

The Effect of Promotional Programs through the Illusion of Liquidity on the Excessive Spending Behavior E-Wallet User

(Study on E-Wallet Users in Ungaran Timur District, Semarang Regency)

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ABSTRACT

This study has the title of the effect of promotional programs through the illusion of liquidity on the excessive spending behavior e-wallet user. This study aims to analyze whether or not the effect of promotional programs through the illusion of liquidity on the excessive spending behavior e-wallet user. This research was conducted in Ungaran Timur District, Semarang Regency.

This research is a type of quantitative research with non-probability methods. The population of this study is unknown, so it uses the Lemeshow formula and the number of samples used is 100 respondents. The data collection technique used convenience sampling with the distribution of questionnaires that had been tested for the validity and reliability of the data. The data analysis method used consisted of descriptive analysis, evaluation of the outer model, evaluation of the inner model, and evaluation of indirect effects (mediation). The data analysis tool in this study uses the SmartPLS 3.0 software.

The results of this study indicate that promotional programs has a positive and significant effect on excessive spending behavior with a t-statistics of $2.806 > 1.96$. Promotional programs has a positive and significant effect on illusion of liquidity with a t-statistics of $5.686 > 1.96$. Illusion of liquidity has a positive and significant effect on excessive spending behavior with a t-statistics of $5.553 > 1.96$. Illusion of liquidity has a positive and significant effect in mediating the relationship between promotional programs and excessive spending behavior with a t-statistics of $3.894 > 1.96$.

Keywords: Promotional programs, illusion of liquidity, excessive spending behavior, and SmartPLS 3.0.