

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

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THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

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Abstract

This study aims to measure the consumptive behavior of Call of Duty: Mobile (CODM) game players who are members of the game player community. This behavioral measure was analyzed from their level of financial literacy and financial behavior. This study uses quantitative methods with data processing methods using a structural equation model with SmartPLS tools. The sample of this research is game players who are selected by non-probability sampling method with purposive sample technique. The final sample used in this study was 120 respondents.

The results of the study indicate that the level of financial literacy and financial behavior has a positive effect on the consumptive behavior of CODM game players. This research contributes to the development of research on the consumptive behavior of game players and can be used as an early warning system for game users to better control their consumptive behavior.

Keywords: Financial Literacy, Financial Behavior, Consumptive Behavior, game players.

1. Background

An amazing revolution in today's human lifestyle is the internet of things which is able to change all aspects of human life. One of the interesting innovations that is very developed with the internet is online games. Online games are defined as large multiplayer online games as well as casual and social games that can be played directly

in an internet browser or via a client that needs to be installed.

The number of gamers in Indonesia reaches 60 million people with a demographic of 46% office employees, 20% independent workers, 13% part time employees, 10% students, 4% home workers, 4% non-employees, and 2% others

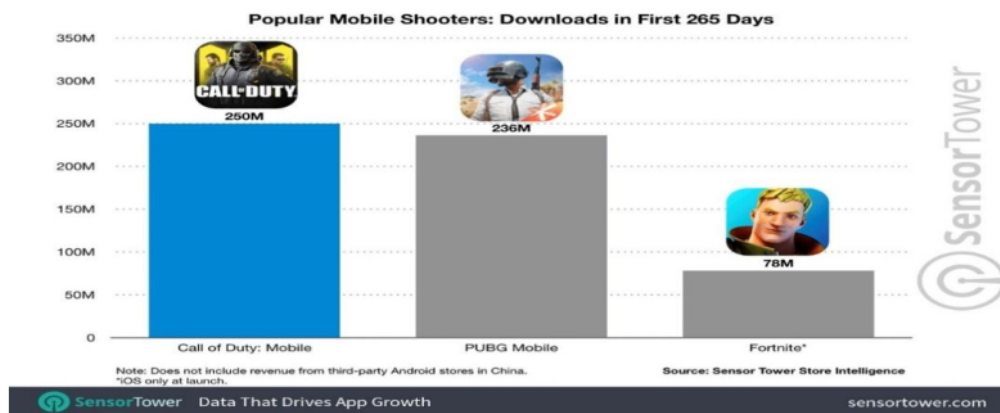
(Untari, 2010). This number will continue to increase, especially during the COVID-19 pandemic because people have more free time and generally they are looking for entertainment and playing games is entertainment that is easy to get. Online games are considered to be a medicine to fight boredom because most people are required to limit their activities outside the home. (Wuragil, 2020)

One of the most popular games is Call of Duty: Mobile, which is a first-person-shooter game that adheres to multiplayer and battle royale modes. Call of Duty: Mobile, (CODM) is a free-to-play first-person

shooter video game developed by Timi Studio (a Tencent subsidiary), and published by Activision and Garena for Android and iOS platforms. Released on October 1, 2019

Sensor Tower Store Intelligence (2020) states that CODM has exceeded 250 million downloads worldwide. This total represents installations of all versions of the game, including those operated by Activision-Blizzard and its international publishing partners, including in Indonesia through Garena. (Chapple, 2020) In Indonesia alone, through the playstore and appstore applications, CODM has been downloaded more than 10 million times.

Figure 1. Comparison of the percentage of downloads between CODM, PUBG Mobile, and Fortnite



Source: Sensor Tower Store Intelligence (2020)

CODM has a large community called Clan, which consists of Clan Masters, Vice Masters, and regular members. A Clan is incorporated into a clan association, usually consisting of 30 members, consisting of men and women with various educational backgrounds, ages, and occupations.

Even though when the player downloads it is not charged anything, game publishers monetize the game by selling virtual goods in the game. Virtual Goods for example are weapon skins, characters and other supporting items to add more fun to playing and can also increase the player's

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

social status because Virtual Goods are useful for beautifying the appearance of the game and also providing a different experience for each item. In addition to mythic weapon skins that must be purchased at an expensive price, there are also purchases of characters that can be used in the game, the more unique the character, the more expensive it will be.

With Indonesia's large number of gamers and diverse work backgrounds, they used to spend a total of \$1.1 billion on in-game purchases in 2018 (Newzoo Survey Institute, 2019). The Indonesian market is the largest in Southeast Asia. The majority of gamers (about 94%) spent money on in-game or virtual goods in the last six months. The results of the study (Imawati, Susilaningsih, & Ivada, 2013) explain that this consumptive behavior is carried out excessively, without any rational basis for consideration and is more concerned with the desire factor than the need. Meanwhile, Li (2012) said that the sale of virtual goods is a new economic style that has emerged in cyberspace. Many people use real money (cash) to buy virtual goods or commonly known as real-money trade (RMT). In addition, this attraction makes internet users willing to pay (Kang & Yang, 2006). Reporting from detikInet, online game players are willing to spend money ranging from hundreds of thousands of rupiah to millions of rupiah just to buy good items that have been coveted for a long time. Players want their virtual identity to replace their physical body and to control the level that they reveal themselves in the virtual world. Specifically, they feel that the image or avatar in the virtual world is a

representative of themselves. This is the reason why they are willing to spend up to millions of rupiah to get game items or characters according to what they want. Where they feel that it can increase their confidence and make them accepted by other players. (Kamaliah, 2019)

Seeing the high number of in-game purchases made by millennials and generation Z, they must be responsible for the decisions they make and manage their finances well. One thing that needs to be considered is how to manage finances that can inhibit consumptive behavior so that it is not excessive through financial literacy. According to research results, financial literacy has a significantly negative effect on consumptive behavior, this can mean that the higher a person's level of financial literacy, the lower the individual's consumptive behavior (Qurotaa'yun & Krisnawati, 2019). Because financial literacy is believed to be able to help someone avoid financial problems by managing their assets in accordance with financial concepts so that they are expected to be useful for the short and long term. (Udayanthi et al., 2018). Overall, financial literacy affects everything from day-to-day to long-term financial decisions, and this has implications for individuals and society. In a changing economic landscape, people are increasingly taking responsibility for personal financial planning and for investing and spending their resources throughout life for their well-being. (Lusardi, 2019).

Financial behavior, according to Upadana & Herawati (2020) can be linked to personal finance. Financial behavior is a person's ability to plan, budget, examine,

manage, control, seek and save funds in daily finances (Arianti, 2020). This financial behavior is a combination of one's financial ability and psychological ability to manage and use its resources as a reference for decision making in daily needs and planning about finances in the future. Financial behavior has the benefit of training someone to be responsible for their own finances by managing funds and other assets properly (Teniawaru et al., 2018)

This phenomenon, which is clearly seen as the consumptive behavior of game players, where they are willing to spend millions of rupiah to get something that is not a primary need, is the basis for researchers to conduct this research. Researchers want to know whether financial literacy has an influence on controlling their consumptive behavior and how financial behavior is on CODM players. This research is expected to provide benefits for the development of knowledge in the field of Financial Management, especially regarding the financial literature and financial behavior that is not widely available. The results of this study are expected to be a source of information to add insight into financial literacy and financial behavior so that they have a good financial concept in a pandemic situation that is already quite complicated.

2. Literature Review

Ajzen et al., (2020) in their latest research in the Theory of Planned Behavior say that human behavior is guided by three types of considerations: beliefs about the possible consequences of behavior

(behavioral beliefs), beliefs about other people's normative expectations (normative beliefs), and beliefs about there are factors that influence human behavior. can facilitate or hinder the performance of the behavior (control beliefs). This theory is suitable to explain the intention of humans who want to achieve financial well-being by planning their finances based on their financial literacy. How a person plans and manages his income to meet his financial needs can also be related to financial behavior (Arifin, 2017).

Kim & Nofsinger (2008) stated that financial literacy is defined as the basic knowledge that a person needs in order to survive in modern society. According to Remund (2010) financial literacy is a parameter of one's insight in understanding financial concepts as well as the capability and confidence to manage their finances personally through short and long-term decisions so that they are appropriate and healthy and keep a close eye on economic events and changes in economic conditions that occur. . Atkinson & Messy (2012) say that financial literacy is not only about understanding and knowledge related to financial concepts and risks, but also the ability, motivation, and confidence to implement this understanding and knowledge in making decisions to be more effective in various financial aspects.

2.1. Research Hypothesis

2.1.1. The Effect of Financial Literacy on Consumptive Behavior

Financial literacy is a broad concept and related research revolves around analyzing financial literacy outcomes,

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

assessing levels among different population groups, factors affecting financial literacy and the impact of financial education on improving financial literacy. (Goyal & Kumar, 2021). Financial literacy is believed to be able to help someone avoid financial problems by managing their assets in accordance with financial concepts so that they are expected to be useful in the short and long term. (Udayanthi et al., 2018)

Based on previous research conducted by Yudasella & Krisnawati (2019), financial literacy has a significant effect on the consumptive behavior of high school students. So when viewed from the side of consumption, education and financial literacy allow the public as consumers to become buyers who understand more about prices and goods. In a study by Fauzia & Nurdin (2019), it is stated that financial literacy has a negative effect on consumptive behavior and will decrease. However, the research of Prihastuty & Rahayuningsih (2018), found that financial literacy had no effect on the consumptive behavior variable. Consumptive behavior is expected to be suppressed with a good understanding of literacy to make the right financial decisions. Therefore, this researcher proposes the first hypothesis as follows:

H1: financial literacy has an influence on consumptive behavior in CODM players.

2.1.2. The Effect of Financial Behavior on Consumptive Behavior

Behavioral finance is a discipline that is also related to other disciplines, the

discussion is not limited so that it will continuously integrate. Behavioral finance is often associated with psychology. If someone wants to learn about behavioral finance, then he must also understand psychological aspects, sociological aspects, and financial aspects. (Arianti, 2017)

In the financial behavior variable, based on research conducted by Prihastuty & Rahayuningsih (2018), it shows that financial behavior has a significant and positive influence on consumptive behavior. According to Yudasella & Krisnawati, (2019) financial behavior has a positive influence on consumptive behavior, it is said that the better a person is in managing his savings and expenses, the better financial behavior will be reflected. It can be concluded that the more rational the financial behavior of students, the lower their consumptive behavior, because they think how to use their financial resources efficiently.

□ H2: Financial behavior has a significant influence on the consumptive behavior variable on CODM players.

3. Research Methods

3.1. Research Design

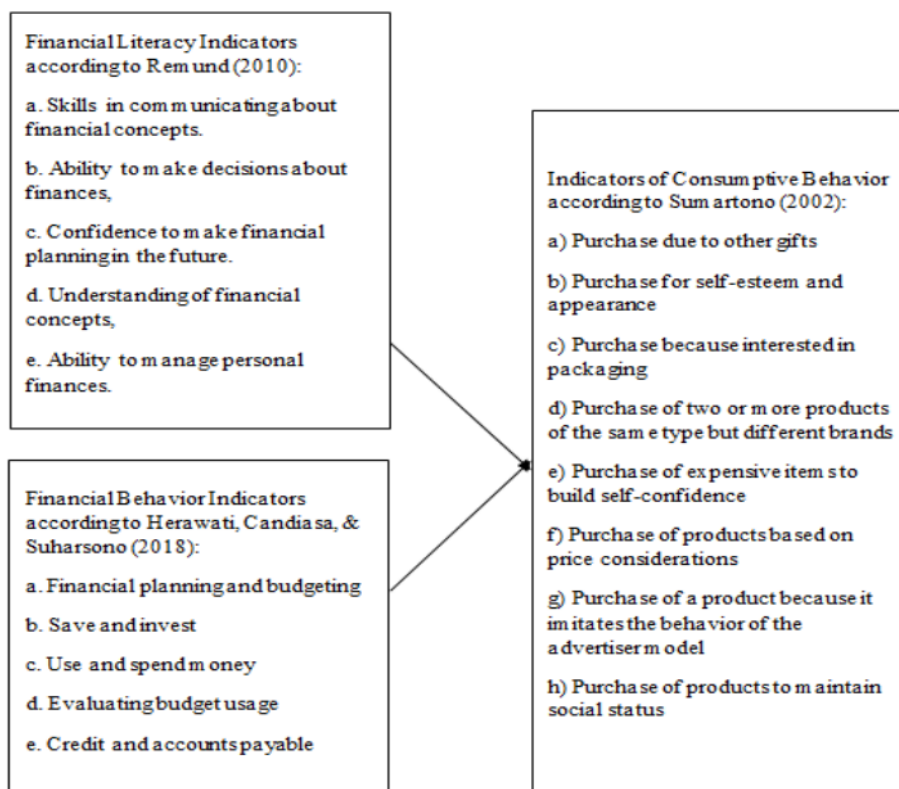
This study uses a quantitative approach with the data source used is primary data. Data collection is through the distribution of questionnaires to respondents as measured by a Likert scale. The research object chosen in this study is the CODM Player. This choice is the reason that this game is the number 4 Top Grossing game in the action game category on the Google Playstore which indicates that this game has a high income based on the spending made

in the application by its users. Each statement in this study was adopted based on the previous indicators. Statements on the Financial Literacy variable totaling 6 items adopted from previous research by Remund (2010), statements on the Financial Behavior variable totaling 10 items adopted from research by Herawati, Candiasa, & Suharsono (2018), statements on the Consumptive Behavior variable totaling 8 items adopted from previous research by Sumartono (2002). The conceptual model of the research as depicted in the schematic in figure 1.

3.2 Sampling Method

Dissemination of online questionnaires is carried out using google forms in CODM communities. The technique used is purposive sampling because the respondents are selected according to the characteristics that meet the criteria, namely still actively playing and joining a clan, at least 17 years old, and how much money they have spent to buy in-game items. The process of distributing questionnaires is done randomly by distributing questionnaires ³⁷ly within the game community. Because the purpose of this research is to examine the consumptive behavior of CODM players.

Figure 2. Conceptual Research



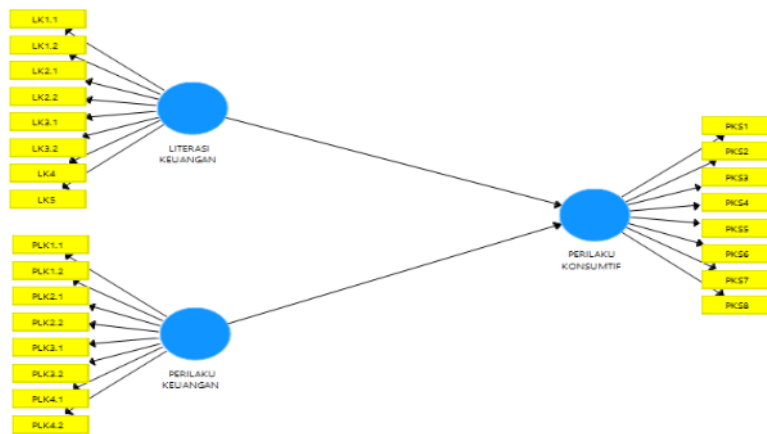
THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

3.3. Data analysis method

This study uses SmartPLS in data analysis because PLS does not require a minimum number of samples so that small samples can be used. (Ghozali & Latan, 2015). This study uses 119 respondents who

are active players in the CODM game. Data collection is done by distributing questionnaires. Below are descriptive statistics that are used as a reference to parse each answer obtained from the respondents. The following is illustrated through the outer model created using Smart PLS 3.0:

Figure 3. Outer Loading



The distribution of questionnaires is carried out online by distributing questionnaires that have been made in the form of a google

form / google form only within the game community, via the CODM game community Whatsapp group social media.

Table 1. Characteristics of Respondents Based on Age

Respondent Age level	Amount	Percentage (%)
17 – 24 years old	60	50%
25 – 30 years old	48	40%
30 years old above	12	10%
Total	120	100%

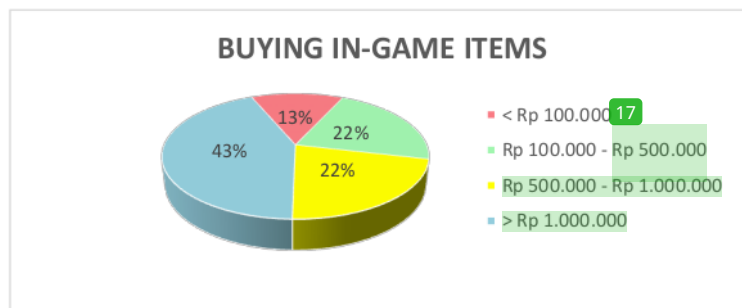
42
 Table 1 shows the percentage of respondents based on age in game players. The age of the player who is more dominant in filling out the questionnaire, namely in the age range of 17-24 years has a percentage of 50%, from the age range 25-30 years has a percentage of 40%, and the rest from the age range above 30 years has a percentage of 10%. With a percentage of 50%, this shows that half of the respondents are dominated by players aged 17 – 24 years.

Respondents totaling 120 respondents all stated that they had purchased items in the Call of Duty: Mobile game. This states that they have spent money to do one consumptive act, namely, purchasing items in the CODM game. Table 2 presents the characteristics of respondents based on the total costs that have been spent to purchase items in the CODM game.

Table 2. Characteristics of Respondents Based on Total Expended

Total cost	Amount	Percentage (%)
< Rp 100.000	16	13%
Rp 100.000 - Rp 500.000	26	22%
Rp 500.000 - Rp 1.000.000	26	22%
> Rp 1.000.000	52	43%
Total	120	100%

Figure 4. Diagram of Respondents Based on Total Costs That Have Been



Based on table 4 and the diagram in Figure 4.5 above, it is known that as many as 52 respondents or a percentage of 43%, are players who claim to have spent > (more than) IDR 1,000,000 to buy in-game items. Then as many as 26 respondents or about

22% spent between Rp. 500,000 – Rp. 1,000,000 to purchase in-game items. The same amount is found in the category of total costs of IDR 100,000 – IDR 500,000, where 26 respondents or around 22% choose this category. While the rest with a

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

percentage of 13% or a total of 16 respondents said they spent < (less than) IDR 100,000 to buy in-game items.

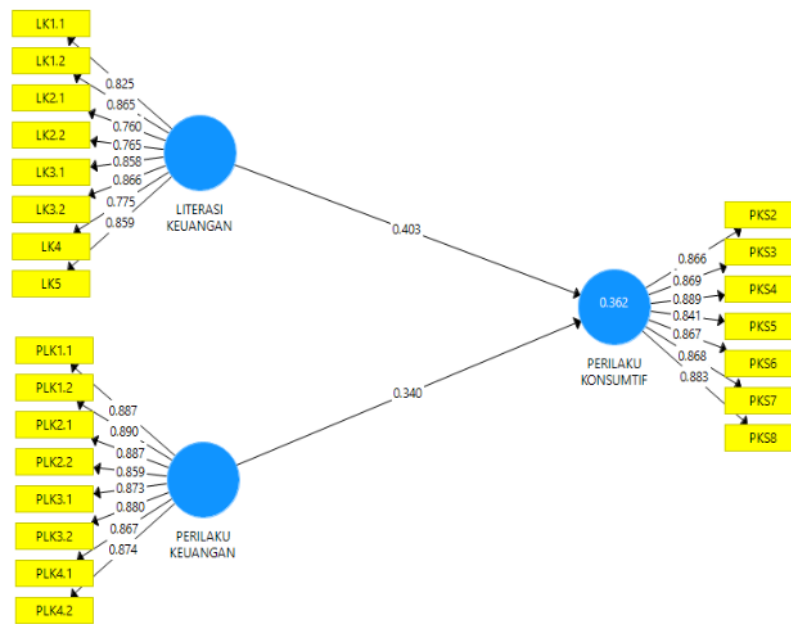
29

4.3 Data Analysis Results

4.3.1. Outer Model Data Analysis Results

The Outer Model test is an indicator test to ensure that the measuring instrument is suitable for use for a measurement so that valid and reliable results can be obtained, in

Figure 5. Outer Model



Source: Data processed using SmartPLS 3.0, 2021

4.3.1.1 Convergent Validity

In the financial literacy variable, it consists of 5 indicators with a total of 8 questions and there are 120 respondents from Call of Duty: Mobile game players who answered. The requirement to meet

other words it is said that each indicator has a relationship with its latent variable (Ghozali & Hengky, 2015). This indicator test consists of 4 stages, namely convergent validity, discriminant validity, composite reliability, and the last one is average variance extracted. The following shows the results of the outer model which is processed using the PLS algorithm so that the following image is formed:

44

convergent validity is that every statement regarding Financial Literacy must get a value > 0.7. The following are the results of the convergent validity of financial literacy taken from the outer loading table on SmartPLS 3.0

Table 3. Financial Literacy Outer Loading Results

Item	<i>Outer Loading</i>	<i>Standard Convergent Validity</i>	Decision
LK1.1	0.825	0.7	Valid
LK1.2	0.865	0.7	Valid
LK2.1	0.760	0.7	Valid
LK2.2	0.765	0.7	Valid
LK3.1	0.858	0.7	Valid
LK3.2	0.866	0.7	Valid
LK4	0.775	0.7	Valid
LK5	0.859	0.7	Valid

Table 3 states that all statements in each indicator of the financial literacy variable get a value > 0.7 , so there is no need for indicators to be omitted. Then all indicators are declared valid or meet the convergent validity requirements so that they can be used for further analysis.

For the financial behavior variable, it consists of 4 indicators with a total of 8

statements and there are 120 respondents from Call of Duty: Mobile game players who answered. The requirement to meet convergent validity is that every statement regarding Financial Behavior must get a value > 0.7 . Following are the results of convergent validity of financial behavior taken from the outer loading table on SmartPLS 3.0.

Table 4. Financial Behavior Outer Loading Results

Item	<i>Outer Loading</i>	<i>Standard Convergent Validity</i>	Decision
PLK1.1	0.887	0.7	Valid
PLK1.2	0.890	0.7	Valid
PLK2.1	0.887	0.7	Valid
PLK2.2	0.859	0.7	Valid
PLK3.1	0.873	0.7	Valid
PLK3.2	0.881	0.7	Valid
PLK4.1	0.867	0.7	Valid
PLK4.2	0.874	0.7	Valid

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

⁴¹ Based on table 4 above, it is known that all questions in each indicator of the financial behavior variable get a value > 0.7 , so there is no need for indicators to be omitted. Then all indicators are declared valid or meet the convergent validity requirements so that they can be used for further analysis.

4. Consumptive Behavior

The consumptive behavior variable consists of 8 indicators where each indicator is represented by 1 statement and answered by 120 respondents from Call of Duty: Mobile game players. The requirement to meet convergent validity is that every statement regarding Financial Behavior must get a value > 0.7 . Following are the results of convergent validity of financial behavior taken from the outer loading table on SmartPLS 3.0.

Table 5. Results of Outer Loading Consumptive Behavior

Item	Outer Loading	Standard Convergent Validity	Decision
PKS1	0.679	0.7	Not Valid
PKS2	0.866	0.7	Valid
PKS3	0.869	0.7	Valid
PKS4	0.889	0.7	Valid
PKS5	0.841	0.7	Valid
PKS6	0.867	0.7	Valid
PKS7	0.868	0.7	Valid
PKS8	0.883	0.7	Valid

Based on table 5, it can be concluded that as many as 7 items from the consumptive behavior variable that get a value > 0.7 are PKS2 ($0.866 > 0.7$), PKS3 ($0.869 > 0.7$), PKS4 ($0.889 > 0.7$), PKS5 ($0.841 > 0.7$), PKS6 ($0.867 > 0.7$), PKS7 ($0.868 > 0.7$), and PKS8 ($0.883 > 0.7$). Thus, it is declared valid or meets the conditions of convergent validity.

Meanwhile, there is 1 indicator of the Consumptive Behavior variable that must be removed because the loading value is < 0.7 that is item PKS1.

4.3.1.2 Discriminant Validity

1. Financial Literacy

Table 6. Financial Literacy Cross-Loading Results

Item	Variable		
	Financial Literation	Financial Behavior	Consumer Behavior
LK1.1	0.825	0.273	0.391
LK1.2	0.865	0.25	0.458
LK2.1	0.760	0.207	0.378
LK2.2	0.765	0.217	0.297
LK3.1	0.858	0.242	0.420
LK3.2	0.866	0.284	0.400
LK4	0.775	0.282	0.483
LK5	0.859	0.234	0.453

39 Table 6 states that the loading value of LK1.1; LK1.2; LK2.1; LK2.2; LK3.1; LK3.2; LK4; and LK5 as an item from Financial Literacy has a cross-loading value that is greater than the cross-loading value

of other variables and has a value > 0.7 , so it can be concluded that it meets the requirements of good discriminant validity.

2. Financial Behavior

Table 7. Financial Behavior Cross-Loading Results

Item	Variable		
	Financial Literation	Financial Behavior	Consumer Behavior
PLK1.1	0.302	0.887	0.451
PLK1.2	0.302	0.890	0.459
PLK2.1	0.257	0.887	0.413
PLK2.2	0.279	0.859	0.398
PLK3.1	0.266	0.873	0.352
PLK3.2	0.214	0.880	0.320
PLK4.1	0.238	0.867	0.392
PLK4.2	0.256	0.874	0.425

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

Based on table 7 above, the loading value of PLK1.1; PLK1.2; PLK2.1; PLK2.2; PLK3.1; PLK3.2; PLK4.1; and PLK4.2 as an item from Financial Behavior has a cross-loading value that is greater than the cross-

loading value of other variables and has a value > 0.7, so it can be concluded that it meets the requirements of good discriminant validity.

3. Consumptive Behavior

Table 8. Cross-Loading Factor

Item	Variable		
	Financial Literation	Financial Behavior	Consumer Behavior
PKS2	0.442	0.428	0.866
PKS3	0.386	0.462	0.869
PKS4	0.470	0.433	0.889
PKS5	0.474	0.409	0.841
PKS6	0.446	0.339	0.867
PKS7	0.427	0.380	0.868
PKS8	0.431	0.353	0.883

Based on table 8 above, the loading value of PKS2; VFD3; MCC4; VFD5; VFD6; VFD7; and PKS8 2 as an item from Consumptive Behavior has a cross-loading value that is greater than the cross-loading value of other variables and has a value > 0.7, so it can be concluded that it meets the requirements of good discriminant validity.

4.3.1.3 Average Variant Extracted (AVE)

There is another method to calculate the discriminant validity of a variable, namely by looking at the AVE (Average Variant Extracted) value. With the requirement that if the AVE output value of each construct is > 0.5, it indicates that the model is good and meets the criteria for discriminant validity (Ghozali & Hengky, 2015).

¹⁶ **Table 9. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Financial Literacy	0.677
Financial Behavior	0.769
Consumptive behaviour	0.755

³² Based on table 9 above, it can be seen that the AVE (Average Variant Extracted) value

of all variables has a value > 0.5, namely Financial Literacy (0.677 > 0.5), Financial

Behavior (0.769 > 0.5), and Consumptive Behavior (0.755 > 0.5) . Thus, there is a conclusion that each variable achieves the conditions of discriminant validity and can be said to be a good model.

4.3.1.4 Composite Reliability

This test is a construct reliability test, based on an indicator block that measures the

Table 10. Composite Reliability

Variable	Result	Standard Composite Reliability	Decision
Financial Literacy	0.944	0.7	Reliable
Financial Behavior	0.964	0.7	Reliable
Consumptive behaviour	0.956	0.7	Reliable

Based on table 10 the composite reliability results of the three variables show the numbers above > 0.7. Where Financial Literacy (0.944 > 0.7), Financial Behavior (0.964 > 0.7), and Consumptive Behavior (0.956 > 0.7), all of them state that the three variables have a high level of reliability and are feasible to use.

Tabel 11. Hasil Cronbach's Alpha

Variabel	Hasil	Syarat Cronbach's Alpha	Kesimpulan
Financial Literacy	0.931	0.7	Reliable
Financial Behavior	0.957	0.7	Reliable
Consumptive Behaviour	0.946	0.7	Reliable

Based on table 11, the results of Cronbach's alpha of the three variables show the number above > 0.7. Where Financial Literacy (0.931 > 0.7), Financial Behavior (0.957 > 0.7), and Consumptive Behavior

construct. It is declared reliable if the composite reliability value on the indicators of each variable reaches a value > 0.70 (Ghozali & Hengky, 2015). The results of composite reliability can be seen in table 4.13 below

4.3.1.5 Cronbach's Alpha

This test is also included in the construct reliability test, based on the indicator block that measures the construct. It is declared reliable if the value of Cronbach's alpha on the indicator of each variable reaches value > 0.70 (Ghozali & Hengky, 2015). The results of composite reliability can be seen in table 4.14 below:

(0.946 > 0.7), all of them state that the three variables have a high level of reliability and are feasible to use.

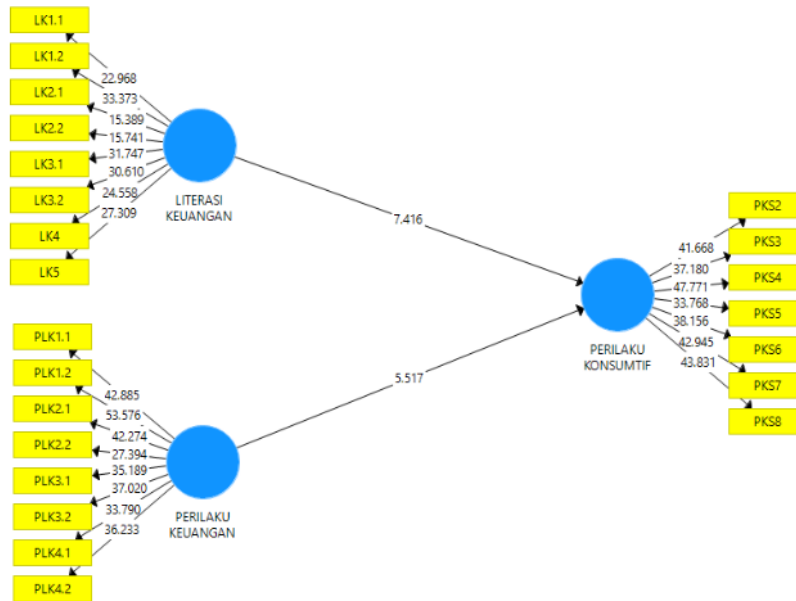
THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

4.3.2 Results of Structural Model Analysis (Inner Model)

Structural model measurements evaluate the value of R-Square (R^2), Q-Square (Q2), and f-Square (F2), each latent

variable as predictive power and see whether it has a substantive effect. The results of the inner model are processed using the bootstrapping output in Smart PLS 3.0 and are shown as the following image:

Figure 6. Inner Model



The R-Square value of this research model on the Consumptive Behavior variable is 0.36 indicating that there is a not very strong relationship because Financial Literacy and Financial Behavior are only

able to explain changes in consumptive behavior by 36% while the rest is influenced by other variables not examined in the study.

4.3.3 Hypothesis testing analysis results

Table 12. Hypothesis results

Hypothesis	Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
H1	LK > PLK	0.403	0.407	0.053	7.614	0.001
H2	PK > PLK	0.340	0.343	0.06	5.715	0.000

Hypothesis testing is used to see how the influence of financial literacy variables and financial behavior variables on consumptive behavior variables partially. The hypothesis can be accepted, if the standard value of the p-value level is <0.05 (significance level 5%) (Ghozali and Hengky, 2015). The following describes the results of hypothesis testing in this study:

1) The influence of financial literacy on consumptive behavior.

Based on the data in table 12, it shows that financial literacy has a p-value of 0.001. Because the standard p-value is <0.05 , it is stated that the financial literacy variable has a significant influence. Then the t-count value on the financial literacy variable is $7.614 > 1.96$ which states that H_0 is rejected and H_1 is accepted. The original sample value for the financial literacy variable is $0.403 > 0$ which means that this variable has a positive effect. So the first hypothesis (H_1) states that financial literacy has a positive and significant effect on consumptive behavior.

2) The influence of financial behavior on consumptive behavior.

Based on the data in table 4, it shows that financial behavior has a p-value of 0.000. Because the standard p-value is <0.05 , it is stated that the financial behavior variable has a significant influence. Then the t-count value on the financial behavior variable is $5.715 > 1.96$ which states that H_0 is rejected and H_1 is accepted. The original sample value on the financial behavior variable is $0.340 > 0$ which means that this variable has a positive effect. Then the second hypothesis (H_2) states that financial behavior has a

positive and significant effect on consumptive behavior.

4.4 Discussion of Research Results

4.4.1 The effect of financial literacy on consumptive behavior in CODM players.

Based on the results of the hypothesis testing that has been carried out, the financial literacy variable has a t-count value of 7.614 which is greater than t-table 1.96 which means it is influential, p-value is 0.001 which means it is significant, the original sample value is 0.403 which means the direction is positive. So it can be concluded that financial literacy has a positive and significant influence on consumptive behavior. The results in this study are in line with previous research conducted by Fauzia and Nurdin (2019) which stated that financial literacy had a significant positive effect on consumptive behavior. However, it is different from the research conducted by Yudasella & Krisnawati (2019) which says that financial literacy has a significant negative effect on consumptive behavior. In this study, Call of Duty: Mobile players have a high level of financial literacy with a high level of consumptive behavior as well. This is probably because financial literacy has a relatively small percentage in influencing consumptive behavior, where consumptive behavior may be influenced by other variables not examined in this study. This is also reflected in the respondents who dominate in filling out this questionnaire, where around 43% admit that they have spent $> IDR 1,000,000$ in purchasing items in the CODM game.

THE EFFECT OF FINANCIAL LITERATURE ON CONSUMPTIVE BEHAVIOR IN CALL OF DUTY MOBILE GAME PLAYERS

4.4.2 The influence of financial behavior on consumer behavior in CODM players.

Based on the results of hypothesis testing that has been carried out, the financial behavior variable has a t-count value of 5.715 which is greater than t-table 1.96 which means it is influential, p-value is 0.000 which means it is significant, the original sample value is 0.340 which means the direction is positive. Based on the results of the hypothesis testing that has been carried out, it can be concluded that H_0 is accepted where financial behavior has a positive and significant influence on consumptive behavior. This is in line with previous research by Prihastuty & Rahayuningsih (2018) which states that financial behavior has a significant positive effect. The more rational a person's financial behavior will be, the more controlled their consumptive behavior will be because they have been trained to manage their financial resources more efficiently. In this case, Call of Duty: Mobile players already have good financial behavior but high consumptive behavior, it is possible that this consumptive behavior is influenced by other variables not examined in this study. This is reflected when 100% of the respondents claimed to have spent money to buy in-game items.

5.1 Conclusion

The research that has been conducted aims to determine the effect of financial literacy and financial behavior on consumptive behavior in CODM players. Through the acquisition of data and the results of the analysis, the conclusions that can be drawn are as follows:

1. Financial literacy has a positive and significant effect on consumptive behavior.

The results of the research that have been carried out state that financial literacy has a positive and significant effect on consumptive behavior in CODM players. In this study, CODM players have a high level of financial literacy with a high level of consumptive behavior as well. This is probably because financial literacy has a relatively small percentage in influencing consumptive behavior, where consumptive behavior may be influenced by other variables not examined in this study.

2. Financial Behavior has a positive and significant effect on consumptive behavior.

Financial behavior has a positive and significant effect on consumptive behavior in CODM players. In this study, it can be seen that CODM players already have good financial behavior but high consumptive behavior, it is possible that this consumptive behavior is influenced by other variables not examined in this study. This is reflected when 100% of the respondents claimed to have spent money to buy in-game items.

5.2 Implications of Research Results

Financial literacy and financial behavior have shown a positive score where researchers see that most players already understand good financial concepts, so they can be responsible for their financial management, but with high levels of consumptive behavior, it is necessary to pay attention to other factors that can influence consumptive behavior. Improving financial literacy and getting used to good financial behavior can help reduce

consumptive behavior so that personal financial losses can be avoided.

The tendency of CODM players to behave consumptively certainly has the possibility that this will also happen to players in other games. With a large percentage of gamers and dominated by the nation's millennial generation, the government in this case has a duty to be even more active in providing education about financial literacy and good financial behavior so that the next generation can be more selective and efficient in using resources funds so that they become people who are responsible for managing their finances and avoid financial losses.

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