

Exploring the Influence of Parental Interaction on Consumptive Behavior: The Mediating Role of Self-Control Among Santri

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Abstract: Santri in Islamic boarding schools (pesantren) are expected to uphold values of simplicity and self-discipline. However, increasing exposure to consumerist culture has challenged these ideals, leading to a rise in consumptive behavior among santri-college students. This study investigates how parental interaction influences consumptive behavior, with self-control acting as a mediating factor. Grounded in a quantitative approach, the study involved 237 santri aged 18–23 years in Yogyakarta, selected through Cluster Random Sampling and refined via Purposive Sampling based on defined criteria. Validated instruments were used to measure parental interaction (Cronbach’s Alpha = 0.85), self-control ($\alpha = 0.85$), and consumptive behavior ($\alpha = 0.96$). Data analysis using Structural Equation Modeling (SEM) revealed that while parental interaction does not directly reduce consumptive behavior ($p = 0.080$), it significantly enhances self-control ($p < 0.001$), which in turn negatively correlates with consumptive behavior ($p < 0.001$). These findings underscore the critical role of self-control as a mediator and suggest that strengthening parental interaction may indirectly reduce consumptive tendencies. This research contributes to educational and psychological strategies that support the development of financially wise, disciplined santri aligned with pesantren values.

Keywords: Consumptive Behavior, Parents Interaction, Self Control, Santri

Introduction

Consumptive behavior among adolescents, including in pesantren, can be analyzed through psychological frameworks, particularly self-control theory (Baumeister, 2018) and Bronfenbrenner's bioecological model (Bronfenbrenner &

Morris, 2007). The tendency of materialism and consumerism is often shaped by intrinsic psychological factors, such as self-control, and extrinsic influences, such as peer pressure and family environment, especially parents (Alvanico and Sudrajat, 2022.) Traditionally, pesantren emphasizes simplicity, independence, and spiritual

growth, but modern pressures, such as social media and peer influence, have led some santri to embrace a consumer-oriented lifestyle (Lutfiah et.al, 2022). The desire to acquire material goods, follow fashion trends, and achieve social status is becoming increasingly common, even among university students, as consumerism is increasingly seen as a marker of success (Rohman, 2016). This shift challenges the traditional values of pesantren, which prioritize spiritual fulfillment over material wealth, creating a tension between maintaining these values and adapting to consumer-driven external influences.

This phenomenon is further evidenced by the Student Cost of Living Survey (2024), which revealed that university students in Yogyakarta allocate IDR 685,824.00 (23%) of their monthly expenditure on lifestyle choices, including skincare, cafes, and entertainment. This category ranks second in spending, after necessities such as food and beverages, which highlights the growing trend of consumerism among university students. As young consumers, university students often feel more confident when making purchases or using services, supported by a sense of economic stability (Sartika et al. 2024). However, this confidence can sometimes lead to impulsive buying, which may result in financial strain and hinder long-term financial security. This behavior reflects a broader shift in priorities, where material consumption increasingly takes precedence over saving or investing for future goals, potentially leading to unsustainable financial habits.

Bronfenbrenner and Morris (2007) enrich this understanding by emphasizing that students are not only influenced by internal factors such as parents but also by the wider social environment, which consists of various subsystems, including family, peers, educational institutions, and media.

One of the key elements in this broader social environment is social media, which plays an increasingly significant role in shaping individual behaviors, including consumer behavior. In the case of Santri or Student College, their consumer behavior is driven not only by their immediate surroundings, such as parenting style and peer influence (Ninik, 2018), but also by the pervasive impact of social media (Muttaqin, et.al 2022), which shapes their preferences, consumption patterns, and decision-making process.

Consumerism lifestyle is often displayed on social media through advertisements and trends that promote consumerism lifestyle. In addition, social media often displays a lifestyle of consumerism through advertisements and trends that encourage students to prioritize wants over needs (Muttaqin et al., 2022). In addition, interacting with peers who tend to be consumptive creates social pressure to pursue a similar lifestyle (Ninik Srijani, 2018). Education that does not teach the value of simplicity and financial management also strengthens this tendency, so that these three factors support each other in shaping the consumptive lifestyle of students (Muchlasin 2020).

Although santri students spend most of their time in a pesantren environment that is full of modest values, interactions with parents still play an important role in shaping their character and behavior (Syarifah 2021). Parents, as the main socialization agents in children's lives, contribute to instilling fundamental values that become the foundation for santri in living their daily lives (Chotimah and Rohayati 2015). Good communication between parents and children not only creates a harmonious relationship, but also provides emotional support that helps students develop self-control. With strong self-control, santri are able to resist the

temptation to act consumptively and are wiser in managing desires (Fitriyah & Mas'ula, 2021).

Open and harmonious relationships in the family can strengthen children's ability to control consumptive urges, making them more able to choose actions that are in accordance with the values they are taught. Directed interactions with parents also help students understand the boundaries in their social and financial life (Kholifah & Rusmawati, 2020). This not only supports the formation of simpler living habits, but also provides provisions in facing the challenges of modern lifestyles that are often filled with consumerist impulses. These factors are very relevant to the developmental phase that santri undergo as students.

According to Erikson on Schachter and Gallihier (2018), students in the adolescence and early adulthood category are in the stage of "Identity vs. Role Confusion," where individuals try to find their identity and role in society. In this search for identity, students often explore various values, beliefs, and lifestyles that they consider to be in accordance with the self-image they want to build. One way to express and strengthen this identity is through the consumption of goods and services that they consider relevant to the identity that is being formed.

In the pesantren environment, developing self-control is an important aspect that helps santri to control their need to consume (Asadin, 2023). Self-control, defined as the ability to control oneself, is based on three aspects: Self-discipline, breaking habits, and resisting temptation. Self-discipline refers to one's ability to control thoughts, feelings, and behaviors according to predetermined rules; stopping habits is the ability to act out of habit; and resistance to temptation is the ability to

avoid and ignore temptation (Baumeister, 2018).

The pesantren environment based on religious values provides an opportunity to strengthen self-control through teaching about simplicity, controlling lust, and gratitude for what is owned (Hasanah, 2022). Santri students who have strong self-control are expected to be able to resist the temptation to buy unnecessary items, especially in the digital era that offers easy access to various products and services (Liana and Halik 2024). Exposure to advertisements on social media or encouragement from peers to follow the latest trends can be a challenge, but with good self-control, santri students are able to consider the benefits and long-term impacts before deciding to shop (Pramudita and Misidawati 2024). This also includes the ability to distinguish between urgent needs and impulsive desires.

On the other hand, good self-control allows santri to resist temptations in financial management, such as avoiding the purchase of unnecessary items and prioritizing more important needs. However, this strong self-control is not formed just like that, but is strongly influenced by parental interactions in the lives of santri, even though they live in a pesantren environment (Dewi & Sunarto, 2017). Directed interactions, such as open communication about financial management and wise supervision from parents, can strengthen santri's self-control over consumptive urges. When parents provide clear directions regarding the use of money and set realistic limits, santri can more easily understand the importance of living frugally and being financially responsible (Sumiyati, n.d.).

Conversely, if parental interactions are less directed or do not provide sufficient supervision, santri may be more vulnerable to external influences, such as peers or social

media, which can encourage consumptive behavior (Mirza, 2019). Therefore, attentive parental interactions and proportional financial supervision are very important in shaping santri self-control. With the right approach, parents can help students manage their wants and needs wisely, and instill the values of simplicity that are important to avoid consumptive habits (Hanur & Najichah, 2023). Thus, santri self-control over consumptive behavior is highly dependent on how parents interact and provide supervision related to their financial management.

The problem of consumptive behavior among santri is important to study because

it has a long-term impact on their lives. If not addressed, uncontrolled consumptive behavior can have a negative impact on the economic life of santri in the future, hamper their ability to manage finances, and potentially lead to wasteful behavior that is contrary to the values taught in pesantren. By understanding the influence between parental interaction through self-control in suppressing consumptive behavior, this research is expected to contribute to efforts to foster santri characters who are more disciplined, financially wise, and in accordance with the values of simplicity taught in pesantren education.

Research Method

This study utilized a quantitative approach to examine the relationship between parental interaction, self-control, and consumptive behavior among santri. A Cluster Random Sampling method was employed to divide the Santri population in the Krapyak area of Yogyakarta into several clusters based on specific groupings. Representatives were then selected randomly from each cluster to ensure fair representation while adhering to the age requirement of 18-23 years old. This approach aimed to minimize selection bias, though it still incorporated a degree of subjectivity in determining which clusters to include.

Additionally, Purposive Sampling was applied within these clusters to filter participants according to specific criteria, ensuring that only individuals meeting the study's requirements were selected. These criteria included being an active student (Diploma to Bachelor level) and being a santri. By combining these two sampling methods, the study ensured randomness in

participant selection while maintaining relevance to the research objectives.

The data in this study were taken based on selected measuring instruments. Parental interaction data was measured using an instrument adapted Purcell (2007) namely Adolescent-Reported Parenting Items consisting of 37 question items. The answer options on this measuring instrument use a 5-point Likert scale with a Cronbach Alpha test result of 0.85. This measuring instrument has a group of dimensions including Support, Control, Communication and Warmth.

Self-control variable data is adapted from (Malouf et al. 2014) Self Control Scale with a 5-point Likert scale with 36 items and has a Cronbach Alpha value of 0.85. The dimensions of this measuring instrument are self-control, delaying satisfaction, resisting temptation and self-discipline.

Consumptive Behavior variable data will be measured using the Shopping Addiction Scale instrument adaptation from (Andreassen et al. 2015) compiled by Bergen (2015), with a 5-point Likert scale and a total of 28 questions and has a value of 0.96 in Cronbach Alpha. This measuring

instrument has dimensions, such as Emphasis, Tolerance, Conflict, Withdrawal, Problems, Mood.

The process of scale validation followed a rigorous procedure. Initially, the concept to be measured was clearly defined, and appropriate items were developed. A pilot test was conducted to refine the instrument. Content validity was ensured by consulting experts, while reliability was tested using Cronbach's Alpha for internal consistency and the test-retest method to evaluate the stability of the scale over time. Since the instruments were initially in English, they were translated into Indonesian using the back-translation method to preserve the meaning of the original items and ensure cultural relevance.

For data analysis, descriptive statistics were first used to summarize the demographic characteristics of the participants. Regression analysis was employed to examine the relationship between parental interaction, self-control, and consumptive behavior. To explore the direct and indirect effects of the independent variables on the dependent variables through mediators, Structural Equation Modeling (SEM) was applied. Path analysis,

a technique derived from regression analysis, was also utilized to test the mediating role of self-control in the relationship between parental interaction and consumptive behavior.

The research underwent an ethical review by the Ethics Commission for Research Involving Humans, IPB University, and received approval on October 28, 2024 (Approval number: 1478/IT3.KEPMSM-IPB/SK/2024). This ensured that the study complied with the ethical standards regarding participant rights, welfare, and data confidentiality.

Findings

Results of Descriptive and Correlation Analysis Characteristic

Of the 237 santri who participated in the study, 122 or 51.48% were female and 115 or 48.52% were male. The majority of students are in the age range of 18-23 years with a distribution that tends to be normal, although slightly skewed to younger ages. The average age of male students (21.44 years) is higher than the average age of female students (20.74 years), (Table 1).

Table 1 Descriptive Distribution of Santri Characteristics (Age)

| Descriptives | Male | | Female | | Total | |
|----------------|-------------|--------|-------------|--------|-------|--------|
| | N | % | N | % | N | % |
| Total | 115 | 48,52% | 122 | 51,48% | 237 | 100,0% |
| Min-Max | 18-23 | | 18-23 | | 18-23 | |
| Average±SD | 21,44±1,476 | | 20,47±1,615 | | | |
| <i>p-value</i> | | | 0,001* | | | |

Fathers' ages ranged from 35 to 73 years old. While the mother's age is in the range of 35-64 years. The majority of parents were at an average age of 48-53 years, which is middle adulthood. There was a significant difference between father's age and mother's

age ($p=0.000$; $p<0.05$). The complete data distribution of parent characteristics by age is available in Table 2.

Table 2 Descriptive Distribution of Parent Characteristics (Age)

| Descriptives | Father | | Mother | | Total | |
|----------------|-------------|--------|-------------|--------|-------|--------|
| | N | % | N | % | N | % |
| Total | 237 | 100,0% | 237 | 100,0% | 237 | 100,0% |
| Min-Max | 35-73 | | 35-64 | | 35-73 | |
| Average±SD | 53,81±6,342 | | 48,34±5,568 | | | |
| <i>p-value</i> | | | 0,000 | | | |

Table 3 shows the distribution of data based on the types of occupations of fathers and mothers. The majority of fathers (38.8%) were self-employed, while the second largest category of father's occupation (34.2%) fell

into the "other" group, which included various professions such as laborers and farmers. Meanwhile, the majority of mothers (57%) were also recorded in the "other" category, with most working as housewives.

Table 3 Descriptive Distribution of Parents' Characteristics by Type of Job

| Descriptives | Father | | Mother | | Total | |
|------------------|------------|------|------------|------|-------|------|
| | N | % | N | % | N | % |
| Job Type | | | | | | |
| PNS | 37 | 15,6 | 35 | 14,8 | 72 | 30,4 |
| Wirawasta | 92 | 38,8 | 43 | 18,1 | 135 | 57 |
| Military/Police | 2 | 0,8 | 1 | 0,4 | 3 | 1,3 |
| Private Employee | 25 | 10,5 | 23 | 9,7 | 48 | 20,3 |
| Others | 81 | 34,2 | 135 | 57 | 216 | 91 |
| Min-Max | 1-5 | | 1-5 | | 1-5 | |
| Avarage±SD | 3,09±1,577 | | 3,76±1,607 | | | |

Table 4 shows that there is no correlation between santri age and parental age with consumptive behavior. This is thought to be due to several possibilities including the Age of Santri and the Age of Parents may not adequately reflect differences in consumptive behavior. In addition, too close an age range also has the possibility of no relationship. If the age range of santri and parents is not wide

enough, then the variability in consumptive behavior may not be enough to show a significant correlation.

Research shows that gender has a positive correlation with consumptive behavior among santri ($p < 0.05$), which indicates that one gender tends to show higher levels of consumerism than the other gender.

Table 4 Correlation Test Results (Characteristics and Dependent Variables)

| Variable | Characteristics of Santri | | Parent Characteristics | | |
|-------------------------|---------------------------|--------------|------------------------|--------------------|--------------------|
| | Age | Gender | Age | Fathers Occupation | Mothers Occupation |
| Coefficient Correlation | | | | | |
| Consumptive Behavior | 0,805 | 0,012 | 0,053 | 0,044 | 0,745 |

Factors that influence consumptive behavior

The results of the validity and reliability analysis show that the AVE value ≥ 0.50 , the composite reliability value ≥ 0.70 , and the SRMR value is close to 0.10. These findings indicate that the measurement model meets the criteria of a good fit and demonstrates strong validity and reliability. Hypothesis testing for the research model was conducted with a significance level of 0.05, corresponding to a 95% confidence interval.

This study indicates that parental interaction has a positive effect on self-control and self-control has a positive effect on consumptive behavior. This shows that positive parental interactions improve children's ability to control themselves, such as managing emotions and desires. Good self-control ultimately helps children make wiser consumptive decisions, so their consumptive behavior tends to be more controlled and not excessive.

Table 5 Initial Outer Loading Value of the Effect of Parental Interaction and Self-Control on Consumptive Behavior

| Variable | Value of Outer Loading |
|-----------------------------|------------------------|
| Parent Interaction | |
| Support | 0,845 |
| Control | 0,252 |
| Communication | 0,574 |
| Warmth | 0,758 |
| Self-Control | |
| Self-Control | 0,774 |
| Delaying Satisfaction | 0,818 |
| Resisting Temptation | 0,727 |
| Self-Discipline | 0,806 |
| Consumptive Behavior | |
| Emphasis | 0,707 |
| Tolerance | 0,860 |
| Conflict | 0,832 |
| Withdrawal | 0,908 |

The research results shown in Table 6 show that the final outer loading value has met the criteria, which is > 0.5 . This value is obtained after removing indicators that do not meet the requirements or have outer

loading < 0.5 . Meanwhile, the final model presented in Table 6 confirms that all variables have met the validity required to measure and represent the variables of Parental Interaction, Self-Control and Consumptive Behavior.

Table 6 Final Value of Outer Loading The Effect of Parental Interaction and Self-Control on Consumptive Behavior

| Variable | Value of Outer Loading |
|---------------------------|------------------------|
| Parent Interaction | |
| Support | 0,847 |
| Communication | 0,582 |
| Warmth | 0,752 |
| Self-Control | |

| | |
|-----------------------------|-------|
| Self-Control | 0,775 |
| Delaying Satisfaction | 0,820 |
| Resisting Temptation | 0,723 |
| Self-Discipline | 0,805 |
| Consumptive Behavior | |
| Emphasis | 0,710 |
| Tolerance | 0,858 |
| Conflict | 0,831 |
| Withdrawal | 0,909 |

In Table 7, the Average Variance Extracted (AVE) value is listed as part of the validity test. All variables show AVE values that meet the criteria >0.5, which indicates that each variable has passed the validity test. In addition, the composite reliability results have mostly met the required limit,

which is > 0.7, so it can be said that the variables have good reliability. However, there is one exception, namely the Peer Attachment variable, which has a composite reliability value < 0.7. This indicates that the variable does not have a sufficient level of reliability in measuring its construct compared to other variables.

Table 7 Value of Average Variance Extrated (AVE) and Composite Reliability of the Effect of Parental Interaction and Self-Control on Consumptive Behavior

| Variable | Value of Average Variance Extracted (AVE) | Value of Composite Reliability |
|----------------------|--|-----------------------------------|
| Parent Interaction | 0,775 | 0,541 |
| Self-Control | 0,862 | 0,611 |
| Consumptive Behavior | 0,898 | 0,690 |

After the model analysis process is complete, the next step is to conduct an influence test. The results of the Influence Test (Table 8) show that there is a significant direct positive influence between Parental Interaction on Self-Control ($\beta=0.297$; $t>1.96$). This shows that the better the child's

interaction with parents, the better the level of consumptive behavior. Self-control ($\beta=0.097$; $t>1.96$) has a significant direct positive effect on the consumptive behavior of students. This shows that the better the santri's self-control, the better the level of consumptive behavior.

Table 8 Effect Test Result

| Direct Effect | Path Coefficient | T-Values | P-Values |
|--|------------------|----------|----------|
| Parental Interaction → Self-Control | 0,387** | 5,892** | 0,000** |
| Self-Control → Consumptive Behavior | -0,356** | 5,682** | 0,000** |
| Parental Interaction → Consumptive Behavior | -0,155** | 1,755** | 0,080 |
| Spesific Indirect Effect | Path Coefficient | T-Values | P-Values |
| Parental Interaction → Self-Control → Consumptive Behavior | -0,138** | 3,700** | 0,000** |

Discussion

Research shows that gender has a positive correlation with consumptive behavior among santri ($p < 0.05$), which indicates that one gender tends to show higher levels of consumerism than the other gender. Research shows that women, in particular, tend to have higher consumptive behavior compared to men (Anggraini 2019; Rahima 2022). This can be attributed to social and cultural factors that often encourage women to prioritize appearance, fashion and personal care, which can lead to greater spending on lifestyle-related goods and services.

In addition, father's occupation was also positively correlated with consumptive behavior ($p < 0.05$), highlighting the influence of father's occupation, income and socio-economic status on his children's consumption patterns. Research shows that children from families with higher socioeconomic status or more stable financial backgrounds tend to exhibit higher levels of consumption, as they have more access to financial resources and are often socialized into a consumer-driven lifestyle (Eliza et.al 2023). This relationship underscores the important role of family background in shaping adolescent consumer behavior.

Furthermore, a study by Usman & Izhari (2020) found that students with high parental involvement showed lower levels of impulsive buying behavior, reinforcing the notion that parental influence plays a key role in shaping self-control. However, our study expands on this by focusing specifically on santri, who are traditionally expected to uphold values of simplicity yet face increasing exposure to consumerist culture (Usman & Izhari, 2020). Parental influence, as part of this environment, plays an important role in strengthening or

weakening children's ability to exercise self-control, which ultimately affects their consumptive behavior. When parents provide a supportive and guiding environment, they help children develop stronger self-regulation skills, enabling them to make more thoughtful and controlled consumption choices.

In line with this finding, good self-control allows students to resist impulsive urges and make wiser and more considered decisions regarding consumption. Research by Baumeister (2018) emphasizes that self-control is essential for managing temptation and aligning behavior with long-term goals. Mediation tests support the idea that parental interaction affects consumptive behavior indirectly by strengthening self-control. This suggests that parental involvement is key to encouraging better self-regulation and reducing impulsive consumer behavior among adolescents, leading to more controlled and thoughtful consumption patterns.

One of the limitations in this study is the limited sample that only includes santri with an age range of 18-23 years, so the results obtained may not be fully generalizable to the santri population outside this age range. In addition, although this study shows a significant relationship between self-control and consumptive behavior, the measurement of consumptive behavior that relies on self-report data may be influenced by social bias or the desire to provide answers that are considered more acceptable. Therefore, in future studies, it is recommended to expand the sample by involving santri from various age ranges and more varied locations, as well as considering the use of more objective methods of measuring consumptive behavior, such as transaction data or direct observation, so that the research results can better reflect the actual conditions.

Conclusion

This study highlights the complex interplay between parental interaction, self-control, and consumptive behavior among santri. While direct parental interaction does not significantly reduce consumptive tendencies, its positive influence on self-control demonstrates an indirect yet crucial pathway in shaping consumption habits. The findings emphasize that female santri and those from higher socioeconomic backgrounds tend to exhibit higher consumptive behavior, further stressing the importance of targeted guidance. Strengthening parental involvement emerges as a practical strategy to foster greater self-regulation and counteract impulsive buying tendencies among adolescents. This research contributes to the growing literature on santri behavior in the face of modern consumerist pressures, offering a contextualized understanding grounded in pesantren values. However, the study's generalizability is limited by its age-specific sample and reliance on self-reported data. Future research is encouraged to explore broader age groups, diverse pesantren settings, and incorporate more objective behavioral assessments to enrich the findings and their applicability.

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