

ABSTRACT

Fidhya Nurmalia, 2025, *The Influence of Lifestyle, Self Esteem, Peer Environment and Discount on Consumptive Behavior with Self Control as an Intervening Variable (Study on Siliwangi University Students): Islamic Economics Study Program, Faculty of Islamic Studies, Siliwangi University*

Consumptive behavior is wasteful and excessive consumption behavior, which prioritizes desires over needs, there is no priority scale and can be interpreted as a luxurious lifestyle. The adolescent group is included in a very consumptive age, where students are in that age range. This does not rule out the possibility of happening to Siliwangi University students, as evidenced by the results of initial observations of 50 Siliwangi University students that they behave consumptively. This study aims to determine how lifestyle, self-esteem, peer environment and discounts influence consumptive behavior with self-control as an intervening variable of the study on Siliwangi University who is Muslim and has purchased fashion products in online shops.

This study uses a quantitative approach. The method used in this study is the Structural Equation Model-Partial Least Square (SEM-PLS) method using SmartPLS 3.29 software. The data collection technique uses a questionnaire. The population and sample in this study were Siliwangi University students with a research sample of 160 respondents.

The results of this study showed that lifestyle, self-esteem, and discount factors influence self-control. Self-esteem and the peer environment influence consumer behavior. Self-control, however, did not mediate the effects of lifestyle, self-esteem, peer environment, and discount on consumer behavior. The peer environment did not influence self-control, and lifestyle, discount and self control factors did influence consumer behavior.

These findings indicate that self-control plays a significant role in students' lifestyle, self-esteem, and discount. Furthermore, self-esteem and the peer environment influence student consumer behavior. Understanding the factors that influence consumer behavior can help students develop self-control and make wise consumption decisions.

Keywords: *Lifestyle, Self Esteem, Peer Environment, Discount, Self Control, Consumptive Behaviour.*