisions [12].

Indicators of Gender as a Moderating Variable based on the views of :

1. Having different business goals and motivations between men and women in the context of Multi Level Marketing.
2. Have a strategy to attract or motivate men rather than women, or vice versa.
3. Have different views on Multi Level Marketing [13].

Research Location

The population in this study were members of the Multi Level Marketing PT Gemilang Citrus Berjaya in the Sidoarjo-Surabaya area. This study took sample data from members in the Sidoarjo and Surabaya areas because the Sidoarjo and Surabaya areas are areas that are easily accessible to researchers and have the most direct interaction with the management of PT Gemilang Citrus Berjaya. Populasi dan Sampel.

The population of this study was 200 respondents. Other considerations with Representative Income from various income levels of Multi Level Marketing members of PT Gemilang Citrus Berjaya. The random sampling method or purposive sampling is

used in this study in each element by not looking at the size of the population so that it will use the Slovin equation, namely:

Description:

$$n = \frac{N}{1 + Ne^2}$$

n = Sample Size or number of respondents N = Population Size

e = Percentage of allowance for the accuracy of sampling errors that can still be tolerated, = 0.05

From the above formula, it can be concluded if the standard sample in the research, namely:

$$\begin{aligned} n &= \frac{N}{1 + Ne^2} \\ &= \frac{200}{1 + (200 \times 0,05^2)} \\ &= 133,3 \text{ or } 133 \end{aligned}$$

So that the above formula uses 133 respondents

Standard data for each variable is based on respondents' responses when filling out the questionnaire. The measurement is carried out with a Likert scale on a score of 1-5, namely:

- a. Strongly Agree (SS) with a value of 5
- b. Agree (S) with a score of 4
- c. Neutral / Undecided (N / R) with a value of 3
- d. Disagree (TS) with a score of 2
- e. Strongly Disagree (STS) with a value of 1.

Data Analytics

When assigning value scores, the Likert scale is used as an alternative to measuring behavior. The purpose of this score decision is to prevent respondents from showing neutral behavior from respondents. Then the data obtained will be processed PLS (Partial Least Square) variant-based structural equation analysis (SEM) can be carried out simultaneously testing the measurement model as well as testing the variant-based structural model. The measurement model used to test is Descriptive Analysis Test, Instrument Validity Test, Instrument Reliability Test, while the structural model is used to test causality.

RESULTS AND DISCUSSION

Results

The population in this research is the Multi Level Marketing members of PT Gemilang Citrus Berjaya in the Sidoarjo-Surabaya area. Researchers distributed questionnaires to 133 respondents after being seen from the results of the Slovin formula.

Questionnaire data was tested using smart PLS4, based on this data the researcher obtained the following test results: Descriptive Analysis Test.

Descriptive data analysis results as follows:

Table 1. Descriptive Analysis Test.

NO	CHARACTERISTICS	CLASSIFICATION	AMOUNT	PRESENTATION
1	Age	18-24 Years	23	17,3%
		25-34 Years	28	21%
		35-44 Years	32	24%
		45-54 Years	35	26,3%
		55 Years and above	15	11,4%
	Total		133	100%
2	Gender	Male	49	36,8%
		Female	84	63,2%
		Total	133	100%
3	Jobs	Work	63	47,3%
		Not working	70	52,7%
		Total	133	100%
4	Income in a mont	Less than 5 Million	41	30,8%
		5 Million - 10 Million	39	29,3%
		10 Million - 20 Million	34	25,6%
		20 Million and Above	19	14,3%
	Total		133	100%
5	Region of Residence	Sidoarjo	57	42,8%
		Surabaya	76	57,2%
		Total	133	100%
6	Last Education	Elementary/Middle School	4	3%
		High School	48	36,1%
		Diploma	24	18,1%
		Bachelor	49	36,8%

	Postgraduate	8	6%
Total		133	100%

Based on table 1. Shows that this study involved 133 respondents. A total of 49 respondents were male (36.8%) and 84 respondents were female (63.2%). Based on age, members at PT Gemilang Citrus Berjaya are mostly aged 18-24 years (17.3%), 25-34 years (21%), 35-44 years (24%), 45-54 years (26.3%), and above 55 years (11.4%), with a total of 133 respondents. Based on occupation, many of the members of PT Gemilang Citrus Berjaya are employed as many as 63 people (47.3%) while those who are not employed are 70 people (52.7%). With the most income dominated by less than 5 million a month as many as 30.8% with a total of 133 respondents. Compared to Sidoarjo City, many of the respondents came from Surabaya City with 76 respondents (57.2%), with the last education of Sajana as many as 49 respondents (36.8%).

Instrument Validity Test Results

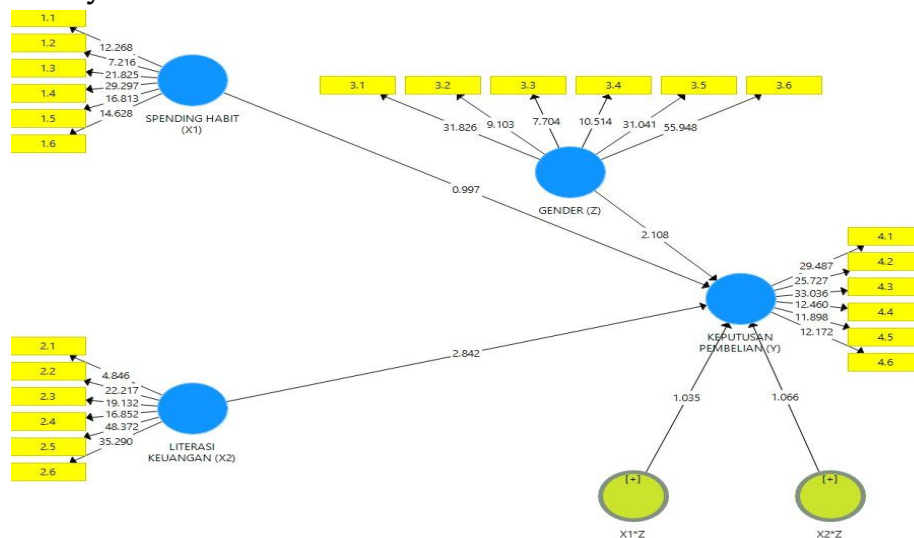


Figure 1. Instrument Validity Test Results.

The findings of the Instrument Validity Test in Figure 1 (spending habits, financial literacy, gender and purchase satisfaction) have factor loadings values greater than (0.50) so it can be said that all indicators are valid [14].

Instrument Reliability Test Results

Table 2. Instrument Reliability Test Results.

Variables	Item/Statement	Cronbach's Alpha	Description
Spending Habits (X1)	6	0,832	Reliable
Financial Literacy (X2)	6	0,816	Reliable
Gender (Z)	6	0,831	Reliable
Purchase Decision (Y)	6	0,799	Reliable

Source: Data processed, 2024

In table 2. The results of the Instrument Reliability Test show that the variables Spending Habit (X1), Financial Literacy (X2), Gender (Z) and Purchasing Decisions (Y) all have Cronbach's Alpha values for statement indications of more than 0'60. We can state that these four factors are reliable.

Structural Model / Inner Model Test Results

Table 3. Structural Model / Inner Model Test Results

Variables	R Square	Adjusted R Square
Purchase Decision (Y)	0,927	0,924

Source: Data processed, 2024

R-Square is the R Square value is the coefficient of determination on endogenous constructs. The R square value is > 0.67 (strong), > 0.33 (moderate) and > 0.19 (weak). In table 3. Hail Test Structural Model / Inner Model Adjusted R Square value of 0.924. This means that the exogenous ability to explain Y is 92.4% (strong), so it can be said that spending habits, financial literacy and gender influence purchasing decisions very strongly, by 92.4%, while the remaining 7.6% is another independent influence that is not measured in this study.

Hypothesis Test Results

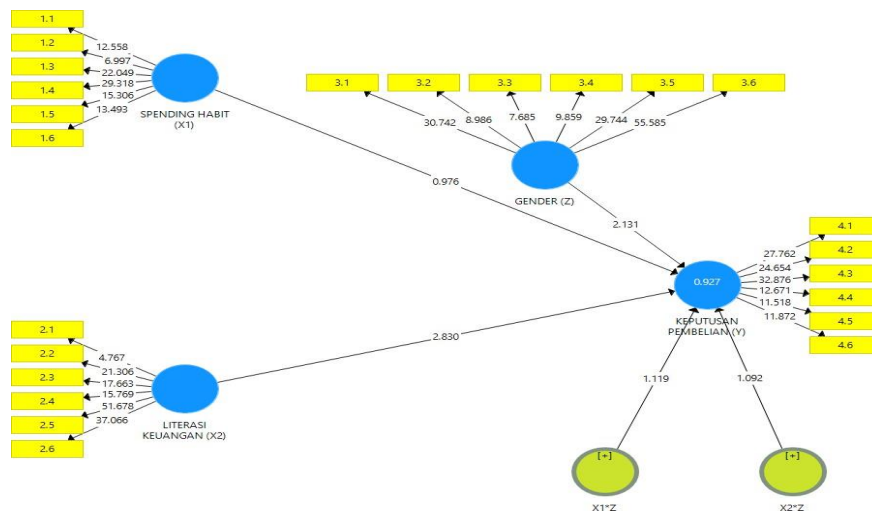


Figure 2. Hypothesis Test Results.

Path Coefficient: A measuring tool used to see how much influence one variable has on another. This can be seen through the level of significance. The value of the path coefficient ranges between 1 and -1, the closer to 1 or -1 the stronger the relationship.

The criteria:

- a. If the path coefficient value is positive, then the effect of a variable on other variables is unidirectional, meaning that when the value of exogenous variables increases, the value of endogenous variables will also increase.

- b. If the path coefficient value is negative, then the effect of a variable on other variables is in the opposite direction, that is, when the value of the exogenous variable increases, the value of the endogenous variable will actually decrease.

Tabel 4. Hipotesis Test Result.

	Original Sample (O)	Avarage	Statistics	P Values
Spending Habits (X1) > Purchase Decision (Y)	0,108	0,123	0,976	0,330
Financial Literacy (X2) > Purchase Decision (Y)	0,391	0,337	2,830	0,005
X1Z > Purchase Decision (Y)	0,152	0,069	1,119	0,264
X2Z > Purchase Decision (Y)	0,271	0,131	1,092	0,275

Source: Data processed, 2024

Based on the results of table 4. It can be seen that the moderation regression equation formed is:

$$Y = \alpha + \beta_1.X1 + \beta_2.X2 + \beta_3.Z + \beta_4.X1Z + \beta_5.X2Z + e$$

$$Y = 0,108X1 + 0,391X2 + 0,248Z + 0,152X1Z + 0,271X2Z$$

The constant value of 0.108 (positive) indicates that the spending habit variable (X1) has a unidirectional relationship with the increase in purchasing decisions (Y) assuming that the other independent variables of the regression model are fixed. For the financial literacy variable (X2) is 0.391. Indicates that even if all other independent variables remain constant in the regression model, there will be an increase in the purchasing decision variable (Y) of 0.108 for each increase. Everything is the same assuming the other independent variables of the regression are fixed. The regression coefficient value (β_4) of

0.152 means that if the moderating variables of spending habits and gender (X1Z) increase, it will result in an increase in performance (Y) assuming the other independent variables remain constant. The regression coefficient value (β_5) of 0.271 means that if the moderating variables of Financial Literacy and gender (X2Z) increase, it will result in an increase in performance (Y) assuming other independent variables remain constant. The significance value of the constant (β_3) of 0.034 is smaller than the significance threshold of 0.05, then gender (Z) moderating variable gender as a moderator that strengthens the influence of spending habits and financial literacy on purchasing decisions.

Discussion

The influence of Spending habits on purchasing decisions in Multi Level Marketing

Based on the test above, the calculation results of the spending habits variable (X1), the t value (0.967) is greater than the t table (1.657) with a significance value of 0.330 greater than the significance threshold of 0.05 and H_0 is accepted, which means that spending habits have no effect on purchasing decisions. Spending Habits is a high level of consumption and produces bad habits in financial management. In this study, respondents or members are fully aware of spending habits that can lead members to bad habits towards purchasing decisions in Multi Level Marketing. This is evidenced by the Descriptive Analysis Test Table where the average member's income is less than 5 million a month, so that members are able to control the consumptive level of purchasing decisions in Multi Level Marketing which can exceed the member's income each month, and most members are women and do not work which means that most members are housewives and depend on their income from MLM so that it can be said that Spending Habits has no effect on purchasing decisions in Multi Level Marketing. The results of this study are in accordance with the results of other studies found that shopping habits can produce consumptive behavior and present challenges in financial management. Every individual who is able to make wise financial decisions will not experience financial difficulties in the future [15][16].

The influence of Financial Literacy on purchasing decisions in Multi Level Marketing

Based on the test results of the calculation of the financial literacy variable (X2), the t value (2.830) is greater than the t table (1.657) with a significance value of 0.005 less than the significance threshold of 0.05 and H_0 is rejected, which means that financial literacy has a significant effect on purchasing decisions. Financial Literacy is related to one's financial management, which when referring to the Descriptive Analysis Test table shows that respondents or members of PT Gemilang Citrus Berjaya have an education above high school as much as 60.9%, which means that members understand and are able to read, analyze, manage and communicate financial conditions on purchasing decisions in Multi Level Marketing. This study also shows that members are able to control self-control or self-control about self-awareness to follow rules or adaptability to change, so it can be said that Financial Literacy affects purchasing decisions in Multi Level Marketing. The results of this study are in accordance with the results of other studies that financial literacy affects shopping habits which in principle, financial literacy has been shown to support personal financial management, especially in terms of managing finances which in turn will control one's spending habits [17][18].

The role of gender in moderating Financial Literacy on purchasing decisions in Multi Level Marketing

Based on the test above, the calculation results of the moderating variable gender in financial literacy (X2Z), the t value (1.092) is smaller than the t table (1.657) with a significance value of 0.275 greater than 0.05 so that H_0 is accepted, which means that gender in financial literacy has no effect on purchasing decisions. Gender has a role in determining the level of self-esteem and self-confidence of members. When referring to

the Descriptive Analysis Test Table, it is shown that there are more female members than male members and it can be interpreted that women are more impulsive in managing finances. Although women are more impulsive, in the context of gender, both men and women in responding to spending money and managing savings certainly make selections before determining purchasing decisions and using money for shopping. So that neither men nor women experience a significant impact on high consumptive levels and it can be said that Gender in Financial Literacy has no effect on purchasing decisions in Multi Level Marketing. The results of this study are in accordance with the results of other studies that gender is not supported as one of the factors that influence a person's behavior by proving that gender is not a moderating variable of financial literacy on financial satisfaction or purchasing decisions [19].

The role of gender in moderating Spending habits on purchasing decisions in Multi Level Marketing

Based on the results of the calculation of the gender moderation variable in spending habit (X1Z), the t value (1.119) is smaller than the t table (1.657) and the significance value of 0.264 is greater than the significance threshold of 0.05 and H_0 is accepted, which means that spending habits have no effect on purchasing decisions. The results of this study are in accordance with the results of other studies that in the context of gender, both men and women in responding to spending money and managing savings certainly make selections before determining purchasing decisions and using money for shopping. This refers to the Descriptive Analysis Test Results Table that most members of PT Gemilang Citrus Berjaya are over 24 years old and there are more female members, which means that women of mature age are able to manage finances that do not make bad habits. By looking at existing financial conditions and having a target in buying goods, purchasing decisions will be carefully considered based on other factors, namely price, quality, other people's experiences, and promotions. So that men and women are able to determine shopping efficiency. Because besides gender that can influence purchasing decisions is shopping habits [20].

CONCLUSION

Fundamental Finding : Based on research conducted through distributing questionnaires to 133 members of PT Gemilang Citrus Berjaya, it can be concluded that spending habits (Spending Habits) do not affect purchasing decisions in Multi Level Marketing (H1), while financial literacy affects purchasing decisions in Multi Level Marketing (H2). Likewise, the role of gender in moderating spending habits has no effect on purchasing decisions in Multi Level Marketing (H3), and the role of gender in moderating financial literacy also has no effect on purchasing decisions in Multi Level Marketing (H4). The results of this study indicate that the higher the financial literacy possessed by members of PT Gemilang Citrus Berjaya, the purchasing decisions and profits obtained in Multi Level Marketing at PT Gemilang Citrus Berjaya will increase.

Implication : The advice from this research for members of PT Gemilang Citrus Berjaya is the importance of understanding financial literacy in financial management, because

this factor has a major role in Multi-Level Marketing activities. Financial Literacy has a significant impact on the future, which can affect the income or income earned in Multi-Level Marketing. **Limitation** : For future researchers, it is recommended to expand the research area, because this research is still limited to the Sidoarjo-Surabaya area. **Future Research** : Future researchers can expand the scope of areas that have a high level of purchasing decisions and spread throughout Indonesia, considering that PT Gemilang Citrus Berjaya members are not only in the region. Given the limitations in this study, future researchers who raise similar topics are advised to consider additional variables other than those used in this study. This will provide an opportunity to observe the contribution of other variables as well as the use of more varied subjects and criteria, which can cover more situations.

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