

The Influence of Financial Literacy And Lifestyle on The Decision to Purchase Room Services for Students of the University of Tribhuwana Tungga Dewi, Malang

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INDEXING	ABSTRACT
<p>Keywords: Keyword 1: Financial Literacy Keyword 2: Lifestyle Keyword 3: Decisions Keyword 4: Purchase Room Services Keyword 5: Influence</p>	<p>Financial literacy and lifestyle are several important factors in determining purchasing decisions. This research aims to partially and simultaneously determine the influence of financial literacy and lifestyle on purchasing decisions for boarding room services among the Unitri management student class of 2021. The research was carried out using quantitative methods. Determination of the sample using probability sampling. The data collection technique used by researchers is a questionnaire. The data analysis method used is multiple linear regression using the SPSS program. The research results prove that financial literacy partially influences the decision to purchase a boarding room with a calculated t value of 12.423 and a t table of 1.994 and lifestyle also influences the decision to purchase a boarding room with a calculated t value of 5.245 and a t table of 1.994. Financial literacy and lifestyle simultaneously influence the decision to purchase a boarding room with an Fcount value of 98.721 and an Ftable of 3.13. This research can provide recommendations for boarding service providers regarding important aspects that need to be considered in attracting student attention.</p>

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INTRODUCTION

In every human life, we are always faced with several needs (Max-Neef, 2017).. Needs are something absolute and must be met because when they are not met, it will disrupt our quality of life. The presence of boarding rooms is very important and is part of the main needs of students because student boarding rooms are a place to rest after all activities on campus. Students, like society or families, also meet their daily needs, including basic needs in terms of shelter (board). One way to meet student needs is to choose a place to live. As long as the student has student status, the existence of boarding houses also affects the survival of the student (Lovitos, 2019). Therefore, boarding rooms must be able to meet the standards of comfort and tranquility that students dream of when living in boarding rooms.

According to research by Kumar et al., (2017), financial literacy is a process in which each individual uses their unique understanding of finance to manage their finances. Especially those involved in gambling. Meanwhile, according to Sari (2022), financial literacy has a significant positive impact on students' pocket money. To prevent financial difficulties, financial literacy is a basic need for students (Ergün, 2018).

Based on the description above, the researcher has a reason for taking the title of the influence of financial literacy and lifestyle on the decision to purchase boarding house services for students of the Management study program. Because students, especially in the management study program, often face significant financial decisions, such as choosing a place to live. This study will help understand how financial literacy affects these decisions and in the modern era, a good understanding of financial management is very important, especially for students who are just starting to be financially independent. This study will highlight the importance of financial literacy in decision-making.

LITERATURE REVIEW

According to Kolter and Keler, (2008) lifestyle is the way a person expresses their daily life through activities, sentiments, and opinions. Lifestyle describes "the whole person" who interacts with the environment. Individual differences in lifestyle are very striking. Some people live a quiet life, while others have a hedonistic life in their daily lives. According to Rahmah & Satyaningrat (2023), the decision to purchase goods and services in the interest of lifestyle. Through a hedonistic lifestyle, students' needs become more sophisticated.

Purchasing decisions according to Tinson et al., (2008) can be interpreted as the selection of two or more choices of purchasing decisions. This means that a person has several alternative choices before making a purchase. The decision must be followed by identifying alternatives from other decision-making. Consumer purchasing decision-making is a process of selecting from several alternatives and solving problems that consumers have, then consumers can evaluate the various choices, and determine the attitude that will be taken next (Stankevich, 2017).

RESEARCH METHOD

The type of research used is quantitative. This study is used to explain the influence of independent variables on related variables, meaning to determine the influence of financial literacy (X1) on the decision to purchase a boarding room (Y) and then the lifestyle variable (X2) on the decision to purchase a boarding room (Y2). The analysis technique used is the multiple linear regression analysis technique to determine the final results of this study. Data were obtained from distributing questionnaires in the form of closed questions, after which the data to be obtained was processed using SPSS 16 for Windows. This data processing step is intended to provide convenience in taking final results or conclusions using statistical calculations. The population in this study were students of Tunggadewi University Malang totaling 246 students. The sample of this study used the Slovin formula with a 10% accuracy limit with a simple random sampling technique where the sample was 71 students. According to Sugiyono (2013), population is a general area consisting of objects/subjects with certain qualities and characteristics that researchers determine to be studied and then conclusions drawn. The research tool used in this study is using a Likert scale to obtain relevant data. The survey used in this study was conducted online and using Google Forms which was distributed via the WhatsApp application. In addition, acceptance tests were carried out routinely including Validity tests, Reliability tests, Normality tests, Multicollinearity tests, Multiple Linear Regression, and Determination Coefficient Analysis, Then the hypothesis test was also carried out t-test (partial), f-test (simultaneous).

RESULT AND DISCUSSION

Based on the research results, the data obtained was tested using SPSS 21 software and a discussion was obtained regarding the influence of financial literacy and lifestyle on the decision to purchase boarding house services, which can be explained as follows:

Table 1. Results of the Reliability Test of Financial Literacy and Lifestyle Variables on the Decision to Purchase Boarding House Services

Variable	Alpha	Description
Financial literacy (X1)	0,786	Reliable
Lifestyle (X2)	0,773	Reliable
The decision to purchase boarding house services (Y)	0,782	Reliable

Source: Primary Data Processed, 2024

Table 1. shows the results of the reliability test on the financial literacy and lifestyle variables on the decision to purchase boarding house services. The results of the study indicate that the alpha value of the financial literacy variable (X1) is 0.786, and lifestyle (X2) is 0.773, and the decision to purchase boarding house services (Y) is 0.782. The results of each of these values have a coefficient value greater than 0.6. This shows that the results of the respondents' answers are reliable. This also shows that if the same research is conducted in a different time, the respondents will give the same answers.

**Table 2. Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		71
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.54223133
Most Extreme Differences	Absolute	.181
	Positive	.181
	Negative	-.101
Kolmogorov-Smirnov Z		1.526
Asymp. Sig. (2-tailed)		.119

Source: Primary Data Processed, 2024

Table 2. shows that the Asymp. Sig. (2-tailed) (P Value) > 0.05 means that in this study the variable data in this study are normally distributed.

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Financial Literacy	0,829	1,206
Lifestyle	0,726	1,563

Source: Primary Data Processed, 2024

Table 3 shows that the tolerance values of the financial literacy and lifestyle variables are each greater than 0.1 and the VIF value is less than 10, so it can be concluded that there is no multicollinearity between the variables.

Table 4. Multiple Linear Regression

Independent Variable	Regression Coefficient	t count	t table	Significance Level	Description
Constants	32,235				
Financial Literacy	0,505	12,423	1,994	0,000	Significant
Lifestyle	0,331	5,254	1,994	0,000	Significant

Source: Primary Data Processed, 2024

Based on Table 4. the regression model can be determined as follows:

$$Y = a + bX_1 + bX_2 + e$$

$$Y = 32.235 + 0.505X_1 + 0.331X_2$$

Description:

Y = Decision to purchase boarding house services

X₁ = Financial literacy

X₂ = Lifestyle

- a) The regression coefficient of financial literacy (X₁) from the multiple linear calculation can be seen as 0.505. This means that the lower the financial literacy, the lower the decision to purchase boarding house services. Financial literacy and the decision to purchase boarding house services have a positive relationship. If financial literacy increases, the decision to purchase boarding house services will increase.
- b) The regression coefficient of lifestyle (X₂) from the multiple linear calculation can be seen as 0.331. This means that the lower the lifestyle, the lower the decision to purchase boarding house services. Lifestyle and the decision to purchase boarding house services have a positive relationship. If lifestyle increases, the decision to purchase boarding house services will increase.

Table 5. Determination Coefficient Results

Model	R	R square	Adjusted R square
Financial Literacy			
Lifestyle	0,862	0,744	0,736

Source: Primary Data Processed, 2024

Table 5 shows the R square value of the financial literacy and lifestyle variables of 0.744. Based on these data, the percentage value of the independent variables of financial literacy and lifestyle influences the dependent variable of the decision to purchase boarding house services by 74.64%.

Table 6. T-Test Results

Independent Variable	Regression Coefficient	t count	t table	Significance Level	Description
Constants	32,235				
Financial Literacy	0,505	12,423	1,994	0,000	Significant
Lifestyle	0,331	5,254	1,994	0,000	Significant

Source: Primary Data Processed, 2024

Table 6. The results of the t-test show that the financial literacy variable (X1) obtained a t-count value of 12.423 and a t-table of 1.994. Based on these data, t-count > t-table, so the hypothesis H0 is rejected and H1 is accepted. So it can be said that the financial literacy variable (X1) has a significant partial effect on the decision variable for purchasing boarding house services (Y).

Table 7. Simultaneous F Test Results

F Count	F table
98,721	3,13

Table 7 shows the results obtained Ftable value of 3.13 while Fcount is 98.721. Based on the data, it is found that Fcount > Ftable, so H0 is rejected and H3 is accepted. This shows that the independent variables have a significant simultaneous influence on the dependent variable (Y).

Based on the results of the research, the data that has been obtained was tested using SPSS 21 software, a discussion was obtained regarding the influence of financial literacy and lifestyle on the decision to purchase boarding house services, which can be explained as follows:

1. The Influence of Financial Literacy on the Decision to Purchase Boarding House Services

The results of the H1 test show a partial influence between financial literacy on the decision to purchase boarding house services, where the increasing financial literacy will also increase the process of making decisions to purchase boarding house services. This is evidenced by the value of the financial literacy variable (X1) obtained a t-count value of 12.423 and a t-table of 1.994. Based on these data, t count > t table, so the hypothesis H0 is rejected and H1 is accepted. So it can be said that the financial literacy variable (X1) has a significant partial effect on the decision to purchase boarding house services (Y).

The results of this study are relevant to the research conducted by Novia (2021) entitled The Influence of Financial Literacy and Lifestyle on the Decision to Purchase Boarding House Services on Economics Education Students. The results of the study showed that variables X1 and X2 influence the decision to purchase boarding house

services. So it can be concluded that the lower the financial literacy, the lower the decision to purchase boarding house services in this study.

2. Influence of Lifestyle on Decision to Purchase Boarding House Services

The results of the H2 test show a partial influence between lifestyle and the decision to purchase boarding house services, where the higher the lifestyle, the higher the decision-making process for purchasing boarding house services. This is evidenced by the value of the lifestyle variable (X2) obtained a t-count value of 5.254 and a t-table of 1.994. Based on these data, $t_{count} > t_{table}$, so the hypothesis H0 is rejected and H2 is accepted. So it can be said that the lifestyle variable (X2) has a significant partial effect on the decision variable to purchase boarding house services (Y).

The results of this study are relevant to the research conducted by Sari et al., (2020) entitled The Influence of Financial Literacy and Lifestyle on the Finances of the State Civil Apparatus (ASN). The results of the study showed that the financial literacy and lifestyle variables had a positive and significant effect. So it can be concluded that the lower the lifestyle, the lower the decision to purchase boarding house services in this study.

3. The Influence of Financial Literacy and Lifestyle on Decisions to Purchase Boarding House Services

The results of the H3 test show a simultaneous influence between the variables of financial literacy and lifestyle on the process of making decisions to purchase boarding house services. This is evidenced by the results obtained, namely the Ftable value of 98.721 while the Fcount is 3.13. Based on these data, it was found that $F_{count} > F_{table}$, so H0 is rejected and H3 is accepted. This shows that the independent variables have a significant simultaneous influence on the dependent variable (Y).

The results of this study are relevant to the research according to Azizah (2020) entitled The Influence of Financial Literacy and Lifestyle on Financial Behavior of the Millennial Generation. The results of the study show that financial literacy and lifestyle have a significant influence where the higher the financial literacy and lifestyle, the higher the financial behavior. So, it can be concluded that the decision to purchase boarding house services in this study is influenced by several factors, namely financial literacy and lifestyle.

CONCLUSION

1. The results of the H1 test show a positive partial influence between financial literacy on the decision to purchase boarding house services for students of Tribhuwana Tungadewi University, Malang. This shows that if the financial literacy of consumers increases, it will also have an impact on increasing the consumer's purchasing decision-making process.
2. The results of the H2 test show a positive partial influence of lifestyle on the decision to purchase boarding house services for students of Tribhuwana Tungadewi University, Malang. This shows that the increasing lifestyle a person has will encourage someone to carry out the decision-making process to purchase boarding house services.

3. The results of the H3 test show a simultaneous influence between the variables of financial literacy and lifestyle on the decision-making process to purchase boarding house services for students of Tribhuwana Tunggal University, Malang. This means that if the variables of financial literacy and lifestyle increase, the decision-making process to purchase boarding house services will also increase.

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