

PENGARUH LITERASI KEUANGAN DIGITAL, PENGHASILAN, DAN GENDER TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN E-COMMERCE

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Abstrak: Tujuan penelitian ini untuk mengetahui pengaruh Literasi Keuangan Digital, Penghasilan, dan Gender terhadap Keputusan Pembelian Konsumen E-commerce. Penelitian ini menggunakan teknik survei dan pendekatan kuantitatif. Populasi penelitian yakni mahasiswa Jurusan Pendidikan Akuntansi 2017.

Teknik pengambilan sampel dilakukan dengan purposive random sampling. Ukuran sampel penelitian sebesar 100 responden dihitung dengan Pendekatan Yamane (1973). Data dikumpulkan dengan menyebar kuesioner online kepada responden yang ditentukan. Metode analisis data dilakukan dengan analisis regresi linear berganda. Hasil penelitian mengindikasikan: (1) Literasi Keuangan Digital berpengaruh signifikan dan positif terhadap keputusan pembelian konsumen melalui e-commerce, dibuktikan dengan nilai t sebesar 6,192, signifikansi 0,000, dan koefisien regresi 0,662; (2) penghasilan tidak berpengaruh terhadap keputusan pembelian konsumen e-commerce, dibuktikan dengan nilai t sebesar 0,776, signifikansi 0,440, dan koefisien regresi 1,096; (3) gender tidak berpengaruh terhadap keputusan pembelian konsumen e-commerce, dibuktikan dengan nilai t sebesar 1,012, signifikansi 0,314, dan koefisien regresi 0,936; (4) Literasi keuangan digital, penghasilan, dan gender secara simultan berpengaruh terhadap keputusan pembelian konsumen e-commerce, dibuktikan dengan F hitung sebesar 14,962, signifikansi 0,000, dan nilai R sebesar 0,564. Pengaruh literasi keuangan digital, penghasilan, dan gender terhadap keputusan pembelian konsumen melalui e-commerce sebesar 31,9%, sedangkan sebesar 68,1% dipengaruhi variabel lain.

Kata kunci: *Literasi Keuangan Digital, Faktor Sosial, Keputusan Pembelian Konsumen E-Commerce*

Abstract: This study is aimed to investigate the effect of Digital Financial Literacy, income, and gender toward e-commerce consumer's purchasing decision. This research use survey and quantitative approach. The population of this research is students of Accounting Education Department 2017. Purposive random sampling was used as sampling method in this research. By using Yamane Approach (1973), the obtained sample size was 100 respondents. The data were collected by sharing the online questionnaires to the determined respondents. Multiple linear regression analysis was used as data analysis method of this research. The results of this research indicated: (1) Digital Financial Literacy affects significantly and positively toward e-commerce consumer's purchasing decision, it is proven by t value of 6,192, significant at 0,000, and regression coefficient at 0,662; (2) income doesn't affect e-commerce consumer's purchasing decision, it is proven by t value of 0,776, significant at 0,440, and regression coefficient at 1,096; (3) gender doesn't affect e-commerce consumer's purchasing decision, it is proven by t value of 1,012, significant at 0,314, and regression coefficient of 0,936; (4) Digital Financial Literacy, income, and gender affect simultaneously toward e-commerce consumer's purchasing decision, it is proven by F statistic of 14,962, significant at 0,000, and R value of 0,564. The e-commerce consumer's purchasing decision is affected by Digital Financial Literacy, income, and gender by 31,9%, meanwhile the remaining of 68,1% is affected by other variables.

Keywords: *Digital Financial Literacy, Social Factors, E-commerce Consumer's Purchasing Decision*

INTRODUCTION

Information technology in the rapidly developing digital era has become a trigger for significant changes in the structure of life, from social, cultural and even economic activities. The application of this digital base occurs in the world of commerce and people are now familiar with e-commerce (electronic commerce). OECD (2019) stated that e-commerce is a sale or purchase of goods or services made through a computer network with a method specifically designed for the purpose of receiving or placing orders.

Based on the data of Indonesian Central Bureau of Statistics 2018 transactions from 13,485 e-commerce businesses totaled 24,821,916 transactions with a value reaching 17.21 trillion rupiah (Indonesian Central Bureau of Statistic, 2019: 22). In addition, based on data from GlobalWebIndex quoted by CNN Indonesia, Indonesia is the country with the highest e-commerce adoption rate in the world in 2019 and the country with the fastest growing e-commerce in Asia, with 90% of internet users aged 16-64 years in Indonesia have purchased products or services online (Safir Makki, 6 February, 2019).

Furthermore, the esteem of e-commerce showcase in Indonesia is evaluated to have developed to the extend of USD \$55 - \$65 billion by 2022. This appraises stems from a

modern report, titled The Digital Archipelago: How Online Commerce is Driving Indonesia's Economic Development, discharged by management consulting of Mc Kinsey (Kaushik Das et al. 2018). Other fact, as we know nowadays, there has been pandemic (Covid-19) in Indonesia since March 2020. It's about more than a year, people face this pandemic situation that triggers them to limit their mobility and activities. One of the the limited activities is going to the public or crowd place. People have to make a deal with this situation such as minimizing the outdoor shopping activities. Though some shopping centers support social and physical distancing, people prefer to shop on e-commerce. It is evidenced by the survey results of marketing company, *InMobi*, there was the increasing of e-commerce consumers. Online broadcast sessions within moment quarter of 2020 were an average of 30% higher than primary quarter of 2020 (Safir Makki, 23 February 2021).

Development and the using of financial technology probably affects spending behavior, fintech may changes the consumer behavior in purchasing or spending on e-commerce. It is evidenced by Cobla and Osei Assibey (2018) that found that digital payment caused over-spending in India (Maman Setiawan et al., 2020). The massive of using e-commerce above has to be

balanced with consumer's digital financial literacy to control the consumption patterns or behavior of the consumers. Claulagain (2017) in Badrus Sholeh (2019) states that financial behavior is part of the application of financial literacy which is believed to have a positive impact on one's financial well-being. In other words, that financial behavior in the form of financial intelligence is the implementation of financial literacy that directs a person to behave rationally, especially making purchase decisions. Digital financial literacy is likely to become an increasingly important aspect of education in the digital era (Peter J. Morgan, Bihong Huang, and Long Q Trinh, 2019). As the facts described above, currently transaction services are available in digital form. Several market place applications also offer digital payments to support the transaction. E-commerce sites offer payment systems like credit cards. This can be found on shopee that offers shopee pay and shopee pay later. Digital financial literacy will play a role not only in financial aspects but also how far consumers understand the technical aspects of the internet and privacy policies. Maman Setiawan et.al (2020) that surveyed millennials aged 25-40 years in Indonesia, especially in Java. This research was conducted using structural equation modeling to estimate the relationship between research variables. Based on the results of this study, digital financial literacy

positively affects current saving and spending behavior. Spending behaviour could be determined that consumers have routine shopping in e – commerce and more spending using digital platform. The students of Accounting Education Department Yogyakarta State University should have better literacy of digital financial because they are familiar about digital financial issues. It is evidenced by some activities, one of the activities is national seminar in 2018 that holds by one of students association in Accounting Education Department 2017, that brought an issue about How to Be Wise In Applying Financial Technology in Digital Era. However, until now there is still less research that has been conducted to determine how far the digital financial literacy (most of previous research conducted financial literacy of students only) of Accounting Education Department 2017 Faculty of Economics Yogyakarta State University.

Students as consumers include students of Accounting Education Department 2017 have a challenge to manage their finances properly and be responsible for every financial behavior for their own welfare. One of the factors that require students to face these challenges is because most of the income or money received comes from parents and some students have to live far from their parents so that students must be

wiser in managing finances, especially in spending that money. A research shows that the more a person earns the more likely they are to make online purchases. The research was conducted by I Kadek Adjus Suryadharma and I Wayan Santika (2014), the results of the study were that pocket money (income) had a positive and significant effect on online purchasing decisions in adolescents. On the other hand, there is previous research that's opposed with the findings above. The opposed study conducted by Dhimas Dwi Laksono and Donant Alananto Iskandar (2018). This research used multiple regression analysis and found that income as independent variable didn't influence the purchasing decision. The data and previous study above shows that income has correlation with consumer's purchasing decision.

Katadata Insight Center found that differs of gender impacts on spending behaviour. On the other hand, there is a pre-survey conducted by Diana Fitriani (2019), used two way ANOVA to investigate the effect of gender towards online purchasing decision. The results found there is difference between men and women towards online purchasing decision was accepted. By looking at this phenomenon and previous study, gender has correlation consumer's purchasing decision. There are other findings that reinforce that gender influences purchasing decision, research

conducted by I Made Santika Putra and I Wayan Santika (2013). The study shows that gender significantly affected impulsive online purchasing. But, the opposed research was conducted by Dwi Purwanto (2018) that the purpose of study was to determine the effect of gender, sales promotion and the nature of materialism on online impulse buying behavior among students of the Faculty of Economics, Yogyakarta State University. The results of this previous study indicated that the gender variable had no significant effect on online impulsive purchasing behaviour. The fact above shows that gender (men and women) becomes factor that affects on purchasing decision. Men and women have different behavior in term of purchasing decision whether it is from the frequency of purchasing or the value of their purchasing.

Therefore, this research aims to examine the influence of digital financial literacy towards e-commerce consumer's purchasing decisions by students of the Department of Accounting Education, Yogyakarta State University 2017; the influence of income towards e-commerce consumer's purchasing decisions by students of the Department of Accounting Education, Yogyakarta State University 2017; the influence of gender towards e-commerce consumer's purchasing decisions by students of the Department of Accounting Education Yogyakarta State University 2017.

LITERATURE REVIEW

A. Consumer Decision Making Model

Consumer Decision Making Model is one of important foundations for this research because it is used to explain the research topic, purchasing decisions. The Consumer Decision Making Model (Schiffman & Wisenblit, 2015: 367)

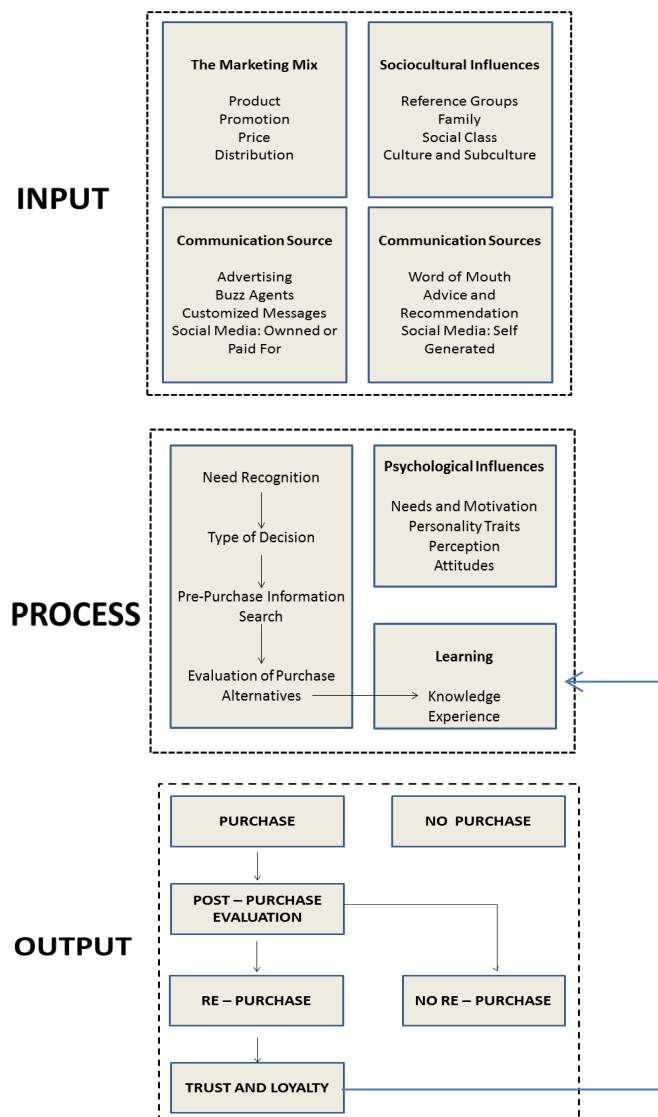


Figure 1. Consumer Decision – Making Model
(Source: Schiffman & Wisenblit, 2015:367)

There are sociocultural aspects include reference group and social class.

Reference groups are groups that serve as source, comparison, influence and standards for people opinions, values and behaviors (Leon G Schiffman *et al.*, 2011: 234). This term tends to gender that have differs (men and women), it includes reference groups that serve comparison, influence and standards for their opinion, values and behavior especially in purchasing decision. Subsequently, *social class* is the division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively same status and members of all classes have either more or less status (Leon G Schiffman *et al.*, 2011: 289). In the model of consumer decision making model, income is one of aspect that identifies the level of social class. In this study, income will be used as a factor that influence e-commerce consumer's purchasing decision.

According to Schiffman & Kanuk (2010: 65 - 67) there is a consumer models or principals in making purchasing decisions, it is an economic view. Economic view model can be measured by rational consumption behavior, it means that consumers must have:

- 1) Precautions regarding available product alternatives
- 2) Ability to rank each alternative in terms of benefits and disadvantages

3) Ability to identify one of the best alternatives

B. E-Commerce Consumer's Purchasing Decision

"Purchase decision is an input into a process of consumption", Schiffman & Kanuk (2010: 89). Purchasing decisions in this study can be interpreted as an action or consumer behavior in determining and choosing alternatives and how to make purchases with selected considerations so as to achieve a rational choice in purchasing.

E-commerce based on the OECD (2019) is a sale or purchase of goods or services made through a computer network with a method specifically designed for the purpose of receiving or placing orders. In this study, consumers of e-commerce include in B2C (*Business to Consumer*) and C2C (*Consumer to Consumer*) consumers whether they use e-commerce websites or applications.

C. Digital Financial Literacy

Maman Setiawan, Nury Effendi, Teguh Santoso, Vera Intanie Dewi and Militcyano Samuel Sappulete (2020), DFL (Digital Financial Literacy) is defined by Prasad and Meghwai (2017) as knowledge of online systems on spending and saving through online payments and banking. In this study, the measure of digital financial literacy is based on several indicators they are

knowledge of digital financial products and services, experience in using digital financial products and services, awareness of digital financial risks, and skills in controlling and managing digital activities.

D. Social Factors

Based on the Consumer Decision Making Model, there are aspects that are taken into consideration in the consumer purchasing decision process, they are reference groups and sociocultural. Both factors are include in social factors.

1. Income

In this research, income is intended as the income received by students as consumers that come from their parents (pocket), other additional income such as work results, or scholarships, etc. every month. Income is one of the social factors that can influence a person's behavior in making purchasing decisions on e-commerce.

2. Gender

The definition of gender according to the World Health Organization (WHO), "*Gender refers to the characteristics of women, men, girls and boys who are socially constructed. This includes norms, behaviors and roles associated with being a woman, man, girl or boy, as well as*

relationship with each other”. Diana Fitriani (2019) conducted a study entitled Gender Influence on Online Product Purchase Decisions (Case Study of Pontianak People) with the results that women tend to make purchasing decisions more easily for products offered online because of their feminine and more sensitive feelings when viewing advertisements. - advertisements in online shopping media. In this study, gender based on the consumer decision making model is including in reference groups and interpreted as a social factor that probable to influence purchasing decision behavior.

E. Research Paradigm and Hypotheses

The research paradigm or mindset that shows the relationship between variables in this study can be described as follows.

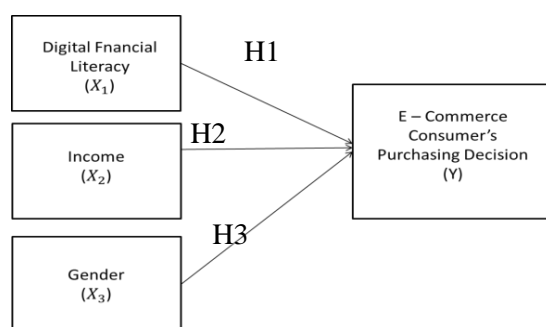


Figure 2. Research Paradigm

Source: Author

The hypotheses in this study are followed.

H1: Digital financial literacy has a positive effect on e-commerce consumer purchasing decisions.

H2: Income has a positive effect on e-commerce consumer purchasing decisions.

H3: *Gender* has a positive effect on e-commerce consumer purchasing decisions.

RESEARCH METHODS

A. Research Design

This research is conducted using a comparative causal approach. Comparative causal research includes research *ex post facto* which involves the researcher's activities which begin by identifying the effect of one variable on another, then the researcher tries to find the possible causal variables.

B. Place and Time of Research

This research was conducted at the Faculty of Economics, Yogyakarta State University. The time of the research was carried out in September 2020 - June 2021.

C. Population and Sample

1. Population

The population in this study were S1 students of the Department of Accounting Education, Faculty of Economics, Yogyakarta State University, class 2017. This

population was chosen because it has sufficient quality and characteristics related to the topic chosen by the author. The students of Accounting Education Department Faculty of Economics Yogyakarta State University must be the parts that have good literacy especially in digital financial issues. Even, the students of Accounting Education Department Faculty of Economics Yogyakarta State University held national seminar that brought issues about financial technology in 2018. Following are the data of S1 students from the Department of Accounting Education, Faculty of Economics, Yogyakarta State University, batch 2017.

Table 1. The number of S1 Faculty of Economics Yogyakarta State University 2017 Students

Study program	Gender		Total
	Men	Women	
Accounting education	7	59	66
Accounting	16	42	58
Total Population	23	101	124

Source: Academic and Student Affairs Subagency, Faculty of Economics Yogyakarta State University (processed data, 2021)

2. Sample

The samples in this study are students of Education Accounting Department, Faculty of Economics, Yogyakarta State University, class of 2017 which represents the research

population. The sampling technique in this study used judgment sampling or sampling based on certain considerations. Judgment sampling in this study is based on several specified sample criteria, including:

- 1) Students of Bachelor in Accounting and Accounting Education Program 2017
- 2) Have made purchase transactions on e-commerce
- 3) Have used digital payment products when transacting via e-commerce.

Sample size to test the validity and reliability of the instrument in this study is 40 samples. By using statistic formulation of Yamane Approach (1973) (Agusty Ferdinand, 2014: 14), sample size could be found at significant level of 5%, so the sample size is:

$$n = \frac{124}{1 + 124(5\%)^2}$$

$$n = 124 \div 1,25 = 99,2$$

(rounded into 100)

A. Technique and Instruments of Data Collection

1. Data Collection Technique

a. Questionnaire

Data collection techniques applied in this study is indirect communication techniques. Indirect communication

techniques by distributing questionnaires to respondents, they are students of Education Accounting Department, Faculty of Economics, Yogyakarta State University, class of 2017.

Respondents assessed each question using a 4 points likert scale. The Likert scale is used to measure attitudes, opinions and perceptions of individuals or groups about a social phenomenon (Sugiyono, 2011: 93).

Table 2. Likert Scale

Positive Statement		Negative Statements	
Answer	Score	Answer	Score
Strongly agree	4	Strongly disagree	1
Agree	3	Disagree	2
Disagree	2	Strongly agree	3
Strongly Disagree	1	Disagree	4

Source: Sugiyono, 2011: 93

b. Documentation

This technique is used to collect data from written sources. In this study, documentation techniques were used to collect data on the number of students, especially the Department of Accounting Education, Faculty of Economics,

Yogyakarta State University, class of 2017.

2. Research Instrument

The instrument grid of this research variable in the form of e-commerce consumer's purchasing decisions, digital financial literacy, income, and gender is presented as follows.

a. Grid of purchasing decision instruments in e-commerce

Purchasing decisions on e-commerce are based on the theory of consumer behavior according to Schiffman and Kanuk (2010: 106). Bellows are the grids of the instrument for purchasing decision variables in e-commerce.

Table 3. The Grid of E-Commers Consumer's

Variable	Indicators	Item Number
E-commerce Consumer Purchasing Decision (based on consumption behavior theory) (Schiffman and Kanuk, 2010: 106).	Students have vigilance by considering product attributes and relevant alternatives.	1, 2, 3, 4, 5, 6, 7, 8, 9, 10
	Students are able to rank product alternatives in terms of benefits and disadvantage.	11, 12, 13, 14, 15, 16

Source: Schiffman and Kanuk, 2010: 106

b. Grid of digital financial literacy instruments

The digital financial literacy indicators are bellows.

Table 4. The Grid of Digital Financial Literacy Instruments

Variable	Indicator	Items
Digital Financial Literacy (Prasad and Meghwal 2017, Morgan and Trinh 2019)	Knowledge of digital financial products and services	1, 2, 3, 4, 5
	Experience using digital financial products and services	6, 7, 8, 9
	Awareness or awareness related to digital financial risks	10, 11
	Skills in controlling and managing digital activities	12, 13

Source: Prasad and Meghwal, 2017; Morgan and Trinh, 2019

c. Income

In the research of I Kadek Suryadharma and I Wayan Santika (2014), income which is defined as pocket money is divided into two categories as follows.

Table 5. Income Level

Total Income	Category
IDR 500,000 – IDR 1,500,000	Low
>IDR 1,500,000	High

Source: I Kadek Suryadharma and I Wayan Santika, 2014

F. Instrument Validity and Reliability

1. Instrument Validity Test

A questionnaire is declared valid if there are no irrelevant statements. In this study, the validity test was carried out using the Product Moment.

Table 6. Final Number of Items on Instrument

Research variable	Initial Items	No. Drop Items	Final Items
Digital Financial Literacy	13	7	12
E-Commerce Consumer's Purchasing Decision	20	5, 8, 11, 13	16

Source: Primary data processed, 2021

2. Reliability Test

A questionnaire is reliable if the respondent's answer to a statement is consistent and stable. In this study, the reliability test was carried out by using Cronbach's Alpha test, the criteria for an instrument is said to be reliable if Cronbach's alpha > 0.60. Bellows are the result of reliability test.

Table 7. Reliability Test Results

Research variable	Cronbach's Alpha	Information
E-Commerce Consumer's Purchasing Decision	0.789	Reliable
Digital Financial Literacy	0.822	Reliable

Source: Primary data processed,
2021

G. Data Analysis Technique

1. Descriptive Statistics

The types of descriptive statistics that can be presented in a study are frequency distribution, average statistics, and index numbers (Augusty Ferdinand, 2014: 229 – 231). In this study, the descriptive analysis used includes the mean, median, mode, and standard deviation. Then, each variable will be explained in the frequency distribution table, variable trend table, and diagram.

The variable trend table is used to categorize the scores obtained for each variable (Rizka Fitri, 2018). The categories are arranged based on the ideal mean (M_i) and the ideal standard deviation (SD_i). In Rizka Fitri's research (2018), there are three categories of tendency for each variable, they are high ($X \geq M_i + SD_i$), medium ($M_i - SD_i < X < M_i + SD_i$), and low ($X < M_i - SD_i$).

2. Classic Assumption Test

a. Normality Test

This study uses the normality test with the Kolmogorov – Smirnov test.

The Kolmogorov – Smirnov test is used to test the assumption of whether a sample data comes from a normally distributed population or not.

b. Multicollinearity Test

A good regression model should not have a correlation between the independent variables. Multicollinearity testing can be seen from the value of VIF (Variance Inflation Factor) and tolerance. If $VIF < 10$ and $tolerance > 0.1$, then the regression model is free from multicollinearity (Ghozali, 2016).

c. Heteroscedasticity

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. In the regression model, the conditions must be met that there is no heteroscedasticity. In this study, the heteroscedasticity test was carried out using a statistical method, it is the Glejser test.

3. Hypotheses Test

Multiple linear regression analysis is used when there is more than one independent variable or variable x . In this study, there are independent variables: digital financial literacy, income, and gender. Of the three variables, there are two independent variables that are qualitative, both are income and gender so that they are formed into dummy variables.

Hypothesis testing in this study was carried out by calculating the coefficient of determination (r^2), simultaneous testing or F-test, and partial test or t-test..

a. Coefficient Determination (R^2)

The value of the coefficient of determination or R^2 is used to measure the ability of the linear regression equation by matching the data. The value of the coefficient of determination ranges between 0 and 1. If the coefficient of determination is 1 then the linear regression equation can perfectly match the data, but if it is 0 then the ability of the linear regression equation

tends not to be better at matching the data (Prana Ugiana Gio and Dasapta Irawan, 2016).

b. Partial Test (t Test)

The t statistic test shows how far the influence of the independent variables individually in explaining the dependent variable. For hypothesis decision making, it can be done by comparing the t value with the t table value. if $t \text{ count} > t \text{ table}$ or $\text{probability} > \text{significance level}$ (0.05) then H_a is accepted and H_o is rejected, the independent variable affects the dependent variable. Conversely, if $t \text{ count} < t \text{ table}$ or $\text{probability} < \text{significance}$, then H_a is rejected and H_o is accepted, the independent variable has no effect on the dependent variable (Dwi Purwanto, 2018).

c. Simultaneous Test (F Test)

The F test is used to test whether the linear regression equation that has been obtained is really statistically significant and can be used to match the data. The f test shows how significant the effect of the

independent variable on the dependent variable is together. The value of f can be interpreted in the ANOVA (Analysis of Variance) table with the degrees of freedom in the numerator of the denominator degrees of freedom, then seen if the significance value of $F < 0.05$ then the independent variable simultaneously has a significant effect on the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Table 8. Multiple Regression Analysis

Variable	Counting		F	α	Unstandarized Coefficients	
	R	R ²			B	Error
Constant					24.63	3.86
DFL					0.66	.107
Income	0,56	0,3	14.96	0	0.936	1.20
Gender					1.096	1.08

Source: Primary data processed, 2021

The multiple regression line equation above shows the value of X_1 X_2 X_3 are assumed constant, so Y will be constant at 24,637. Whereas, if X_1 increases a unit, so Y will increase 0,662 while X_2 and X_3 are constant. If X_2 increases a unit, so Y will increase 0,936 while X_1 and X_3 are constant. Therefore, if X_3 increases a unit, it means Y will increase at 1,096 while X_1 and X_2 are constant.

The effect of Digital Financial Literacy towards E-Commerce Consumer's Purchasing Decision

Table 9. T Test Result of DFL

Variable	T	T	Significance
	Statistic	table	
Digital Financial Literacy	6, 192	1,661	0,000

Source: Primary Data Processed, 2021

This research finds that *Digital Financial Literacy* affects positively towards e-commerce consumer's purchasing decision. It is proven by the results of *partial test* or *t test* that shows Table 21 shows significance of *Digital Financial Literacy* (X_1) at 0,000 that is smaller than the level of significance (0,05). Subsequently, the constant number (24,637) shows the positive relation wit regression coefficient at 0,662. *T count* shows 6,192 which is higher than *t table* (1,661). So, the decision of this analysis H_1 is supported.

Based on the result, it means *Digital Financial Literacy* has contribution and relation with e-commerce consumer's purchasing decision. It means consumers have rational behaviors in purchasing. The higher knowledge and experience of consumers in digital financial activities or the consumers are more literated in digital financial. It means the consumers will be more rational in doing the purchasing decision. This term is also explained by Consumer Decision Making Model, the experience and knowledge become the

process of purchasing decision and influence the purchasing decision of consumers. Therefore, H1 is supported or Digital Financial Literacy has effect on e-commerce consumer's purchasing decision.

Previous research that has done by Maman Setiawan, Nurry Effendi, Teguh Santoso, Verra Intanie Dewi dan Militaryano Samuel Sapulette that published at 10 August, 2020 investigated relation between *digital financial literacy* (DFL), *current saving behavior*, dan *current spending behavior* on Indonesian millennials. The result of this previous research found that DFL affected *current saving* and *spending behavior* positively. Thereafter, this research relates to DFL and spending behavior (that mentioned and included on consumer's purchasing decision), and the results found that DFL affects consumer's purchasing decision. Consequently, this research is reciprocal with previous research that has been done by Maman Setiawan, Nurry Effendi, Teguh Santoso, Verra Intanie Dewi dan Militaryano Samuel Sapulette.

The effect of Income towards E-Commerce Consumer's Purchasing Decision

Table 10. T Test Result of Income

Variable	T	T	Significance
	Statistic	table	
Income	0,774	1,661	0,440

Source: Primary data processed, 2021

This research found that income doesn't affect e-commerce consumer's purchasing

decision. It is proven by the result of *partial test* or *t test* that shows significance of income (X₂) at 0,440 that is higher than the level of significance 5%. Subsequently, the constant number (24,637) shows the positive relation with regression coefficient at 1,096. *T count* shows 0,776 which is lower than *t table* (1,661). Based on that analysis, it could be concluded H₂ is not supported.

The result of this research shows the income isn't a factor affects e-commerce consumer's purchasing decision significantly. It is caused by the categories of income level in this research that's only two levels, and there's no significant variance. The first level is IDR 500.000 – 1.500.000; and the second level is > IDR 1.500.000, the levels are close at each other. Besides, the collected data shows the students with high income level are 19 respondents, it means the students with low level income are dominating. Then, it causes the similar characteristic of respondents and it becomes the reason that H₂ also isn't supported or income doesn't affect e-commerce consumer's purchasing decision. This research result is supported by other previous research that conducted by Jayadi (2018) that stated the similar characters especially income of respondents triggers their behaviour become simlart too in terms of purchasing decision. In this research, the income is categorized into two level only

that makes the data of student income are similar at each other.

The result above is reciprocal with previous research that has been done by Dhimas Dwi Laksono and Donant Alananto Iskandar, 2018. This research used multiple regression analysis and found that income as independent variable didn't influence the purchasing decision of KBC Helmet. The number of *t count* is 0,508 which is lower than *t table*. However that results opposite with the other previous finding that has been done by Wahyu Retno Maryati, 2013. The result showed income positively affected consumer's purchasing decision of *simPATI* product by significant level of $0.006 < 0.05$.

The effect of Gender towards E-Commerce Consumer's Purchasing Decision

Table 11. T Test Result of Gender

Variable	T Statistic	T table	Significance
Gender	1,012	1,661	0,314

Source: Primary data processed, 2021

This research finds that gender doesn't affect e-commerce consumer's purchasing decision. It is proven by the result of *partial test* or *t test* that shows significance of gender (X_3) at 0,314 that is higher than the level of significance (0,05). Subsequently, the constant number (24,637) shows the positive relation with regression coefficient at 0,936. *T count* shows 1,012 which is lower than *t table* (1,661). Based on that analysis, it could be concluded H_3 is not supported.

The result of the research that shows gender doesn't affect e-commerce consumer's purchasing decision is supported by previous research that conducted effect of gender toward impulsive buying in *supermarket*. This research found that the characteristics of respondents were close or mostly same with each, especially in term of age and their income, so the behaviour of respondents in buying decision were also almost same (Jayadi, 2018). Another research also showed that the differs of gender would be significant affect the buying decision if there are special products that have unique identities and characteristics where the products are targeted for some groups or specifics buyer (Rahmasari, 2010).

In this case, the respondents of the research are the students of Accounting Education Department Yogyakarta State University 2017 and their age and characteristics are almost the same, so their behaviour in purchasing decision on e-commerce are also similar. Based on the collected data, it could be known that women are 78 and men are 22. It shows that women are dominating, so most of characteristics of consumers are similar and it causes gender doesn't affect the e-commerce consumer's purchasing decision. Besides, this research also doesn't provide kind of specific products in term of e-

commerce consumer's purchasing decision, so it causes H_3 also not supported.

Previous research by Rizka Fitri Prasetyaningsih (2018) that used consumption scheme as dependent variabel that's defined it from criterias of consumer's purchasing decision based *an economic view*, the result found that gender didn't affect significantly toward consumption scheme (t shows $-0,045$, p value shows $0,964 > 0,05$). So, it is reciprocal with the result of this research. On the other hand, this research is opposite with previous research done by Diana Fitriani (2019). The results found that F count by interaction at $0,5$ while F table is $2,621$ so H_a (there is difference between men and women towards online purchasing decision) was accepted or women has tendency to take easier in online purchasing decision because of the feminine feelings and more sensitive when looking at the social media.

CONCLUSION

A. Conclusion

According to the analysis results on *The Effects of Digital Financial Literacy, Income, and Gender Toward E-commerce consumer's purchasing decision* that has been done by using 100 students of Accounting Education Department 2017 of Faculty Economics Yogyakarta State University, so this research can be concluded as follows.

1. *Digital Financial Literacy* (DFL) affects positively towards consumer's purchasing decision through e – commerce. It is proven by the results of *partial test* or *t test* that shows significance of *Digital Financial Literacy* (X_1) at $0,000$ that is smaller than the level of significance 5% . Subsequently, the constant number ($24,637$) shows the positive relation with regression coefficient at $0,662$, T count shows $6,192$.
2. Income doesn't affect consumer's purchasing decision through e – commerce. It is proven by the result of *partial test* or *t test* that shows significance of income (X_2) at $0,440$ that is higher than the level of significance ($0,05$). Subsequently, the constant number ($24,637$) shows the positive relation with regression coefficient at $1,096$. T count shows $0,776$.
3. Gender doesn't affect consumer's purchasing decision through e – commerce. It is proven by the result of *partial test* or *t test* that shows significance of gender (X_3) at $0,314$ that is higher than the level of significance 5% . Subsequently, the constant number ($24,637$) shows the positive relation with regression

coefficient at 0,936. *T count* shows 1,012.

4. *Digital Fiancial Literacy* (DFL), income, and gender simultaneously and significantly affect consumer's purchasing decision through e – commerce. It is proven by the result of *simultant test* or *F Test* that shows *F count* is 14,962, and the *significance* of *F test* results at 0,000.

B. Research Implication

1. *Digital Financial Literacy* (DFL) affects positively towards consumer's purchasing decision through e – commerce. It implies that DFL as the knowledge of online system on spending also saving activities through digital payments or banking could be a reason for consumers to make purchasing decision especially on e-commerce. By improving DFL could increase the capability of consumers to make wise purchasing decision especially that's based on economic view criterias.
2. Income doesn't affect consumer's purchasing decision through e – commerce. In this research, student's income is obtained from various sources, such as government's loan, government scholarship, state scholarship, religious fund, parents,

part-time working, investment and others. Income is divided into high and low level in this research. However, both levels of income are not dominating consumers to make rational purchasing decision through e – commerce.

3. Gender doesn't affect consumer's purchasing decision through e – commerce. Gender is separated not only by biological characteristics, but also psychology and social characteristics includes norms, behaviours and roles. But these characteristics especially norms, behaviours and roles are more affected by knowledge. This knowledge in this research is specified in DFL that implies the rationale of consumers in doing purchasing decision through e – commerce.

C. Suggestion

1. Consumers

- a. Digital financial literacy should be socialized to consumers wheter economic students or general consumers. So, the consumers' literacy of digital and financial will be improved and it affects to the rationale in doing purchasing decision through e – commerce.
- b. Consumers should be realised the importance of digital financial

literacy especially in this era by updating and improving the information of financial services in this era, the rules, the protection of digital era, financial literacy and so on. Digital financial literacy doesn't always given by schools or formal institution of education, but also provided in internet especially the related agency and websites. Therefore, it will bring benefits for their spending behaviorurs (could be better and wiser).

2. Further Research

- a. Further research is also needed to be expand the sample not only economics students but also non – economics students and general consumers that use e – commerce for purchasing. Therefore, the research could be more generalized.
- b. Based on this research, the effect of *DFL, income, and gender* or X_1 X_2 X_3 towards *e-commerce consumer's purchasing decision* or *Y* is 31,9%, meanwhile the remainder (68,1%) are other variables. Consequently, further research could add more factors of purchasing decision through e – commerce as independent variable such as subjective norms,

information factors, personal factors, etc.

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