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Effectiveness of Counseling with Token Economy Technique as an Intervention for Consumptive Behavior of Online Shopping in College Students

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Abstract

The purpose of this study was to see changes in student consumptive behavior when given treatment in the form of counseling with token economy techniques. The method in this study was a quasi experiment with one experimental group, namely the experimental group with a total of 10 students who were given treatment without a control group. Data analysis using Wilcoxon analysis using SPSS assistance. The results showed a change in the consumptive behavior of students indicated by a value of $p = 0.012 (<0.05)$ so that it can be concluded that there is an average difference between consumptive behavior on the pre-test and post-test so that it can be said that there is a significant influence between counseling with token economy techniques on consumptive behavior. Where the effect of the test results is called a negative effect because more subjects have decreased ($N = 8$) consumptive behavior than those who have increased ($N = 2$).

Keywords: Counseling of Token Economy, Consumtif Behavior, online shopping

Introduction

The utilization of highly advanced technology puts convenience in everything, namely the convenience felt for the people where now shopping does not need to meet personally in a place but is now able to be done online. In fact, with the convenience

provided, online shopping has become the norm for some people, people who believe that online shopping is a vehicle for finding what they need (Septiansari, Dela, 2021).

Development has an impact on all aspects of life, one of which gives rise to a more modern lifestyle (Sinta B. et al., 2023). One of the modern lifestyles is marked by the development of facilities and infrastructure in shopping, this is manifested by the increasing number of malls, cafes, or other shopping places that lead to consumptive behavior (Murniatiningsih Endah, 2017).

Consumptive behavior can affect anyone, including teenagers. The influence of teenagers in consumption activities is quite large, teenagers shop more often than other segments (Wayne D Hoyer, 2021). Teenagers have a tendency to follow developing trends, without clear and rational reasons that lead to consumptive behavior.

The age group of 13-21 years is a transitional period, as a result adolescents try to achieve an ideal pattern that is sensitive to many things around them, but adolescents are never satisfied with what they have (Kumar & Kumar, 2019). Teenagers are now also caught up in consumptive life, such as being willing to spend their money to fulfill desires rather than to meet needs (Lestarina et al., 2017). College students who are in the late adolescent stage are predicted to become the largest part of the population in Indonesia in the coming years. One of the characteristics of the millennial generation is that they are very digitally savvy. It can be said that they are the biggest users of social media. They are also very consumptive, making them a very potential marketing target. The biggest desire of these millennials is consumptive behavior. Starting from shopping, vacations, buying concert and movie tickets is a priority (Rahma et al., 2022; Sinta B. et al., 2023). For some female students today, existence is a necessity. Today's teenagers tend to behave consumptively due to trendy influences, such as fashion trends, trends in entertainment venues such as cinemas, tourist attractions and cafes. Students get knowledge of economics which should be in real life they can implement the results of their learning and avoid consumptive behavior.

Consumptive behavior is an action taken by placing oneself as a consumer when the goods are purchased, used or consumed excessively, consumers will have a tendency not to think rationally so that waste can occur and prioritize desires without making prior considerations, whether the item is a necessity and tends not to see the benefits of the goods or services. There are even some parties who buy an item just to get

recognition in the social environment, follow existing trends or just fulfill personal satisfaction. Consumptive behavior is defined as a person's activity in consuming goods without considering the benefits of these goods with a realistic mindset where the perpetrator when buying a product is only based on desire (Gunartin et al., 2020; Triana & Martono, 2021). There are several reasons a person can be said to carry out consumptive behavior, first, consumers who buy the item because they will get a bonus or gift, second, consumers who buy products because of attractive packaging, third, consumers who buy an item just to maintain brand prestige in society, fourth, consumers who buy an item to maintain status, fifth, consumers who buy products by considering prices not benefits, sixth, consumers become fans of the model that advertises, seventh, increase the confidence of these consumers and eighth, the tendency to try or use more than one product from different brands (Tang et al., 2018) .

Meanwhile, there are three aspects that support consumptive behavior, the first is impulse buying, namely the momentary desire that arises in the minds of students when buying an item. Then the aspect of waste, namely when individuals spend a lot of money without realizing it if the needs purchased are not clear in purpose. The third is looking for pleasure, when consumers buy something just to fulfill personal satisfaction (Lina and Haryanto F. Rosyid, 2022).

Consumptive behavior is the action of a consumer when using goods or services incompletely and they buy new goods again before the old goods run out. This results in consumers spending large amounts of money only for things whose benefits are not really felt. Consumptive behavior has impacts, namely, positive and negative impacts, so that these impacts can be felt either personally or by other parties. Negative impacts include waste, inflation, and social inequality. Meanwhile, positive impacts such as giving satisfaction to consumers, benefits to producers or sellers, and the wheels of the economy will spin faster due to high buying and selling activities (Rahayu et al., 2020; Sasmito et al., 2023).

In short, counseling with token economy technique is a reinforcement system for managed and changed behavior, a person must be rewarded or given reinforcement to increase or decrease the desired behavior (Ivy et al., 2017; Martin & Pear, 2019). The main goal of token economy counseling is to increase preferred (good) behavior and reduce disliked behavior (Kasiveloo et al., 2022; Miltenberger, 2016). Generally, token

economy counseling is used in behavior change in institutional settings (including psychiatric hospitals, correctional institutions or rehabilitation centers) to manage the behavior of aggressive or unpredictable individuals. However, the larger goal of token economy counseling is to teach appropriate behavior and social skills that can be used in a natural environment. Special education (for children with developmental disabilities or learning difficulties, hyperactivity, inattention, or behavioral disorders), regular education, colleges, various types of homes, military divisions, retirement homes, drug rehabilitation programs, employment settings, family counseling and hospitals can also use the token economy (Fahrudin, 2012; Sulaiman & Uhuegbu, 2021). The token economy can also be used on individuals or in groups. Therefore, the consumptive behavior in question is expected to decrease when given an intervention in the form of counseling with the token economy technique.

Method

The sampling technique used was purposive sampling because the subjects were selected based on certain criteria, namely; Female students, have shopping applications on their cellphones, do online / offline shopping transactions at least 5x in one month. So that the number of subjects obtained according to the criteria was 10 people or $N = 12$, but there were two subjects who did not meet the counseling meeting so that the final number of subjects was 10 people or $N = 10$. This study uses a one group pretest-posttest design because it uses a group of participants who get a pretest before being given treatment, the results of the treatment can be known more accurately, because it can compare with the situation before being given treatment (Latipun, 2016).

Data analysis was carried out by a different test with the same group, namely the experimental group, to see any significant changes before treatment and after treatment. The Wilcoxon test was chosen as a different test due to the consideration of determining one group and the number of subjects studied below 30 people.

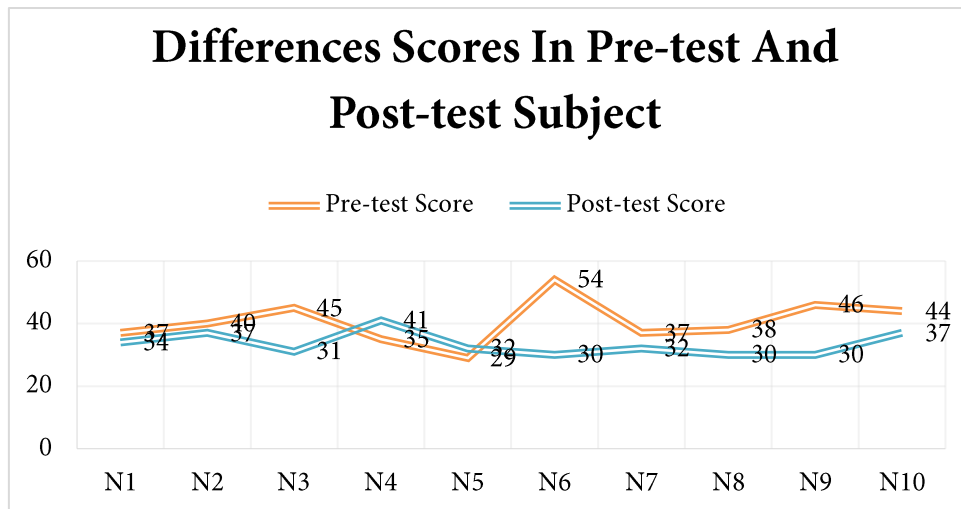
Counseling with token economy techniques is carried out with a total of five meetings in five weeks. The counseling process was carried out in the Counseling Laboratory room of the Counseling Guidance Study Program at Datokaram Islamic University, Palu. Starting with filling out the consent sheet with the client and counselor. Every meeting the subject and counselor fill out an evaluation sheet to

measure the progress of the counseling results. The token economy technique is carried out by collecting the subject's score on the achievement of behavioral changes achieved then the total score obtained is exchanged for a reward that will be given by the counselor as an appreciation of the behavioral changes made by the subject. The consumptive behavior scale totaling 15 items is an adaptation of the scale by developing aspects of consumptive behavior from Lina and Rosyid (Lina and Haryanto F. Rosyid, 2022), aitem validity 0.249 - 0.631 with r count 0.208 which was tested on 94 respondents.

Discussion

Data analysis was carried out in several stages, the first stage with descriptive analysis to determine the difference in the scores of each experimental group subject before and after treatment. Then the t-test to see any significant changes in behavior before and after treatment.

Pict 1. Differences Scores in Pre-test and Post-test Subject



Based on the diagram above, it can be seen that the score obtained by the average subject has decreased. Of the 10 subjects there were only two subjects who experienced an increase in score but most of the subjects, totaling 8 people, experienced a decrease in consumptive behavior scores after being given counseling treatment with the token economy technique.

To see the effect of the token economy counseling technique on consumptive behavior, a comparison measurement was made between the productivity values before treatment and after treatment. The Wilcoxon test as a nonparametric test was chosen as a test to see the results obtained by the same group (experimental group) after treatment. The following below describes the results of data analysis.

Table 1 Descriptive Results of Consumptive Behavior Data

	N	Mean	SD	Minimum	Maximum
Pratest	10	40.40	7.043	29	54
Posttest	10	22.40	3.777	30	41

Based on the table above obtained from 10 respondents, it illustrates that there is a decrease in the average score of consumptive behavior from before the token economy technique counseling with an average score of 40.40 and after the token economy technique counseling with an average score of 22.40. The decrease can also be seen by comparing the maximum scale score by respondents where before treatment (pretest) with a maximum scale score of 54 and after treatment (posttest) with a maximum score of 29.

Table 2 Wilcoxon Difference Test Results Consumptive Behavior

		N	Mean Rank	Sum of Ranks	Sig (2 tailed)
Pratest- Posttest	Negatif Ranks	8	7.043	29	0.012
	Positif Ranks	2	3.777	7730	
Total		10			

Based on the results of the analysis, it can be seen that the asymp.sig (2-tailed) is 0.012. because the value is smaller than 0.05, it can be concluded that there is an average difference between consumptive behavior on the pre-test and post-test so that it can be said that there is a significant influence between counseling with token economy techniques on consumptive behavior. From the analysis of the table above, it can be seen that the negative rank between consumptive behavior for pretest and post-test mean rank = 6.50 and sum rank = 52 means that there is a decrease from the pre-test value to the post-test value. And there is a positive rank with a mean rank of 1.5 and a sum of rank of 3 which means it shows an increase in consumptive behavior. However, when compared to the number of N, negative rank with N = 8 and positive rank N = 2 which means that more subjects experienced a decrease in consumptive behavior than subjects

who experienced an increase in consumptive behavior after being given counseling with the token economy technique

Consumptive behavior is the act of buying goods not to meet needs but to fulfill dreams, which is done excessively which causes waste of money. The word consumptive means wasteful, which consumes goods and services excessively. The pattern of human life is controlled and driven by a dream to fulfill the desire for pleasure alone is considered consumptive behavior (Asni et al., 2021; Wahyuni et al., 2019).

The subjects chosen in this study are of course subjects who do the shopping process more often than their friends. Subjects feel aware of their consumptive behavior and have the desire to change and reduce this behavior but feel confused about what to do. The subject feels that the consumptive behavior carried out is based on several factors, the most important of which is related to a lifestyle that wants to look uptodate with the current trendy style. Some opinions related to consumptive behavior can be influenced by several things such as age, education level, income level, and others. Factors that can influence consumptive behavior are (1) wanting to look different, (2) feeling proud in appearance, (3) being influenced by other individuals (4) attracting the attention of other individuals (Idris, 2022; Kurniawan, 2017). Consumptive behavior in female students can be influenced by lifestyle, economic literacy and peer conformity. These factors are factors that influence consumptive behavior, namely cultural factors (culture, sub-culture, and social class), social (reference group, family, role and status), personal (age, and stage of the life cycle, work, economic situation, lifestyle, personality and self-concept), psychological (motivation, perception, knowledge, beliefs, and attitudes) (Kotler & Keller, 2016).

Another thing that causes students to make purchases only following their wishes is because these students are indeed at an adequate economic level and above average. Feeling that the pocket money sent by parents is more and better to spend than to save. The higher the income a person has, the higher the person's consumptive behavior (Taqwa & Mukhlis, 2022). The statement besides being in line with research conducted by Kusairi et al (Kusairi et al., 2020) and Kumar & Kumar (Kumar & Kumar, 2019). In gender indicators, women behave consumptively more often than men. It is natural that women have more impulsive buying which is a self-reward for their work. Age is also an indicator that has an influence on how consumptive behavior patterns in

a person. People with birth years 1997-2000 are wiser in spending than people with births 2001-2006 (Taqwa & Mukhlis, 2022).

From the results of the study, it was found that the counseling intervention with the token economy technique gave significant results on changes in behavior ($p < 0.05$). This means that the treatment can be used as a help for someone who wants to reduce the desired behavior, especially consumptive behavior. That behavior modification techniques using token economy are used as reinforcement to reduce the behavior to be changed and to strengthen the desired behavior (Lahamutu, 2020). Giving token economy to students who experience negative behavior can help emphasize the negative behavior that exists in them. The tokens given are stickers that are collected and then exchanged for prizes. There has not been much research on token economy on consumptive behavior in college students.

Counseling with token economy techniques is a form of behavior change designed to increase preferred behaviors and decrease non-preferred behaviors by using tokens or coins (Ayylon, 1999; Maggin et al., 2011; Sleiman et al., 2020). An individual will receive tokens immediately after displaying a preferred behavior, and will receive a subtraction of tokens if displaying a non-preferred behavior. These tokens are collected and then within a certain period of time can be exchanged for a reward or something that has meaning (Ferreira, 2020; Jung et al., 2021).

Of the ten subjects, there were eight subjects or most of them experienced a decrease in the average score of consumptive behavior because they were given reinforcement if they made changes in their behavior, they would be given a reward where the subject felt that the change in behavior gained appreciation from other people who placed themselves as counselors. The token economy technique or valuable card is one of the many techniques available in the behavior approach. Token economy is carried out using reinforcement (Firdiana et al., 2020; Romani et al., 2017) which reduces negative behavior in individuals with behavioral disorders. Token economy has several advantages in the form of rewards that are given directly and physically that can please individuals (Hine et al., 2018; Ramadhani & Aulia, 2020). This token economy has been widely used in various institutions such as hospitals, prisons, psychiatric units, and education so that it can shape the behavior that researchers want. Another opinion is in line with (Corey, 2013; González-Martin et al., 2022) which states that behavior can

be formed by giving rewards or reinforcement as soon as possible after the expected behavior appears. This is a very supportive way to change behavior.

The purpose of this behavioral counseling is to modify the behavior of the counselee, which includes: (1). Create conditions that are more disciplined than before (2). Forgetting the culture of undiscipline (3). Provide the right experience to learn. (4). Helping the counselee discard old self-destructive responses and learn new responses that are healthier and more appropriate. (5). Counselees learn new behaviors and eliminate maladaptive behaviors to strengthen and maintain the desired behavior, namely becoming a person who always lives in discipline (6). Setting goals and behaviors and achieving goals is carried out jointly between the counselor and the counselee (Didi Riyadi & Yohandi, 2023). The purpose of the counseling technique was achieved in this study where there was a change in behavior, namely a decrease in consumptive behavior by students.

Conclusion

Consumptive behavior carried out by the subject such as purchasing goods only because of following desires but not because of needs. The main factor that causes the subject to carry out this behavior is because of a lifestyle that wants to always look trendy or feminine and another factor is because of the high enough income from his parents so that he feels confused in managing it. After being given intervention in the form of counseling with economic token techniques, every change in behavior made will be given reinforcement in the form of rewards by collecting the total score that has been achieved. After being given counseling with economic token techniques from ten subjects there were eight subjects who experienced changes in reducing consumptive behavior. The change in behavior is also reinforced by the subject's statement that he feels appreciated that because of the changes in behavior that are made in a positive direction and get appreciation from others.

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