

## The Influence of Living Necessities, Impulsive Buying, Hedonic Conformity on Students' Interest in Using Online Loan Services is Mediated by Perceived Ease of Use

Esa Zulfamaylia Maharani<sup>1\*</sup>, Ika Indriasari<sup>2</sup>, Ratih Hesty Utami<sup>3</sup>

<sup>1,2,3</sup> University of PGRI Semarang, Jl. Sidodadi Timur 24, Dr Cipto, Karangtempel, East Semarang, Semarang, Central Java, 50232, Indonesia

[famayliaesa@gmail.com](mailto:famayliaesa@gmail.com)

\*corresponding author

### Article Information

Submission date	06 December 2023
Revised date	31 January 2024
Accepted date	31 March 2024

### Abstract

**Research aim:** This research was conducted with the aim of determining the influence of subsistence needs, impulsive buying, and hedonic conformity on PGRI University Semarang students' interest in using online loan services through perceived ease of use.

**Design/Method/Approach:** This research is descriptive research with a quantitative approach because it is suitable to determine the influence of life needs, impulsive buying, and hedonic conformity on students' interest in using online loan services which is mediated by perceived ease of use. This research will take primary data, so the data collection technique will be carried out by distributing questionnaires online via Google Form to students who are interested in using online loan services.

**Research Finding:** The research results of the impulsive buying and hedonic conformity variables show that there is no significant influence on students' interest in using online loan services, however the independent variables which are supported by connecting variables such as impulsive buying through perceived convenience show the results that there is a significant influence on students' interest in using online loan services. Meanwhile, the results for the necessities of life variable show a significant influence on students' interest in using online loan services.

**Research limitation:** Research time creates limitations for researchers to maximize this research, lack of time to distribute questionnaires more widely because researchers are also working so the focus is divided between research and work. It is recommended that future researchers focus on research so that the results are more relevant, expand the population, and also add variables to increase knowledge about finance, especially fintech peer to peer lending.

**Keywords:** Fintech Peer to Peer Lending, Life Necessities, Impulsive Buying, Hedonic Conformity, Online Loans

## 1. Introduction

Peer to peer lending is an online money lending system that uses technology as a transaction medium for borrowers and lending parties. The existence of peer to peer lending makes it easier for borrowers who want to find loans quickly because the borrowing process does not require collateral, just use the system on a platform without having to meet in person. Financial Services Authority (OJK) recorded an increase in online borrowers from year to year. In January 2022 OJK distributed online loans reaching IDR. 18.73 trillion, online loan distribution in January 2023 increased 35.72%. With the convenience of this technology, it has

been proven that many people use it as a financial aid, one of which is to fulfill their increasing needs and desires in life. All humans have needs and desires, including students. The needs of life as a student are very diverse, namely educational needs, living needs, and entertainment/lifestyle needs. Not a few students decide to use online loan services to meet their needs during their studies. OJK also said that the millennial age group aged 19-34 years dominates online loan users, namely 70.07%, where at this age the majority work as students. Apart from the increasing need, impulsive buying is also one of the reasons why students are interested in using online loan services.

Impulsive buying is an activity of spending money uncontrollably and mostly on goods that consumers do not need. Most of the goods that are purchased unplanned are due to impulse or desire to own a product (Bahkat & Muruganatham, 2013). Students become impulsive buyers who are supported by individuals who cannot control their behavior in buying things they don't need, are easily influenced by discounts, and cannot control their decisions so they don't think about the impact they will have if they waste money. This can have an impact on costs that should be used for basic needs due to waste from impulsive buying and make students think about using online loan services. Supported by the nature of hedonic conformity which makes a person more consumptive and decides to use online loan services.

Hedonic conformity can be interpreted as the tendency to adjust an individual's attitudes and behavior to their reference group to make pleasure or enjoyment the goal of life. Eva Oktafikasari (2017) explain that hedonic conformity comes from outside the individual himself by joining with people who are excessive in their consumption. This impulsive buying behavior and hedonic conformity is usually experienced by students whose age does not yet have stable financial capabilities but still force themselves to meet life's needs, behave impulsively and hedonistically. Scully and Moital (2016) stated that students are easily influenced by internal and external factors because psychologically, cognitively and socially students are still vulnerable to change due to unbalanced emotional conditions.

Apart from the characteristics that make some students interested in using online loans, there is also a perception of ease of use that supports students becoming increasingly interested in using online loan services. Perception of ease determines behavioral interest in using a system (Viehland & Leong, 2007). With this convenience, students do not hesitate to use online loan services because the terms and conditions are very easy and practical, the funds will be disbursed quickly without carrying out a survey first.

Based on research results Akmal Maulana (2002), revealed that needs influence people's interest in using online loan services. This shows that there is a continuing need and insufficient income as well as desires or other factors that encourage someone to use online loan services. In addition, according to research conducted by Parapuan in February 2023, as many as 20% of women used online loan services because they wanted to have certain items as soon as possible. Study Rahmatica Sari (2020) also revealed that impulsive buying behavior has a significant effect on the use of pay later. Apart from impulse buying, hedonic conformity is also the reason why someone is interested in using online loan services. In line with research from Mimi Izathi's daughter (2020) which shows that conformity and hedonic lifestyle have a positive effect on debt behavior. Meanwhile, the perception of ease of use supports these factors to attract more people to use online services. It can be seen from the results of research from

Nurhayani (2022) who concluded that perceived ease of use had the most significant positive influence on interest in using online loan applications.

From the description above, there are many factors that can make someone decide to use an online loan service, which is an inspiration to research the influence of life needs, impulsive buying, and hedonic conformity on students' interest in using online loan services, mediated by perceived ease of use. The difference between this research and previous research is the variables used, the population and samples taken from students at PGRI University Semarang, especially the Faculty of Economics and Business, the Faculty of Law, and the Faculty of Engineering and Informatics. There are also different results from previous research.

### **1.1. Statement of Problem**

The increase in online loan users in Indonesia in recent years, especially in the Java region, is caused by several individual and group factors, in fact many of the users are still young, namely 19-34 years. According to Del Rio & Young (2006), young age groups are more interested in obtaining loans than older people, because young people have the courage to accept risks. Wood (1998) also stated that 18-39 year olds tend to want to buy excessive items not because of need but rather because of a desire to seek satisfaction. The Financial Services Authority (OJK) also said that in terms of the age group, millennials aged 19-34 years dominate online loan users, where at this age some are students.

There are many factors that can encourage the student age group to decide to use online loan services as a source of additional funds quickly and easily. Several factors that can encourage students to be interested in using online loan services include subsistence needs, impulsive buying, hedonic conformity, and perceived ease of use of online loan service applications. This description is the background for researchers to find out whether these factors can influence PGRI Semarang University students' interest in using online loan services.

### **1.2. Research Objectives**

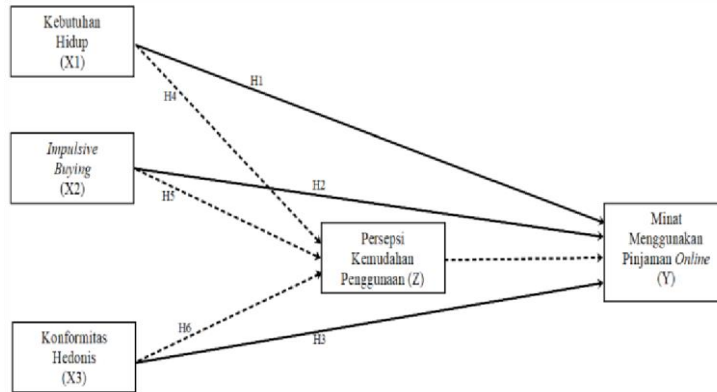
The purpose of this research is to find out whether PGRI University Semarang students are interested in using online loan services based on life needs, impulsive buying, and hedonic conformity mediated by perceived ease of use. Apart from that, the aim of this research is also to find out what the living needs of PGRI University Semarang students are during their studies. Then how many students have impulsive buying traits and how do they manage their finances so they don't become impulsive buyers? And knowing the negative impacts if students have hedonic conformity.

## **2. Method**

This research is descriptive research with a quantitative approach because it is suitable to determine the influence of life needs, impulsive buying, and hedonic conformity on students' interest in using online loan services which is mediated by perceived ease of use. The population used in this research is students from non-teaching faculties class 2020-2022. The total population is 9,984 respondents, so the sample taken according to the Slovin formula is 385 respondents.

This research will take primary data, so the data collection technique will be carried out by distributing questionnaires online via Google Form to students who are interested in using online loan services. According to Sugiyono (2011:142), a questionnaire is a data collection technique by giving a set of written statements to respondents to answer.

The following is a picture of the empirical research model:



**Figure 1. Empirical Research Model**

### 3. Results and Discussion

**Table 1. Hypothesis Test Results**

Hypothesis	Study	T table	T statistics	Information
H1	Living Needs for Pinjol's Interests	1.96	31,487	Accepted
H2	Impulsive Buying on Pinjol Interests	1.96	0.394	Rejected
H3	Hedonic Conformity to Pinjol's Interests	1.96	0.682	Rejected
H4	Living Needs on Pinjol Interests through Perceptions of Convenience	1.96	27,742	Accepted
H5	Impulsive Buying on Interest in Pinjol through Perception of Convenience	1.96	3,345	Accepted
H6	Hedonic Conformity to Pinjol Interests through Perceptions of Ease	1.96	0.632	Rejected

The hypothesis is said to be accepted if the T statistic is greater than the T table 1.96 ( $\alpha 5\%$ ). The results of hypothesis testing based on the table above are explained as follows:

**H1:** Living needs and students' interest in using online loan services. Testing the first hypothesis proves that living needs have a significant influence on students' interest in using online loan services. Based on the results of the inner model evaluation of living needs on students' interest in using online loan services, a statistical t value of 31.487 was produced, where the value was greater than the t table of 1.96, so this hypothesis was declared accepted. The results of hypothesis testing state that living needs influence PGRI Semarang University students' interest in using online loan services. The results are in line with previous research,

namely Akmal Maulana (2022), which revealed that life's necessities have a positive influence on people's interest in using online loan services. This shows that there is a continuing need and insufficient income as well as desires or other factors that encourage someone to use online loans.

**H2:** Impulsive buying on students' interest in using online loan services. Testing the second hypothesis in this research proves that impulsive buying does not significantly influence students' interest in using online loan services. Based on the results of the inner model for impulsive buying on students' interest in using online loan services, a statistical t value of 0.394 is produced, where the value is smaller than the t table of 1.96, so this hypothesis is declared rejected. The results of this study show differences in previous research, namely Rahmatica Sari (2020) which shows that impulsive buying behavior has a significant effect on the use of pay later. However, in other research, namely Sa'idatul Amaliyah (2022) explained that students can still control themselves so that impulsive buying does not occur in order to avoid bad impacts, unless supported by certain factors.

**H3:** Hedonic conformity towards students' interest in using online loan services. Testing the third hypothesis proves that hedonic conformity has no significant effect on students' interest in using online loan services. Based on the results of the inner model of hedonic conformity towards students' interest in using online loan services, the statistical t value is 0.682, which is smaller than the t table of 1.96, so this hypothesis is rejected. The results of hypothesis testing state that hedonic conformity does not influence students' interest in using online loans. Because obey Santrock (2008), hedonic conformity in the younger generation can be positive or negative, it all depends on who they are with and where they are. This means that there are still many PGRI Semarang University students who believe in themselves without having to follow their group of friends, this is able to prevent hedonism within individual students.

**H4:** Life needs on students' interest in using online loan services through perceived ease of use. Testing the fourth hypothesis proves that living needs through perceived ease of use have a significant effect on students' interest in using online loan services. Based on the results of the inner model evaluation of living needs through perceived ease of use on students' interest in using online loan services, a statistical t value of 27.742 was produced, where the value was greater than the t table value of 1.96, so this hypothesis was declared accepted. The results of hypothesis testing show that living needs through perceived ease of use influence students' interest in using online loan services. These results are in line with research Reyhana (2021) which states that perceived convenience has a positive and significant effect on the use of peer to peer lending services. The ease of use felt by students influences attitudes that form intentions to use online loan services as helpers to meet life's needs.

**H5:** Impulsive buying on students' interest in using online loan services through perceived ease of use. The results of the fifth test prove that impulsive buying through perceived ease of use has a significant effect on students' interest in using online loan services. Based on the results of the initial model evaluation of impulsive buying through perceived ease of use on students' interest in using online loan services, a statistical t value of 3.345 was produced, where the value is greater than the t table of 1.96, so this hypothesis is declared accepted. According to Santrock (2002), students aged 18-25 years fall into the late teens category, who have unstable characteristics and are easily influenced, so they are prone to impulsive buying

behavior. As for research Khairunas (2020) stated that impulse buying is the cause of debt behavior, where there is a lot of unplanned spending. This happens because the individual wants to see a product and cannot hold back the desire to buy it, so that unplanned purchases can very likely occur and make the individual unprepared for the money available (Rosadi & Andriani, 2023). Therefore, the ease of online loans makes individuals without thinking twice immediately use them to fulfill their wants and needs.

**H6:** Hedonic conformity towards students' interest in using online loan services through perceived ease of use. Based on the results of hypothesis testing, it is known that hedonic conformity through perceived ease of use has no influence on students' interest in using online loan services. The results of the hypothesis test show that the calculated t value of the hedonic conformity construct through perceived ease of use is smaller than the t table of 1.96, namely 0.632, which means this hypothesis is rejected. So it is proven that there is no significant influence between hedonistic conformity on students' interest in using online loan services through perceived ease of use. Research conducted by Lukitasari and Muis (2016) concluded that the dominant factors influencing hedonistic lifestyle behavior are social class factors which include invitations from friends, friends' lifestyles which tend to be luxurious and urban environmental factors which support hedonistic activities with consumerist tendencies. Even though it is supported by the ease of using online loan services, PGRI University Semarang students do not show interest in using online loan services because of hedonic conformity. Most of them are interested because the needs for life continue to increase and there are not a few of them who behave impulsively.

#### 4. Conclusion

This research was conducted with the aim of determining the influence of subsistence needs, impulsive buying, and hedonic conformity on PGRI University Semarang students' interest in using online loan services through perceived ease of use. Based on the results of the tests that have been carried out, it can be concluded: H1 t statistic  $31.487 > t$  table 1.96 is declared acceptable so that living needs have a significant effect on students' interest in using online loan services; H2 t statistic  $0.394 < t$  table 1.96 is declared rejected so that impulsive buying has no significant effect on students' interest in using online loan services; H3 t statistic  $0.682 < t$  table 1.96 is declared rejected so that hedonic conformity has no significant effect on students' interest in using online loan services; H4 t statistic  $27.742 > t$  table 1.96 is declared accepted so that living needs have a significant effect on students' interest in using online loan services through perceived ease of use; H5 t statistic  $3.345 > t$  table 1.96 is declared accepted so that impulsive buying has a significant effect on students' interest in using online loan services through perceived ease of use; H6 t statistic  $0.632 < t$  table is declared rejected so that hedonic conformity has no significant effect on students' interest in using online loan services through perceived ease of use.

It is hoped that this research can add insight into fintech peer to peer lending which is increasingly developing from time to time so that it can provide understanding how to use peer to peer lending services wisely and carefully. It is hoped that this will be a lesson for students to be able to manage their finances better so they don't get caught up in illegal or legal online loans.

Research time creates limitations for researchers to maximize this research, lack of time to distribute questionnaires more widely because researchers are also working so the focus is

divided between research and work. It is recommended that future researchers focus on research so that the results are more relevant, expand the population, and also add variables to increase knowledge about finance, especially fintech peer to peer lending.

## References

- [1] Abolmaali K, Rashedi M, Ajilchi B. Explanation of Academic Achievement Based on Personality Characteristics Psycho-Social Climate of the Classroom and Students' Academic Engagement in Mathematics. April 2014:225–233.
- [2] Aderibigbe. Hedonistic Lifestyle and Non-Physical Environment and Their Influence on Organizational Culture. *Energies* 2018;6:1–8. <http://journals.sagepub.com/doi/10.1177/1120700020921110%0Ahttps://doi.org/10.1016/j.reuma.2018.06.001%0Ahttps://doi.org/10.1016/j.arth.2018.03.044%0Ahttps://reader.elsevier.com/reader/sd/pii/S1063458420300078?token=C039B8B13922A2079230DC9AF11A333E295FCD8>.
- [3] Bhakat RS, Muruganantham G. A Review of Impulse Buying Behavior. *International Journal of Marketing Studies* 2013;5. <https://doi.org/10.5539/ijms.v5n3p149>
- [4] Del Rio A, Young G. The determinants of unsecured borrowing: Evidence from the BHPS. *Applied Financial Economics* 2006;16:1119–1144. <https://doi.org/10.1080/09603100500438791>
- [5] Fithriyani SA, Ratnaningtyas A, Prihandini GR. Impulsive Buying Behavior among Female Students Using Shopee E-Commerce Seen from Self-Control. *JCA of Psychology* 2022;3:66–72. <https://jca.esaunggul.ac.id/index.php/jpsy/article/view/189>
- [6] Izathi PM. ... hedonistic lifestyle and peer conformity with debt dissaving behavior in psychology students at Maulana Malik State Islamic University.... 2021. <http://etheses.uinmalang.ac.id/id/eprint/27948>
- [7] Needs P, Dan PK. Online In The Singkup Village Community. 2022.
- [8] Nurhayani, Prihatma GT, Syaquillah A. The Influence of Ease of Use and Risk Perception on Interest in Using Online Loan Applications in Students of the Faculty of Economics and Business, Serang Raya University. *Journal of Corporate Management: JUMPA* 2023. <https://doi.org/10.30656/jumpa.v1i2.6116>
- [9] Oktafikasari E, Mahmud A. Hedonic Conformity and Economic Literacy on Consumptive Behavior Through a Consumptive Lifestyle. *Economic Educational Analysis Journal* 2017;3:684–697.
- [10] Pramesti KW. The Influence of Social Media and Hedonic Conformity on the Consumptive Behavior of Students at the Faculty of Economics, Semarang State University Class of 2016 with Body Image as an Intervening Variable. *Economics and Business* 2019.
- [11] Rosadi DS, Andriani I. The Relationship between Impulsive Buying and Debt Behavior in Online Loan Users. 2023;8.
- [12] Sari R. The Influence of Using Paylater on the Impulse Buying Behavior of ECommerce Users in Indonesia. 2021;7:44–57.
- [13] Scully K, Moital M. Peer influence strategies in collectively consumed products (events and festivals): An exploratory study among university students. *Young Consumers* 2016;17:46–63. <https://doi.org/10.1108/YC-07-2015-00536>
- [14] Viehland D, Leong RSY. Acceptance and Use of Mobile Payments. 2007. <https://api.semanticscholar.org/CorpusID:166277342>

- 
- [15] Wood M. Socio-economic status, delay of gratification, and impulse buying. *Journal of Economic Psychology* 1998;19:295–320.  
[https://doi.org/10.1016/S01674870\(98\)00009-9](https://doi.org/10.1016/S01674870(98)00009-9)