THE ROLE OF SOCIAL MEDIA AND LIFESTYLE TRENDS IN INFLUENCING THE SAVING HABITS OF YOUNG PEOPLE IN YOGYAKARTA

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Abstract
The development of technology and social media has brought significant changes to the lifestyle of young people, especially in Yogyakarta, which is known as an educational city with widespread internet access. This study aims to analyze the role of social media and lifestyle trends in influencing the saving habits of young people in Yogyakarta. The research method used is a quantitative approach with data collected through surveys of 120 young social media users in Yogyakarta. The sampling technique employed non probability sampling using a purposive sampling method. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. The results show that social media and lifestyle trends have a positive effect on the consumptive behavior of young people. Furthermore, consumptive behavior has a negative effect on saving habits. In addition, consumptive behavior also negatively mediates the relationship between social media and lifestyle trends on saving habits. These findings emphasize the importance of strengthening self-control and the ability to manage financial priorities amid the rapid flow of information and trends on social media, so that young people can develop healthy and responsible saving habits.

Keywords: *Social Media, Lifestyle Trends, Consumptive Behavior, Saving Habits, Young People, Yogyakarta*

INTRODUCTION

Yogyakarta, known as the "City of Education" is home to a large youth population, broad internet accessibility, and a high level of education. These factors have contributed to the rapid adoption of digital technology and social media, which now play a significant role in shaping the daily lives and consumption patterns of young people. In particular, the ease of accessing digital platforms and exposure to fast evolving lifestyle trends have made young individuals more susceptible to following what is currently popular on social media.

In recent years, social media has become a central tool for communication, entertainment, and information among urban populations, especially in cities like Yogyakarta. Social media platforms facilitate indirect human interaction, allowing users to exchange ideas, share personal experiences, and access unlimited content without spatial or temporal boundaries (Triananda et al., 2021). However, alongside these benefits, the overwhelming amount of unfiltered information often makes it difficult for users to distinguish between credible and misleading content (Kapoor et al., 2018).

Youth, who are generally still in the process of forming their identities and consumption preferences, tend to be easily influenced by what they see on social media. These influences can lead to impulsive buying behavior and an overemphasis on lifestyle over financial planning (Hunaifi et al., 2024). The fear of missing out and the desire to maintain self-image in social circles often drive young people to follow trending fashion, food, or travel experiences that are widely shared online (Sufyati HS & Lestari, 2022). Social media has also been shown to impact financial behavior, many young individuals rely on social media as a primary source of information, which

may not always have positive effects. The continuous exposure to curated lifestyles and advertisements may encourage excessive consumption and neglect of financial responsibility (Candra, 2019). Studies suggest that young people are prioritizing lifestyle maintenance over savings, primarily to meet social expectations and personal pride (Khoiriyah et al., 2024).

While technology provides easier access to financial information, it does not automatically improve financial literacy or savings habits. Many youths still struggle to manage their finances wisely due to a lack of discipline and knowledge (Azizah et al., 2023). Excessive social media use can foster unrealistic expectations, where desires are often mistaken for needs, resulting in anxiety and insecurity especially when financial resources are limited (Prihastuty & Rahayuningsih, 2018). Consumptive behavior, which is characterized by excessive spending based on desire rather than necessity, remains a growing issue among young people (Kartika, 2022). Psychological studies show that such behavior can negatively affect emotional well-being and longterm financial stability.

This study aims to analyze how social media and lifestyle trends influence the saving habits of young people in Yogyakarta. Through understanding these dynamics, the research seeks to provide insight into the challenges faced by youth in managing finances in an era dominated by digital media. Moreover, the study explores potential strategies to promote more responsible financial behavior, including saving practices, despite the prevailing consumerist culture reinforced by online trends and social expectations.

RESEARCH METHOD

The type of research approach that will be carried out is quantitative. The data that will be used in this study is primary data, where the data to be collected is data obtained directly from the primary source by distributing questionnaires that can be filled in via Google Form. Using a Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software as a data analysis method, this analysis was conducted to test the relationship between variables and to determine whether the hypotheses proposed in this study could be accepted or rejected. Through this approach, researchers seek to gain a deeper understanding of how social media and lifestyle trends can influence saving habits directly or indirectly through consumptive behavior.

RESULTS AND DISCUSSION
Descriptive Analysis of Key Variables

This study utilized descriptive analysis to examine the average responses from 120 participants across four key variables: Social Media, Lifestyle Trends, Consumerism, and Saving Habits. The purpose was to understand general respondent tendencies related to each variable. The interval formula used is:

$$\text{Interval} = \frac{(Skor\ Tertinggi - Skor\ Terendah)}{Jumlah\ Kategori}$$

$$= \frac{5-1}{5}$$

$$= \frac{4}{5}$$

$$= 0,8$$

From the above calculation, it is found that the range for each variable's assessment is 0.8.

Table 1. Variable Descriptive Analysis Rating Range

Assessment Range	Category
1,00 – 1,80	Strongly disagree
1,81 – 2,60	Disagree
2,61 – 3,40	Less disagree
3,41 – 4,20	Agree
4,21 – 5,00	Strongly agree

Measurement Model (Outer Model)

To conduct this research, each variable Social Media, Lifestyle trends, Consumptive behavior, and Saving Habits was tested for validity and reliability using SmartPLS software. This analysis was based on data collected from 120 respondents, which served as the research sample for testing the developed model.

Convergent Validity Test

In the PLS-SEM approach, convergent validity is assessed using two main criteria: loading factor values and the Average Variance Extracted (AVE). An indicator is considered valid if it has a loading factor value above 0.70, indicating a strong contribution to its construct. In addition, the AVE value of a construct must exceed 0.50, which means that more than half of the variance in the indicators is explained by the construct. If both criteria are met, the construct is considered to have good convergent validity, and its indicators are suitable for further analysis.

Table 2.Convergent Validity Test

Variable	Item	Loading Factor	AVE	Description
Social Media	MS1	0.785	0.725	Valid
	MS2	0.821		Valid
	MS3	0.800		Valid
	MS4	0.858		Valid
	MS5	0.887		Valid
	MS6	0.891		Valid
	MS7	0.858		Valid
	MS8	0.871		Valid

	MS9	0.874		Valid
	MS10	0.842		Valid
	MS11	0.871		Valid
Lifestyle Trend	TGH1	0.891	0.746	Valid
	TGH2	0.853		Valid
	TGH3	0.831		Valid
	TGH4	0.858		Valid
	TGH5	0.913		Valid
	TGH6	0.863		Valid
	TGH7	0.853		Valid
	TGH8	0.846		Valid
	TGH9	0.885		Valid
	TGH10	0.842		Valid
Consumptive	KS1	0.907	0.794	Valid
	KS2	0.878		Valid
	KS3	0.898		Valid
	KS4	0.878		Valid
	KS5	0.895		Valid
Saving	KM1	0.880	0.784	Valid
	KM2	0.859		Valid
	KM3	0.866		Valid
	KM4	0.858		Valid
	KM5	0.901		Valid

	KM6	0.902		Valid
	KM7	0.887		Valid
	KM8	0.913		Valid
	KM9	0.888		Valid
	KM10	0.900		Valid

Based on the results of the data analysis, all indicators in the variables social media, Lifestyle Trends, Consumptive Behavior, and Saving have loading factor values above 0.70. This indicates that each indicator is valid in measuring its respective construct. Furthermore, the AVE values for all four variables also meet the minimum threshold of 0.50, with the following details: Social Media: AVE = 0.725, Lifestyle Trends: AVE = 0.746, Consumptive Behavior: AVE = 0.794, and Saving: AVE = 0.784. Thus, it can be concluded that all constructs in this study demonstrate good convergent validity.

Discriminant Validity

This assessment involves examining cross loading values and applying the Fornell Larcker criterion. Cross loading shows the strength of the relationship between an indicator and its own construct compared to other constructs. Meanwhile, the Fornell Larcker method is applied by comparing the square root of the Average Variance Extracted (AVE) of a construct with its correlations to other constructs in the model. If the square root of the AVE is higher than the inter construct correlations, it can be concluded that the construct has good discriminant validity and can be distinctly separated from other constructs.

Table 3. Fornell Larcker Criterion Value

Variable	Consumptive	Social Media	Saving	Lifestyle Trend
Consumptive	**0.891**			
Social Media	0.742	**0.851**		
Saving	-0.697	-0.694	**0.886**	
Lifestyle Trend	0.744	0.837	-0.695	**0.864**

Based on Table 3, the square root of AVE for the Consumptive construct is 0.891, which is higher than its correlations with Social Media (0.742), Saving (-0.697), and Lifestyle Trend (0.744). This indicates that the Consumptive construct better represents its own indicators than it relates to other constructs.

Furthermore, the Social Media construct has a square root of AVE of 0.851, which is also higher than its correlations with Consumptive (0.742), Saving (-0.694), and Lifestyle Trend (0.837). Although the correlation between Social Media and Lifestyle Trend is relatively high

(0.837), the square root of AVE for Social Media remains higher, demonstrating good discriminant validity.

The Saving construct has a square root of AVE of 0.886, which is higher than its correlations with Consumptive (-0.697), Social Media (-0.694), and Lifestyle Trend (-0.695). The negative correlation values indicate an inverse relationship; however, discriminant validity is still confirmed since the square root of AVE is greater than the correlations with other constructs.

Lastly, the Lifestyle Trend construct has a square root of AVE of 0.864, which is higher than its correlations with Consumptive (0.744), Social Media (0.837), and Saving (-0.695). Thus, this construct also demonstrates good discriminant validity.

Overall, these results reinforce that all constructs in this research model meet the Fornell Larcker criteria for discriminant validity. This means that each construct uniquely measures a different dimension and is valid for use in structural model testing.

Table 4. Cross Loading Value

Item	Consumptive	Social Media	Saving	Lifestyle Trend
KM1	-0.623	-0.627	**0.880**	-0.621
KM2	-0.576	-0.584	**0.859**	-0.619
KM3	-0.601	-0.593	**0.866**	-0.570
KM4	-0.631	-0.640	**0.858**	-0.640
KM5	-0.645	-0.653	**0.901**	-0.682
KM6	-0.645	-0.612	**0.902**	-0.634
KM7	-0.567	-0.589	**0.887**	-0.583
KM8	-0.654	-0.639	**0.913**	-0.589
KM9	-0.621	-0.637	**0.888**	-0.632
KM10	-0.596	-0.567	**0.900**	-0.576
KS1	0.907	0.679	**-0.642**	0.674
KS2	0.878	0.674	**-0.603**	0.655
KS3	0.898	0.681	**-0.675**	0.667
KS4	0.878	0.665	**-0.610**	0.666
KS5	0.895	0.604	**-0.572**	0.653
MS1	0.576	0.785	**-0.614**	0.679
MS2	0.603	0.821	**-0.539**	0.681
MS3	0.541	0.800	**-0.481**	0.670
MS4	0.649	0.858	**-0.559**	0.665
MS5	0.641	0.887	**-0.646**	0.720
MS6	0.680	0.891	**-0.598**	0.737

MS7	0.645	0.858	**-0.616**	0.786
MS8	0.693	0.871	**-0.611**	0.701
MS9	0.677	0.874	**-0.627**	0.756
MS10	0.590	0.842	**-0.606**	0.728
MS11	0.6633	0.871	**-0.597**	0.717
TGH1	0.659	0.705	**-0.613**	0.891
TGH2	0.659	0.693	**-0.580**	0.853
TGH3	0.553	0.673	**-0.578**	0.831
TGH4	0.669	0.742	**-0.632**	0.858
TGH5	0.676	0.807	**-0.666**	0.913
TGH6	0.650	0.719	**-0.536**	0.863
TGH7	0.617	0.733	**-0.576**	0.853
TGH8	0.632	0.674	**-0.594**	0.846
TGH9	0.676	0.748	**-0.661**	0.885
TGH10	0.624	0.729	**-0.558**	0.842

Based on Tables 3 and 4, the results of the discriminant validity test using cross loading analysis show that each item in the research instrument has a higher loading value on its respective latent variable compared to the loading values on other constructs. Additionally, the loading values of items on other constructs are below 0.70, indicating no high correlation between different constructs. This confirms that each indicator in this study accurately measures its intended construct without overlapping with others. Therefore, it can be concluded that each construct in this research model meets the criteria for discriminant validity, meaning that the variables Social Media, Lifestyle Trend, Consumptive Behavior, and Saving are clearly distinct and validly measured by their respective indicators.

Reliability

In the Partial Least Squares (PLS) analysis approach, construct reliability is measured using two main indicators: Cronbach's Alpha and Composite Reliability. Both are used to assess the extent to which items or indicators within a variable consistently measure the same concept. Composite Reliability is considered a more modern and accurate measure because it takes into account the individual contribution of each indicator. A construct is considered reliable if its Composite Reliability value exceeds 0.70. In addition, Cronbach's Alpha is used as a complementary measure to assess internal consistency, where a value above 0.70 also indicates that the indicators within the construct are sufficiently stable and dependable. Although Cronbach's Alpha is sometimes deemed too conservative, it remains important to use in order to conduct a more comprehensive reliability assessment. If both criteria are met, it can be concluded that the instrument used in this study is reliable and capable of producing consistent results in measuring the intended construct.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Composite Realibility
Consumptive	0.935	0.951
Social Media	0.962	0.967
Saving	0.969	0.973
Lifestyle Trend	0.962	0.967

Based on Table 5, all variables in this study show Composite Reliability values above 0.70, while Cronbach's Alpha values fall slightly below this threshold. However, this slight deviation is not a significant issue, as Composite Reliability is prioritized in the PLS approach as the main measure of internal consistency. Composite Reliability is considered more accurate because it reflects the varied contributions of each indicator to the construct. Therefore, it can be concluded that all variables in this research meet the reliability requirements and demonstrate a sufficient level of reliability. With these criteria fulfilled, the analysis can proceed to the next stage, namely evaluating the overall model's feasibility through goodness of fit testing of the inner model.

Variance Inflation Factor (VIF)

The Variance Inflation Factor (VIF) is a statistical indicator used to determine whether multicollinearity exists among independent variables in a regression model. Multicollinearity arises when two or more independent variables are highly correlated, which can affect the stability of the analysis results and make the interpretation of the model less accurate. In practice, an ideal VIF value is below 5. If a variable has a VIF value above this threshold, it indicates a high correlation with other variables, which may lead to distortions in the model estimation. Therefore, VIF analysis is crucial to ensure that the model is free from multicollinearity, making the estimation results more valid and reliable.

Table 6. VIF Value

Item	VIF
KM1	4.223
KM2	3.856
KM3	3.679
KM4	3.725
KM5	4.580
KM6	4.598
KM7	4.136
KM8	4.969
KM9	4.523
KM10	4.785

KS1	3.783
KS2	2.978
KS3	3.507
KS4	2.980
KS5	3.400
MS1	2.457
MS2	2.756
MS3	2.631
MS4	3.696
MS5	4.129
MS6	4.532
MS7	3.222
MS8	3.546
MS9	3.643
MS10	3.060
MS11	3.763
TGH1	4.520
TGH2	3.520
TGH3	3.013
TGH4	3.457
TGH5	4.976
TGH6	3.816
TGH7	3.140
TGH8	3.144
TGH9	4.090
TGH10	3.626

Table 6 presents the VIF values for each indicator within the variables used in this study. These values are employed to identify potential multicollinearity between indicators. In general, VIF values below 5 indicate that there is no serious multicollinearity issue, allowing the indicators to be retained in the model.

Based on the table, all indicators under the Consumptive Behavior variable (KM1–KM10) have VIF values ranging from 3.679 to 4.969. These values remain within acceptable tolerance limits, indicating no multicollinearity concerns. Similarly, indicators under the Saving Behavior variable (KS1–KS5) show VIF values between 2.978 and 3.783, and the Social Media variable

(MS1–MS11) displays VIF values between 2.437 and 4.532. For the Lifestyle Trend variable (TGH1–TGH10), the VIF values range from 3.013 to 4.976. Although some indicators have VIF values close to 5 such as KM8 (4.969) and TGH5 (4.976) these values are still within acceptable limits. Therefore, it can be concluded that all indicators in this study do not suffer from multicollinearity and are appropriate for use in further analysis.

Heterotrait Monotrait Ratio (HTMT)

The final validity test conducted in this study is the analysis of the Heterotrait Monotrait Ratio (HTMT) values. HTMT is used to assess discriminant validity, which refers to the extent to which a construct in the model is truly distinct from other constructs. In practice, a good HTMT ratio value is less than 0.90. If the HTMT value between two constructs is below this threshold, it can be concluded that each construct is sufficiently distinct and there is no conceptual overlap. In other words, the constructs being tested meet the criteria for discriminant validity.

Table 7. HTMT Value

Variable	Consumptive	Social Media	Saving	Lifestyle Trend
Consumptive				
Social Media	0.779			
Saving	0.729	0.718		
Lifestyle Trend	0.783	0.870	0.718	

Based on Table 7, all HTMT values between constructs are below the 0.90 threshold, indicating no discriminant validity issues among the constructs. Specifically, the HTMT value between Social Media and Lifestyle Trend is 0.870, between Social Media and Consumptive Behavior is 0.779, and between Social Media and Saving Behavior is 0.718. Furthermore, the value between Lifestyle Trend and Consumptive Behavior is 0.783, between Lifestyle Trend and Saving Behavior is 0.718, and finally between Consumptive Behavior and Saving Behavior is 0.729. Since all HTMT values are below 0.90, it can be concluded that the measurement across constructs in this model meets the criteria for discriminant validity. This demonstrates that each construct is conceptually distinct and not overlapping. Therefore, the HTMT test results can be considered valid, and the constructs used in this study are appropriate for further analysis in the structural model.

Structural Model (Inner Model)

After conducting the outer model test, the next step is to perform the inner model evaluation. The inner model or structural model assessment aims to examine the relationships between variables, significance levels, and R square values in the study.
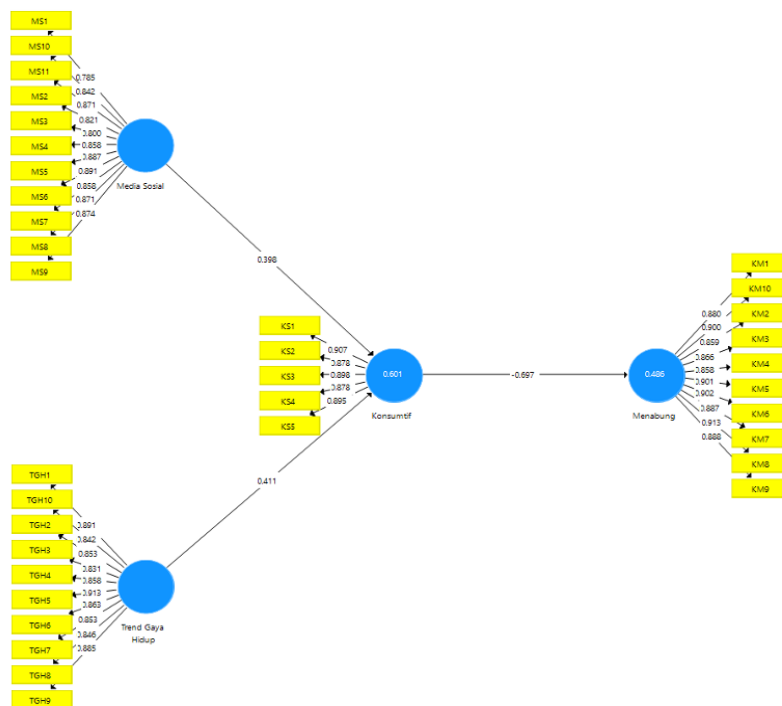
Figure 1. Structural Model

R Square

Table 8. R Square Testing Results

Variable	R Square	R Square Adjusted
Consumptive	0.601	0.595
Saving	0.486	0.482

Based on Table 8, the R Square value in this study is used to determine the extent to which the independent variables contribute to explaining the dependent variables. The test results indicate that the Consumptive Behavior variable has an R Square value of 0.601, meaning that 60.1% of the variation in consumptive behavior can be explained by two variables: Social Media and Lifestyle Trend. Meanwhile, the Saving Behavior variable has an R Square value of 0.486, indicating that 48.6% of the variation in saving habits can be explained by Consumptive Behavior. The adjusted R Square values are 0.595 for consumptive behavior and 0.482 for saving behavior, which are not significantly different from the original R Square values. This suggests that the model is relatively stable and not overly affected by the number of predictor variables. Overall, these results show that the model provides a reasonably good explanation of consumptive behavior and saving habits.

F Square

Next is the F Square test, which categorizes effect sizes as follows: a value of 0.02 indicates a small effect, 0.15 indicates a moderate effect, and 0.35 signifies a large effect on the dependent variable.

Table 9. F Square Testing Results

Variable	Consumptive	Social Media	Saving	Lifestyle Trend
Consumptive			0.945	
Social Media	0.119			
Saving				
Lifestyle Trend	0.127			

According to Table 9, the F Square value for the Social Media variable is 0.119, indicating a relatively meaningful effect on Consumptive Behavior, though still approaching the moderate category. The Lifestyle Trend variable has an F Square value of 0.127, which also reflects a fairly strong influence on respondents' level of consumption. Interestingly, the highest F Square value is found in the influence of Consumptive Behavior on Saving, which is 0.945. This suggests that consumptive behavior has a very significant effect on the formation of saving habits. In other words, the higher a person's level of consumption, the greater the impact on their decision to set aside money for saving.

Predictive Relevance (Q Square)

Table 10. Predictive Relevance

Variable	Q^2 (=1-SSE/SSO)	Description
Consumptive	0.581	Has predictive relevance value
Saving	0.484	Has predictive relevance value

Based on Table 10, the Q Square value for the Consumptive Behavior variable is 0.468, while for the Saving Behavior variable, it is 0.376. Both values exceed the 0.35 threshold, indicating that the model has high predictive power for both endogenous variables. Therefore, it can be concluded that the model in this study is not only capable of explaining the relationships between variables structurally but also demonstrates strong predictive relevance for forecasting respondents' consumptive behavior and saving habits.

Hypothesis Testing Results

The structural model hypothesis testing aims to evaluate the strength and significance of the relationships between variables in the study. The criteria used to determine the significance of relationships between variables are: p value < 0.05 (at a 5% significance level) and t statistic > 1.960. If both conditions are met, it can be concluded that there is a significant influence of the

exogenous variable on the endogenous variable. The following section provides a detailed explanation of the hypothesis testing results:

Table 11. Hypothesis Testing

Variable	Original Sample (O)	T Statistic (|O/STDEV|)	P Values
Social Media Consumptive	0.398	3.237	0.001
Consumptive Lifestyle Trend	0.411	3.987	0.000
Consumptive Saving	-0.697	17.579	0.000
Social Media Consumptive Saving	-0.278	3.153	0.002
Trend Lifestyle Consumptive Saving	-0.286	3.809	0.000

In the Partial Least Squares (PLS) approach, statistical testing of each hypothesized relationship is carried out using simulation methods, one of which is bootstrapping. This technique provides t statistics and p values to assess the significance of relationships between variables. The bootstrapping analysis in this study produced the following results:

Hypothesis 1: The effect of Social Media on Consumptive Behavior shows a coefficient of 0.398, with a p value of 0.001 (< 0.05) and a t statistic of 3.237 (> 1.960). These results indicate a significant positive effect, meaning that more frequent use of social media tends to increase consumptive behavior. Thus, the hypothesis that "Social Media positively affects Consumptive Behavior" is accepted.

Hypothesis 2: The effect of Lifestyle Trend on Consumptive Behavior is also significant, with a coefficient of 0.411, p value of 0.000, and t statistic of 3.987. This implies that individuals who follow lifestyle trends are more likely to engage in consumptive behavior. Therefore, the hypothesis stating that "Lifestyle Trend positively affects Consumptive Behavior" is accepted.

Hypothesis 3: The effect of Consumptive Behavior on Saving Behavior is found to be significantly negative, with a coefficient of -0.697, p-value of 0.000, and t statistic of 17.579. This means the more consumptive an individual is, the less likely they are to save. As such, the hypothesis that "Consumptive Behavior negatively affects Saving Behavior" is accepted.

Hypothesis 4: Consumptive Behavior serves as a negative mediator between Social Media and Saving Behavior, with a coefficient of -0.278, p value of 0.002, and t statistic of 3.153. This suggests that increased social media use indirectly decreases saving behavior by increasing consumptive tendencies. Thus, the hypothesis that "Consumptive Behavior mediates the effect of Social Media on Saving Behavior" is accepted.

Hypothesis 5: Similarly, Consumptive Behavior negatively mediates the relationship between Lifestyle Trend and Saving Behavior, as indicated by a coefficient of -0.286, p value of 0.000, and t statistic exceeding the critical threshold. This means the stronger a person's adherence to lifestyle trends, the more consumptive they become, thereby reducing their

likelihood to save. Consequently, the hypothesis that "Consumptive Behavior mediates the effect of Lifestyle Trend on Saving Behavior" is accepted.

Discussion

Social Media Positively Influences Consumptive Behavior

This study confirms that social media has a positive and significant impact on consumptive behavior. This finding aligns with Faisal (2024), who states that frequent social media use increases the likelihood of impulsive buying due to easy access to product information, promotions, and user testimonials. Prologia (2020) further highlights how interactive discussions and online communities reinforce consumerism, while R. Sari & Putra (2022) emphasize the role of influencers and digital advertising especially among youth in shaping consumption patterns. Additionally, L. Pratiwi (2021) notes that social pressure and the desire to meet perceived social expectations drive individuals to adopt consumerist behaviors. Collectively, these findings indicate that social media not only serves as an information source but also plays a crucial role in shaping consumption norms in the digital age.

Lifestyle Trends Positively Influence Consumptive Behavior

The results show that lifestyle trends have a positive and significant effect on consumptive behavior. According to Manalu (2024), lifestyle accounts for 39.9% of students' online shopping behavior. Similarly, Septi Rahayu (2020) finds that fashion and lifestyle trends significantly influence 80.3% of students' consumption patterns. Social influences and peer pressure further amplify this effect, as noted by Awalinah Nadiyah & Munir Hamid (2024). Thus, lifestyle trends serve as a motivational and behavioral guide in consumption decisions supporting the idea that marketing strategies linked to lifestyle images can effectively increase consumer interest.

Consumptive Behavior Negatively Influences Saving Behavior

The study reveals that consumptive behavior has a negative and significant impact on saving habits, particularly among youth. This supports Ula et al. (2025), who found a 68.8% explanatory power in the regression model linking consumerism to reduced saving behavior. Kholila (2021) similarly observes that consumerism driven by wants over needs limits students' saving interest. However, Febrianti Kusuma Wardani et al. (2024) found no significant relationship in the context of digital wallets, suggesting contextual and individual financial priorities matter. Overall, high levels of consumerism hinder savings due to excessive spending, leading to financial instability. Thus, promoting financial literacy and controlling consumer behavior is essential for long-term financial well-being.

Consumptive Behavior Mediates the Effect of Social Media on Saving Behavior

Findings show that social media indirectly affects saving behavior through consumptive behavior as a negative mediator. While social media offers access to financial education, it also exposes users to advertisements, lifestyle trends, and influencer promotions that increase consumerism. This aligns with Abdillah & Adinugraha (2024), who argue that although social media can promote saving through educational content, it also amplifies consumerism, which in turn reduces saving capacity. Psychological factors such as the need for social validation and emotional triggers play a key role in this dynamic. Therefore, effective financial strategies on

social media should aim to minimize negative consumerist influences while encouraging responsible financial behavior, especially among young users.

Consumptive Behavior Mediates the Effect of Lifestyle Trends on Saving Behavior

The findings indicate that lifestyle trends influence saving behavior negatively through consumptive behavior. Among young people, lifestyle trends often promote modern and prestigious consumption patterns. As Manalu (2024) and Damopolii et al. (2025) affirm, lifestyle and fashion trends significantly influence consumer behavior, which then limits saving potential. Consumptive behavior driven by lifestyle trends is often associated with the desire to gain social acceptance and stay current, making it difficult for individuals to save. Thus, consumptive behavior not only results from lifestyle influence but also acts as a critical mediator affecting financial management. Enhancing financial literacy and controlling consumer behavior are necessary to balance lifestyle aspirations and saving capacity. The understanding that "consumptive behavior mediates the effect of lifestyle trends on saving behavior" is key for developing targeted education and intervention strategies.

CONCLUSION

This study examined the relationship between social media, lifestyle trends, consumptive behavior, and saving habits among young adults in Yogyakarta, with a focus on the mediating role of consumptive behavior. The findings confirm that all proposed hypotheses are statistically significant, supporting the conceptual framework. Social media and lifestyle trends were found to have a positive and significant influence on consumptive behavior, indicating that frequent exposure to lifestyle content, trends, and promotional material encourages impulsive and excessive spending among youth. In turn, consumptive behavior negatively affects saving habits, as increased spending reduces the capacity and willingness to save. Furthermore, consumptive behavior serves as a significant mediator in the relationship between both social media and lifestyle trends with saving habits, meaning their influence on saving is indirect and occurs through the rise in consumptive tendencies.

SUGGESTION

Based on the limitations identified in this study, several suggestions are proposed for future research is expanding the geographical scope beyond the Special Region of Yogyakarta to include other regions in Indonesia with diverse social, cultural, and economic characteristics, in order to obtain more representative findings and enhance the generalizability of the results. Next, broadening respondent characteristics by including a wider age range beyond 17–30 years. Future studies are encouraged to involve older or intergenerational populations to gain a more comprehensive understanding of saving behavior across various segments of society. Lastly, incorporating additional relevant variables into the research model, such as financial literacy levels, family influence, social norms, economic conditions, and psychological factors like self-control and future orientation. These additions are expected to provide a more holistic view of the factors influencing saving habits.

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