

The Influence Of Digital Lifestyle, Fear Of Missing Out, And Discount Promotions On Personal Financial Management (Study at ITEBIS PGRI Dewantara Jombang Students Using the Qpon Application)

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Article Information		Abstract
Submission date	4 February 2026	Research Aim : To analyze the influence of digital lifestyle, fear of missing out, and discount promotions on the personal financial management of students who use the Qpon application. Design/Method/Approach : A quantitative approach with an explanatory research design was employed, utilizing a questionnaire survey administered to 93 respondents. Data were analyzed using multiple linear regression with IBM SPSS Statistics 24. Research Finding : The results show that digital lifestyle has a negative and significant effect on personal financial management, fear of missing out has no significant effect, and discount promotions have a positive and significant effect. The model explains 46% of the variance in personal financial management ($R^2 = 0.460$), indicating a moderate explanatory power.. Theoretical contribution/Originality: This study is among the first to examine the influence of digital lifestyle, fear of missing out (FoMO), and discount promotions on personal financial management in the context of a local promotion-based application (Qpon), offering a more contextual perspective compared to prior studies focused on global platforms.. Practitioner/Policy implication : This study provides valuable insights for students, application developers, and policymakers in improving digital financial literacy. Research limitation: This study employs a single sample from one institution and includes only three independent variables; therefore, the generalizability of the findings remains limited. Keywords: Digital Lifestyle; Fear of Missing Out; Discount Promotions; Personal Financial Management
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1. Introduction

Digital transformation has fundamentally reshaped how individuals interact, consume, and manage their finances. In Indonesia, internet penetration reached 80.66% in 2025, equivalent to 229.43 million users, indicating that digital technology has become deeply embedded in everyday life [1]. At the global level, the continued growth of internet users has accelerated the expansion of e-commerce and reinforced digital consumption patterns [2]. These developments highlight that digital lifestyle is no longer peripheral, but a defining characteristic of contemporary society.



Figure 1. Internet Penetration in Indonesia (2025)

Source: <https://survei.apjii.or.id> (APJII, 2025)

The implications of this transformation are particularly evident among university students, who are highly engaged with digital platforms. The convenience of online transactions, constant exposure to promotional content, and rapid access to information contribute to faster purchasing decisions, often beyond planned budgets. Bank Indonesia reported that e-commerce transactions reached IDR 44.4 trillion in July 2025, reflecting the growing intensity of digital economic activity [3]. At the same time, rising living costs and economic uncertainty increase the pressure on students to manage their personal finances effectively [4]. As individuals in a transitional phase toward financial independence, students are especially vulnerable to unplanned and impulsive spending.

Students at ITEBIS PGRI Dewantara Jombang provide a relevant context for examining this issue. They actively utilize digital services, including promotion-based applications such as Qpon, which offer features such as limited-time discounts, vouchers, and promotional incentives. These features may influence spending behavior by encouraging quick decision-making and increasing the likelihood of impulsive consumption.

Despite broader access to financial services, financial literacy in Indonesia remains relatively limited. The financial literacy index recorded by the Financial Services Authority was 49.68% in 2022, while the National Survey of Financial Literacy and Inclusion (SNLIK) in 2025 reported a literacy rate of 66.46%, still below the financial inclusion rate of 80.51% [5]. This gap suggests that although individuals are increasingly connected to financial systems, many still lack the knowledge and skills necessary for effective financial management. Among students, this condition may lead to weak financial control and difficulty in maintaining balanced spending behavior [6].

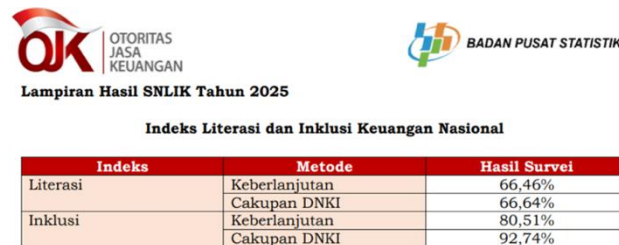


Figure 2. Financial Literacy and Inclusion Rate in Indonesia (2025)

Source: www.ojk.go.id (2025)

In addition to structural factors, psychological aspects also play a role in shaping financial behavior. Fear of missing out (FoMO) reflects an individual's concern about missing valuable experiences or information, often reinforced by digital interaction. In highly connected environments, this condition may encourage individuals to respond quickly to trends and promotions, potentially leading to impulsive financial decisions [7]–[9].

Empirical findings on the relationship between digital lifestyle, FoMO, discount promotions, and personal financial management remain inconclusive. Some studies report that digital lifestyle and FoMO do not significantly influence financial behavior [10], while others find that FoMO and promotional exposure can lead to impulsive consumption and reduced financial control [11]–[12]. Discount promotions have also been associated with increased purchasing activity, particularly in digital environments where urgency and perceived benefits are emphasized [13].

However, most existing studies focus on general users of e-commerce or social media platforms. Research that specifically examines students as users of local digital promotion applications is still limited. This represents an important gap, as students are highly exposed to digital stimuli while also developing financial independence, making them more prone to consumption-driven behavior.

This study addresses that gap by examining the influence of digital lifestyle, fear of missing out, and discount promotions on personal financial management among students of ITEBIS PGRI Dewantara Jombang who use the Qpon application. By focusing on a local promotion-based platform, this study provides a more specific understanding of how digital environments influence financial behavior.

This study is expected to contribute to the literature on financial behavior in the digital era while offering practical insights for improving students' financial management. Strengthening financial literacy and self-control is important to ensure that the use of digital technology does not lead to negative financial outcomes [6].

1.1. Statement of Problem

The rapid development of digital technology has significantly changed various aspects of human life, including consumption patterns and financial management behavior. Among university students, the high use of digital technology, frequent exposure to discount promotions, and the presence of fear of missing out (FoMO) have raised concerns about their ability to manage personal finances effectively. These conditions indicate that behavioral and environmental factors may influence students' financial management practices. Therefore, this study aims to examine the influence of digital lifestyle, fear of missing out, and discount promotions on personal financial management among students who use the Qpon application.

1.2. Research Objectives

Based on the problem formulation, this study seeks to analyze the influence of digital lifestyle, fear of missing out, and discount promotions on personal financial management among students of ITEBIS PGRI Dewantara Jombang who utilize the Qpon application. Specifically, this study seeks to examine how each of these factors influences students' personal financial management, particularly in relation to their financial control, spending behavior, and ability to manage their financial resources effectively.

2. Method

This research uses a quantitative approach with an explanatory design to examine the relationships between digital lifestyle, fear of missing out, discount promotions, and personal financial management. This approach is considered appropriate because it allows the analysis

of how each independent variable influences the dependent variable based on empirical data [16].

Table 1. Operational Definition of Variables

Variable	Main Dimensions	Brief Indicators
Digital Lifestyle (X1)	Activities, interests, opinions	Online shopping, digital content consumption, digital transactions, interest in digital services, and perceptions of digital efficiency [14].
Fear of Missing Out (X2)	Social anxiety, fear of missing experiences, compulsion to stay connected, life dissatisfaction, psychological needs	Anxiety about missing information, fear of missing experiences, constant desire to stay connected, social comparison, and need for social acceptance [7].
Discount Promotions (X3)	Price reduction, promotion period, frequency of discounts, attractiveness of the offer	Discount magnitude, time urgency, frequency of repeated promotions, and appeal of offers [15].
Personal Financial Management (Y)	Budgeting, saving planning, financial goal setting, risk management	Spending planning, saving habits, financial goals, and emergency funds [16].

Source: Author's data processing (2026)

The conceptual framework of this study is illustrated in Figure 3, which describes the relationships between digital lifestyle, fear of missing out, and discount promotions as independent variables and personal financial management as the dependent variable.

Research Conceptual Framework

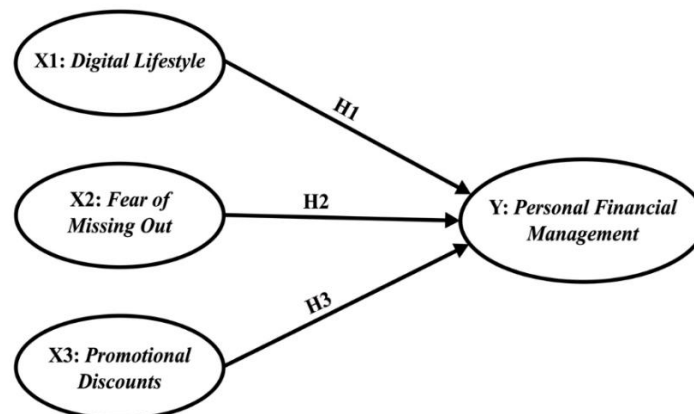


Figure 3. Research Conceptual Framework

Source: Author's data processing (2026)

The population of this study consists of all students of ITEBIS PGRI Dewantara Jombang, totaling 1,295 students. The sample was determined using proportional random sampling based on study programs, resulting in 93 respondents. The distribution of the population and sample allocation indicates the dominance of the Management and Accounting study programs, which subsequently served as the basis for collecting primary data through questionnaires.

Table 2. Population and Sample Allocation

Study Program	Population	Sample
Accountancy	393	28
Digital Business	31	2
Management	855	62
Information Systems and Technology	16	1
Total	1.295	93

Source: Author's data processing (2026)

The research instrument was developed using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Instrument testing was conducted through validity and reliability tests, while model feasibility was assessed using normality, multicollinearity, heteroscedasticity, and autocorrelation tests. To examine the influence among variables, multiple linear regression and partial t-tests were employed. All analyses were carried out using IBM SPSS Statistics 24.

Table 3. Likert Scale Measurement

Skor	Category
1	Strongly Disagree
2	Don't Agree
3	Disagree
4	Agree
5	Strongly Agree

Source: Author's data processing (2026)

2.1 Instrument Testing

2.1.1 Validity Test Results

Table 4. Validity Test Results

Variable	No Item	Calculated r	Table r(n=93)	Notes
Digital Lifestyle (X1)	X1.2	0,485	0,204	Valid
	X1.3	0,587	0,204	Valid
	X1.4	0,457	0,204	Valid
	X1.5	0,554	0,204	Valid
	X1.6	0,314	0,204	Valid
	X1.7	0,384	0,204	Valid
	X1.8	0,628	0,204	Valid
	X1.9	0,492	0,204	Valid
Fear Of Missing Out (X2)	X2.1	0,600	0,204	Valid
	X2.2	0,567	0,204	Valid
	X2.3	0,644	0,204	Valid
	X2.4	0,766	0,204	Valid
	X2.5	0,782	0,204	Valid
	X2.6	0,517	0,204	Valid
	X2.7	0,329	0,204	Valid
	X2.8	0,277	0,204	Valid
	X2.9	0,670	0,204	Valid

	X2.10	0,325	0,204	Valid
	X2.11	0,592	0,204	Valid
	X2.12	0,718	0,204	Valid
	X2.13	0,317	0,204	Valid
	X2.14	0,427	0,204	Valid
	X2.15	0,572	0,204	Valid
Discount Promotions (X3)	X3.1	0,629	0,204	Valid
	X3.2	0,517	0,204	Valid
	X3.3	0,515	0,204	Valid
	X3.4	0,646	0,204	Valid
	X3.5	0,604	0,204	Valid
	X3.6	0,648	0,204	Valid
	X3.7	0,649	0,204	Valid
	X3.8	0,423	0,204	Valid
	X3.9	0,377	0,204	Valid
	X3.10	0,476	0,204	Valid
	X3.11	0,515	0,204	Valid
Personal Financial Management (Y)	X3.12	0,574	0,204	Valid
	Y1.1	0,703	0,204	Valid
	Y1.2	0,568	0,204	Valid
	Y1.3	0,578	0,204	Valid
	Y1.4	0,680	0,204	Valid
	Y1.5	0,621	0,204	Valid
	Y1.6	0,612	0,204	Valid
	Y1.7	0,672	0,204	Valid
	Y1.8	0,727	0,204	Valid
	Y1.9	0,599	0,204	Valid
	Y1.10	0,510	0,204	Valid
	Y1.11	0,686	0,204	Valid
	Y1.12	0,698	0,204	Valid

Source: Author's data processing (2026)

Furthermore, the reliability test results show that all variables have Cronbach's Alpha values greater than 0.6, indicating acceptable internal consistency. Therefore, the measurement instrument is considered reliable and suitable for use in this study [17].

2.1.2 Reliability Test

Tabel 5. Reliability Test Results

Variable	Cronbach Alpha	Criteria α	Criteria
Digital Lifestyle(X1)	0,736	0.6	Reliable
Fear Of Missing Out(X2)	0,747	0.6	Reliable
Discount Promotions (X3)	0,749	0.6	Reliable
Personal Financial Management (Y)	0,762	0.6	Reliable

Source: Author's data processing (2026)

To ensure that the regression model meets the required assumptions, several classical assumption tests were conducted, including tests of normality, multicollinearity, heteroscedasticity, and autocorrelation [18]. The data were then analyzed using multiple linear regression to examine the effects of digital lifestyle, fear of missing out, and discount promotions on personal financial management. In addition, partial t-tests were applied to assess the significance of each independent variable. All analyses were performed using IBM SPSS Statistics 24.

3. Results and Discussion

This section presents the empirical findings of the study, including respondent characteristics, instrument testing, classical assumption testing, and regression analysis results, followed by a discussion of the influence of each independent variable. The results indicate that students who use the Qpon application are highly exposed to digital platforms and promotional activities, which reflects a strong digital lifestyle. At the same time, respondents generally demonstrate a high level of personal financial management, although variations are observed in how digital and promotional factors influence their financial behavior.

3.1 Respondent Characteristics

The respondents in this study were predominantly aged 17–22 years (78.5%) and female (82.8%), with the majority coming from the Management Study Program (66.7%) and being in their final semesters. In terms of economic background, most respondents reported a monthly income of Rp1,000,000–Rp3,000,000 (51.6%), indicating a moderate level of financial capacity among students.

Regarding usage behavior, most respondents had used the Qpon application for 6–12 months and accessed it 3–5 times per week (46.2%), followed by 1–2 times per week (40.9%). A smaller proportion reported using the application every day (6.5%) or less than once a week (6.5%). Overall, this profile suggests that the sample represents active student users who are familiar with digital technology and frequently exposed to online promotions, making them relevant for examining the relationship between digital lifestyle, promotional exposure, and personal financial management.

Table 6. Respondent Characteristics

Category	Subcategory	Amount	Percentage
Age	17–22 years	73	78.5%
Age	23–30 years	20	21.5%
Gender	Man	16	17.2%
Gender	Woman	77	82.8%
Study program	Management	62	66.7%
Study program	Accountancy	28	30.1%
Study program	Digital Business	2	2.2%
Study program	Information Systems and Technology	1	1.1%
Monthly income	< Rp. 1,000,000	26	28.0%
Monthly income	Rp1,000,000–Rp3,000,000	48	51.6%
Monthly income	Rp3,000,000–Rp5,000,000	15	16.1%
Monthly income	> Rp. 5,000,000	4	4.3%
Qpon Frequency	Every day	6	6.5%
Qpon Frequency	3–5 times a week	43	46.2%
Qpon Frequency	1–2 times a week	38	40.9%
Qpon Frequency	< 1 once a week	6	6.5%

Source: Processed primary data (2026)

3.2 Descriptive Statistics of Variables

The descriptive analysis results show that digital lifestyle is in the very high category with an average of 4.289. Fear of missing out is in the high category with an average of 3.915. Discount promotions are in the very high category with an average of 4.361, while personal financial management is also in the very high category with an average of 4.367. This pattern shows that respondents are very close to digital activities and promotions, but still report relatively good financial management skills.

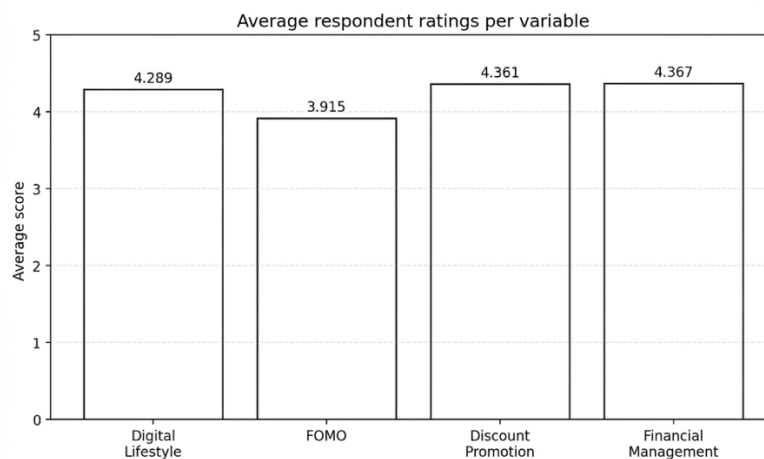


Figure 4. Average Respondent Assessment of Variable

Source: Author's data processing (2026)

Table 7. Summary of Digital Lifestyle item scores (X1)

Item	STS	TS	CS	S	SS	Mean	Category
X1.1	0	2	19	61	11	3,871	High
X1.2	0	2	5	49	37	4,301	Very high
X1.3	0	0	4	41	47	4,473	Very high
X1.4	0	0	6	53	34	4,301	Very high
X1.5	0	0	12	50	31	4,204	High
X1.6	0	0	3	35	55	4,559	Very high
X1.7	0	0	3	48	42	4,419	Very high
X1.8	0	0	8	58	27	4,204	High
X1.9	0	2	11	40	40	4,269	Very high
Average Digital Lifestyle						4,289	Very high

Source: Author's data processing (2026)

Table 8. Summary of Fear of Missing Out item scores (X2)

Item	STS	TS	CS	S	SS	Mean	Category
X2.1	0	10	22	49	12	3,677	High
X2.2	2	10	26	33	22	3,677	High
X2.3	1	6	14	48	24	3,946	High
X2.4	0	8	27	37	21	3,763	High
X2.5	0	3	8	57	25	4,118	High
X2.6	0	5	19	40	29	4,000	High
X2.7	1	4	15	54	19	3,925	High
X2.8	0	0	10	36	47	4,398	Very high
X2.9	0	3	14	39	37	4,183	Very high
X2.10	4	13	31	24	21	3,484	High
X2.11	9	20	12	33	19	3,355	Sufficient/Moderate
X2.12	1	6	14	40	32	4,032	High
X2.13	0	0	5	53	35	4,323	Very high
X2.14	0	2	7	45	39	4,301	Very high
X2.15	4	12	24	35	18	3,548	High
Average Fear of missing out (X2)						3,915	High

Source: Author's data processing (2026)

Table 9. Summary of Discount Promotion item scores (X3)

Item	STS	TS	CS	S	SS	Mean	Category
X3.1	0	1	2	33	57	4,570	Very high
X3.2	0	1	2	27	63	4,634	Very high
X3.3	0	1	5	43	44	4,398	Very high
X3.4	0	1	17	50	25	4,065	High
X3.5	1	0	8	41	43	4,344	Very high
X3.6	0	3	10	46	34	4,194	High
X3.7	0	1	8	49	35	4,269	Very high
X3.8	0	2	8	46	37	4,269	Very high
X3.9	0	0	2	47	44	4,452	Very high
X3.10	0	0	1	51	41	4,430	Very high
X3.11	0	1	5	48	39	4,344	Very high
X3.12	0	0	4	51	38	4,366	Very high
Average Promotion Discount (X3)						4,361	Very high

Source: Author's data processing (2026)

Table 10. Summary of Personal Financial Management items scores (Y)

Item	STS	TS	CS	S	SS	Mean	Category
Y1.1	0	0	4	54	35	4,333	Very high
Y1.2	0	2	10	43	38	4,258	Very high
Y1.3	0	0	3	52	38	4,376	Very high
Y1.4	0	2	4	40	47	4,419	Very high
Y1.5	0	1	7	48	37	4,301	Very high
Y1.6	0	0	8	47	38	4,323	Very high
Y1.7	0	0	6	49	38	4,344	Very high
Y1.8	0	0	3	56	34	4,333	Very high
Y1.9	0	0	2	55	36	4,366	Very high
Y1.10	0	0	4	42	47	4,462	Very high
Y1.11	0	0	4	55	34	4,323	Very high
Y1.12	0	0	3	34	56	4,570	Very high
Average Personal Financial Management (Y)						4,367	Very high

Source: Author's data processing (2026)

Table 11. Summary of Descriptive Statistics

Variables	Average	Category	Main highlights
Digital Lifestyle (X1)	4,289	Very high	Digital activities, online transactions, and interest in digital services are very dominant.
Fear of Missing Out (X2)	3,915	High	Respondents tend to want to stay connected and not miss out on social information.
Discount Promotion (X3)	4,361	Very high	Discounts, time urgency, and promotional appeal strongly influenced respondents.
Personal Financial Management (Y)	4,367	Very high	Respondents are relatively good at budgeting, saving, and risk management.

Source: Author's data processing (2026)

Overall, the findings indicate that respondents demonstrate a high level of digital engagement and are strongly influenced by promotional activities. Despite this, they still report relatively good personal financial management, suggesting a dynamic interaction between digital exposure, psychological factors, and financial behavior.

3.3 Classical Assumption Test

3.3.1 Normality Test

The normality test using the Kolmogorov–Smirnov method produced a significance value of 0.127, which is greater than 0.05, indicating that the residuals are normally distributed. This result suggests that the distribution of the residuals meets the normality assumption required in regression analysis. Therefore, the regression model can be considered appropriate for further statistical analysis.

Table 12. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N	93	
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,77992157
Most Extreme Differences	Absolute	,083
	Positive	,074
	Negative	-,083
Test Statistic		,083
Asymp. Sig. (2-tailed)		,127 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Author's data processing (2026)

The findings in Table 12 are reinforced by the graphical analysis presented in Figure 3, which illustrates the distribution of the residuals.

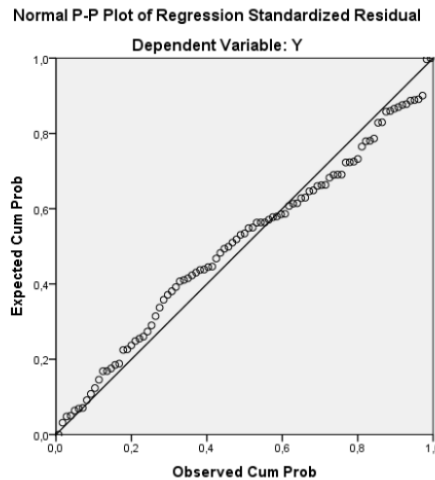


Figure 5. Normal P–P Plot of Regression Standardized Residual

Source: Author's data processing (2026)

The points in the Normal P–P Plot are closely aligned along the diagonal line, indicating that the residuals follow a normal distribution. This visual evidence further confirms that the regression model does not violate the normality assumption.

3.3.2 Multicollinearity Test

The multicollinearity test results show that all independent variables have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values less than 10. This indicates that there is no multicollinearity among the independent variables. Therefore, each variable can be analyzed independently within the regression model without causing distortion in the estimation results.

Table 13. Multicollinearity Test Result

Variabel	VIF	Tolerance	Keterangan
X1→Y	1,613	0,620	Bebas Multikolinearitas
X2→Y	1,679	0,596	Bebas Multikolinearitas
X3→Y	1,553	0,644	Bebas Multikolinearitas

Source: Author's data processing (2026)

3.3.3 Heteroscedasticity Test

The heteroscedasticity test was conducted to assess whether the variance of the residuals is consistent across different levels of the independent variables [16]. Based on the scatterplot, the residuals are randomly distributed without forming any clear pattern. This indicates that the model does not exhibit heteroscedasticity and satisfies the homoscedasticity assumption.

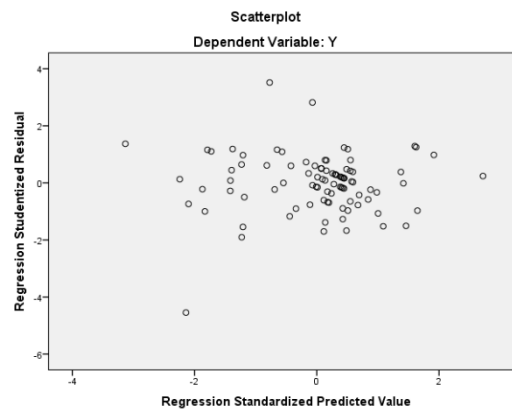


Figure 6. Scatterplot of Regression Residuals

Source: Author's data processing (2026)

As shown in Figure 6, the data points are randomly dispersed without forming a systematic pattern, confirming that the model meets the homoscedasticity assumption.

3.3.4 Autocorrelation Test

The autocorrelation test is conducted to determine whether there is a correlation between residuals in the regression model [16]. The test was performed using the Durbin–Watson method, which resulted in a value of 2.435. This value exceeds the upper bound ($DU = 1.729$) and is slightly above ($4 - DU = 2.271$), indicating no serious autocorrelation issue in the model. Therefore, the regression model satisfies the independence assumption and is suitable for further analysis.

Table 14. Autocorrelation Test Result

DW	DL	DU	4 – DL	4 – DU
2,435	1,596	1,729	2,404	2,271

Source: Author's data processing (2026)

3.5 Multiple Linear Regression Analysis and Hypothesis Testing

The multiple linear regression analysis produced the following equation:

$$Y = 25.481 - 0.318X_1 + 0.053X_2 + 0.690X_3$$

The constant value reflects the baseline level of personal financial management when all independent variables are held constant. The coefficient of digital lifestyle (X_1) is negative and significant, indicating that higher engagement in digital activities tends to reduce the quality of personal financial management. The coefficient of fear of missing out (X_2) is positive but not statistically significant, suggesting that FoMO does not substantially explain variations in financial management behavior. Meanwhile, discount promotion (X_3) has a positive and significant coefficient, indicating that promotional exposure plays an important role in shaping students' financial behavior.

Table 15. Results of Multiple Linear Regression and t-test

Variables	B	t count	Sig.	Information
Constant	25,481	5,400	0,000	Significant
Digital Lifestyle (X1)	-0.318	-2,353	0.021	Significant negative
Fear of Missing Out (X2)	0.053	1,050	0.297	Not significant
Discount Promotion (X3)	0.690	7,366	0,000	Significant positive

Source: Author's data processing (2026)

3.6 Coefficient of Determination

The coefficient of determination shows an R-square value of 0.460, indicating that digital lifestyle, fear of missing out, and discount promotions jointly explain 46% of the variation in personal financial management. The remaining 54% is influenced by other factors not included in the model, such as financial literacy, self-control, income level, and consumption patterns. This result suggests that the model possesses moderate explanatory capacity and can be further refined in subsequent research.

Table 16. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Standard Error of Estimate
1	0.678	0.460	0.442	2.82639

Source: Author's data processing (2026)

3.7 Discussion

The Effect of Digital Lifestyle on Personal Financial Management

The results of this study show that digital lifestyle has a negative and statistically significant effect on personal financial management. This indicates that higher involvement in digital activities is associated with weaker financial control among students. The ease of accessing online platforms, digital payment systems, and various promotional contents tends to increase transaction frequency, which may lead to spending beyond planned budgets [6], [19].

From a theoretical perspective, lifestyle plays an important role in shaping individual financial behavior. In a digital environment, daily activities are closely connected with technology, making transactions more practical and accessible. This condition can influence consumption patterns, where individuals are more likely to make quick purchasing decisions without careful financial consideration [6], [20].

The findings of this study are in line with previous research that highlights the influence of lifestyle on financial behavior, especially among younger individuals [19], [20]. The results also indicate that without sufficient financial awareness, intensive use of digital services may affect how individuals manage their financial resources [6].

Overall, digital lifestyle reflects how individuals interact with financial technology in their daily lives. Its impact on financial management depends on how well individuals are able to control their spending behavior and make financial decisions. Therefore, strengthening

financial literacy and self-control becomes important in supporting better personal financial management.

The Effect of Fear of Missing Out on Personal Financial Management

The results of this study show that fear of missing out (FoMO) does not have a statistically significant effect on personal financial management. This indicates that the tendency to feel anxious about missing out on experiences or information does not necessarily influence how students manage their finances. Although FoMO is often associated with increased social engagement and consumption behavior, it does not always translate into poor financial decision-making [10], [21].

From a behavioral perspective, FoMO reflects an individual's psychological response to social interaction and information exposure. In a digital environment, students are frequently exposed to updates, trends, and social comparisons, which may encourage them to stay connected. However, this condition does not automatically lead to uncontrolled spending, as financial decisions are also influenced by personal priorities and financial limitations [6], [10].

The findings of this study are consistent with several previous studies that report no significant relationship between FoMO and financial behavior [10], [21]. This suggests that students are still able to maintain a certain level of rationality in managing their finances, despite experiencing social pressure in digital environments. It also indicates that FoMO may affect emotional or social aspects more than actual financial behavior.

Overall, FoMO can be understood as a psychological factor that does not directly determine financial management practices. Its influence depends on how individuals respond to social pressure and manage their financial decisions. Therefore, strengthening self-control and financial awareness remains important in ensuring that social influences do not negatively affect personal financial management

The Effect of Discount Promotions on Personal Financial Management

The results of this study show that discount promotions have a positive and statistically significant effect on personal financial management. This indicates that exposure to promotional strategies, such as price discounts, limited-time offers, and frequent deals, influences how students make financial decisions. Promotions tend to attract attention and encourage purchasing behavior, which can affect spending patterns and budget allocation [13], [22].

From a behavioral perspective, discount promotions create a sense of urgency and perceived economic benefit, which may lead individuals to make quicker purchasing decisions. In many cases, individuals feel that they are saving money when taking advantage of discounts, even when the purchase is not planned. This condition can influence how individuals manage their finances, particularly in terms of prioritizing needs and controlling expenses [13].

The findings of this study are in line with previous research that shows promotional strategies have a significant influence on consumer behavior, including financial decision-making [13], [22]. The frequent exposure to discounts may increase transaction intensity and shape consumption habits, especially among students who are active users of digital platforms.

Overall, discount promotions play an important role in shaping personal financial management through their influence on spending behavior. Their impact depends on how individuals respond to promotional stimuli and manage their financial priorities. Therefore, improving financial awareness and strengthening self-control are important to ensure that promotional exposure does not lead to excessive or unplanned spending

Overall, the results show that personal financial management in the digital era is influenced not only by financial knowledge, but also by behavioral and environmental factors. The ability to manage exposure to digital platforms and control spending behavior plays an important role in maintaining financial stability. Therefore, effective financial management among students requires both adequate financial literacy and self-control in responding to digital and promotional influences.

4. Conclusion

This study concludes that digital lifestyle and discount promotions have a significant influence on personal financial management, while fear of missing out does not have a significant effect. These findings indicate that higher engagement in digital activities tends to influence students' financial behavior, particularly by increasing the likelihood of unplanned spending. At the same time, exposure to discount promotions encourages purchasing decisions that may affect budget allocation. In contrast, fear of missing out does not directly determine how students manage their finances, suggesting that financial decision-making is not solely driven by psychological pressure to stay connected. Overall, these results highlight that personal financial management in the digital era is shaped by a combination of behavioral and environmental factors.

From a practical perspective, students are encouraged to improve their ability to manage digital consumption by strengthening self-control and financial awareness. The ability to distinguish between needs and wants becomes increasingly important in a highly digitalized environment. In addition, application developers are expected to design more responsible promotional features, while policymakers should continue to promote financial literacy programs to support better financial decision-making among young individuals.

This study is limited to a single institutional context and focuses on three independent variables, which may restrict the generalizability of the findings. Therefore, future research is recommended to include additional variables, such as financial literacy, self-control, income level, and financial technology utilization, to provide a more comprehensive understanding of personal financial management. Further studies may also consider using a larger and more diverse sample, as well as different research approaches, to enrich the analysis and strengthen the validity of the results.

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