

## **ABSTRACT**

***THE INFLUENCE OF INCOME AND SOCIAL ENVIRONMENT ON  
CONSUMER ATTITUDES, LIFESTYLE, AND IMPULSE BUYING  
(Survey of Active Students of the Faculty of Economics and Business, Siliwangi  
University)***

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*The purpose of this study was to determine and analyze the influence of income and social environment on consumer attitudes, lifestyle, and impulsive buying among active students of the Faculty of Economics and Business, Siliwangi University. The research method used was quantitative research. Data collection techniques were carried out by distributing questionnaires to respondents, while secondary data were obtained through literature studies and other relevant sources. The analytical tool used in this study was multiple regression analysis to test the partial and simultaneous effects between variables. The results showed that income partially had a positive and significant effect on consumer attitudes, lifestyle, and impulsive buying among students. Partially, the social environment had a positive and significant effect on consumer attitudes, lifestyle, and impulsive buying among students. Simultaneously, income and the social environment had a positive and significant effect on consumer attitudes, lifestyle, and impulsive buying among active students of the Faculty of Economics and Business, Siliwangi University. These results indicate that student consumption behavior is the result of the interaction between mutually reinforcing economic and social factors. These findings are expected to form the basis for the development of financial literacy programs and the development of a more productive social environment on campus.*

*Keywords: Income, Social Environment, Consumer Attitudes, Lifestyle, Impulsive Buying.*

## **ABSTRAK**

### **PENGARUH PENDAPATAN DAN LINGKUNGAN SOSIAL TERHADAP SIKAP KONSUMTIF, GAYA HIDUP, DAN *IMPULSIVE BUYING* (Survei Pada Mahasiswa Aktif Fakultas Ekonomi dan Bisnis Universitas Siliwangi)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh pendapatan dan lingkungan sosial terhadap sikap konsumtif, gaya hidup, dan *impulsive buying* pada mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Metode penelitian yang digunakan adalah metode penelitian kuantitatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada responden, sedangkan data sekunder diperoleh melalui studi pustaka dan sumber relevan lainnya. Alat analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda untuk menguji pengaruh parsial maupun simultan antarvariabel. Hasil penelitian menunjukkan bahwa Secara parsial pendapatan berpengaruh positif dan signifikan terhadap sikap konsumtif, gaya hidup, dan *impulsive buying* mahasiswa. Secara parsial lingkungan sosial berpengaruh positif dan signifikan terhadap sikap konsumtif, gaya hidup, dan *impulsive buying* mahasiswa. Secara simultan pendapatan dan lingkungan sosial berpengaruh positif dan signifikan terhadap sikap konsumtif, gaya hidup, dan *impulsive buying* pada mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Hasil ini menunjukkan bahwa perilaku konsumsi mahasiswa merupakan hasil interaksi antara faktor ekonomi dan sosial yang saling memperkuat. Temuan ini diharapkan dapat menjadi dasar bagi penyusunan program literasi keuangan dan pengembangan lingkungan sosial yang lebih produktif di lingkungan kampus.

**Kata Kunci:** Pendapatan, Lingkungan Sosial, Sikap Konsumtif, Gaya Hidup, Impulsive Buying