



The Impact of Financial Literacy and Digital Finance Applications on Household Consumption Patterns in the Digital Age: Evidence from Makassar

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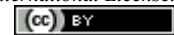
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Abstract

This study aims to examine the influence of financial literacy and digital financial applications on household consumption patterns in the digital era, with a case study conducted in Tamalanrea District, Makassar City. The research uses a quantitative associative approach with a multiple linear regression method. Data were collected from 100 household respondents selected through purposive sampling, based on their active use of digital financial services such as e-wallets, mobile banking, and paylater features. The primary variables studied include financial literacy (X_1), digital financial application usage (X_2), and household consumption patterns (Y). The results show that both financial literacy and digital financial application usage significantly affect household consumption patterns, both partially and simultaneously. Financial literacy positively influences rational financial behaviour, including budgeting, prioritising needs over wants, and managing spending. Meanwhile, the use of digital financial applications also positively affects consumption patterns by increasing access and ease of transactions, although it may also trigger impulsive behaviour when not controlled by financial awareness. The F-test result shows that the model is statistically significant, with an R^2 value of 0.627, indicating that 62.7% of the variation in household consumption patterns can be explained by the two independent variables. This study highlights the importance of strengthening digital financial literacy and developing public policies to regulate fintech platforms. Efforts should be directed at building a healthy consumption ecosystem in the digital economy through collaborative efforts between the government, education institutions, and financial technology providers.

Keywords: *Digital Finance, Financial Literacy, Fintech Behaviour, Household Consumption, Urban Economy.*

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1. Introduction

The digital era has transformed household consumption patterns significantly. Financial technology now drives how families manage their money. Households are moving away from cash transactions. They increasingly use digital financial applications like e-wallets, mobile banking, and QR-based payment platforms. This shift represents a fundamental change in financial resource management.

Digital payment systems have made transactions faster. However, they have also raised concerns about impulsive spending behavior among households [1]. The convenience of digital finance must be balanced with adequate financial literacy. This ensures wise decision-making in financial matters.

Financial literacy plays a crucial role in consumption decisions. It influences budgeting, debt management, and savings allocation. High levels of financial literacy can reduce excessive consumption behaviors. This is particularly important among active digital finance users [2]. Financial literacy serves as a self-regulation tool. It helps households navigate the growing number of digital financial services.

Financial literacy encompasses basic knowledge of economic concepts. These include inflation, interest rates, and financial risk. Such knowledge prevents harmful financial decisions [3]. This is especially important when digital platforms encourage immediate spending with minimal friction. Lack of financial literacy can lead to uncontrolled consumption. The ease of digital transactions makes this problem worse.

Digital financial application access has grown rapidly in Indonesia. Internet penetration and smartphone usage support this growth. Bank Indonesia [4] reported a sharp increase in digital payment users. This trend is particularly strong in major cities like Makassar. These platforms provide transactional convenience. However, they may blur the line between needs and wants. This can lead to impulsive or unplanned spending.

Digital financial applications correlate positively with increased impulsive consumption [5]. Promotional features and seamless transaction processes drive this behavior. These findings highlight the need for empirical

investigation. Research should examine how financial literacy and digital application usage shape household consumption behavior together.

Tamalanrea District in Makassar provides an ideal location for this study. The area has urban characteristics, an educated population, and widespread digital technology adoption. Higher education institutions and commercial centers are present. This makes it strategic for examining digital-era household consumption behavior [6].

Unchecked household consumption patterns can negatively impact family financial stability long-term. Excessive consumerism often stems from low financial awareness. Digital environments that normalize trend-based consumption also contribute [7]. Enhancing financial literacy becomes a preventive measure. It helps ensure household financial health.

Financial literacy and digital financial application usage create a dual effect. Digital access can enhance financial efficiency and planning. However, it can also pose risks if users cannot interpret financial information correctly [8]. Understanding how these factors influence household consumption behavior is essential. This knowledge contributes to sustainable household finance discourse.

Demographic variables such as age, education, and income level are critical factors. They influence how financial technology is adopted and used in daily life [9]. In urban contexts like Makassar, middle-income households represent the largest user share. They engage with financial apps frequently. Yet they also show the widest variation in consumption behavior. This depends on their financial literacy levels.

Buy Now Pay Later (BNPL) features in digital financial applications complicate household financial decisions further. Deferred payment options have normalized debt-fueled consumption. This trend is especially strong among younger users [10]. These developments emphasize the urgency of financial education initiatives. Programs should target digital financial behaviors specifically.

Cashless transactions create psychological effects on household spending behavior. Individuals tend to spend more when using non-cash methods. This occurs because digital payments feel abstract. They reduce the perceived cost of transactions [11]. This detachment from physical money can lead to overspending. It makes budgeting difficult, particularly for households without strong financial planning skills.

Peer influence and social media advertising shape consumption patterns significantly. Digital platforms use algorithms that expose users to tailored advertisements and peer purchases. This creates a culture of instant gratification. Social influence can diminish rational decision-making [12]. This makes financial literacy more essential than ever.

Some digital financial services lack adequate regulation and oversight. This poses risks to household financial stability. Government institutions have begun implementing fintech governance frameworks. However, gaps still exist in consumer protection, especially for vulnerable groups. The financial services authority (Otoritas Jasa Keuangan or OJK) highlights the need for continuous public education. This protects users from predatory lending practices and digital fraud [13].

Socioeconomic inequality worsens the disparity in digital financial literacy and access. Households with lower income and education levels face greater risks. They are more susceptible to misinformation and poor financial decisions when using fintech tools. This group often lacks both digital and financial skills. They cannot navigate financial apps safely and effectively [14].

Strengthening digital financial literacy is not merely an individual concern. It represents a systemic imperative. Collaboration between stakeholders is necessary. Government, financial institutions, and educational entities must work together. They should integrate financial literacy programs into community development. This aligns household financial behavior with long-term economic stability and national development goals.

Empirical investigation is necessary to quantify the influence of financial literacy and application usage on household financial decisions. Establishing statistical relationships between these variables contributes to growing literature. This research bridges financial behavior and technology adoption in developing countries.

This research provides localized analysis by focusing on Makassar, particularly Tamalanrea District. It represents urban middle-class behavior in Indonesia. The study explores how households integrate financial technology into daily consumption decisions. It highlights the role of education, access, and regulation in shaping financial responsibility.

Financial resilience connects closely to behavioral economics. This involves how individuals evaluate future consequences. Cognitive biases such as present bias and hyperbolic discounting can distort consumption choices [15]. This is especially true with digital tools that offer instant gratification. Financial literacy serves as a buffer against these biases. It promotes long-term thinking and strategic consumption.

School-based financial education programs can play a preventive role. Programs that introduce budgeting, saving, and digital financial tools at an early age foster better financial habits in adulthood. Students who receive structured financial education tend to be more financially disciplined long-term [16].

Cultural dimensions of consumption must be considered. In many Indonesian communities, consumer decisions are influenced by collective norms and expectations rather than individual reasoning. Cultural pressure to

conform to social status symbols often results in unsustainable consumption. Understanding these cultural underpinnings is vital for designing effective literacy interventions [17].

Technology literacy complements financial literacy as a determinant of successful digital finance use. Digitally literate households are more likely to compare prices, access financial advice online, and use budgeting features. Integrating both literacies improves financial decision quality [18].

Gender dynamics also play a significant role in financial behavior. Women often act as household financial managers. Their access to financial education can significantly influence household consumption patterns. Empowering women through financial literacy programs leads to more prudent and efficient family financial management [19].

This study seeks to empirically assess how financial literacy and digital financial application usage impact household consumption patterns in Tamalanrea. The results are expected to inform targeted financial education programs. They will support local policy development that promotes responsible financial behavior in the digital age.

Household consumption remains a key driver of Indonesia's GDP [20]. Ensuring responsible and informed financial behaviour is crucial. This research contributes to academic literature and practical strategies. It enhances economic resilience through improved household financial practices.

2. Research Methods

2.1. Research Design and Hypotheses

This study analyses the influence of two independent variables on household consumption patterns in the digital era. These variables are financial literacy (X_1) and digital financial application usage (X_2). The research employs a quantitative approach using multiple linear regression analysis.

Based on theoretical foundations and previous empirical findings, financial literacy plays an important role in shaping rational and planned consumption behaviour in households. Individuals or families with good financial literacy levels tend to manage budgets effectively. They can distinguish between needs and wants. They also avoid impulsive consumption. Therefore, the first hypothesis (H_1) is: "There is a positive and significant influence of financial literacy on household consumption patterns in the digital era."

Digital financial applications such as e-wallets, mobile banking, and pay-later services also influence household consumption patterns. Easy access and practical features in these applications can encourage faster consumption, even without planning. In some cases, digital application usage increases excessive consumption tendencies if not balanced with financial awareness. Therefore, the second hypothesis (H_2) is: "There is a positive and significant influence of digital financial application usage on household consumption patterns in the digital era."

2.2. Variables and Indicators

The study examines three main variables with specific indicators based on earlier research findings.

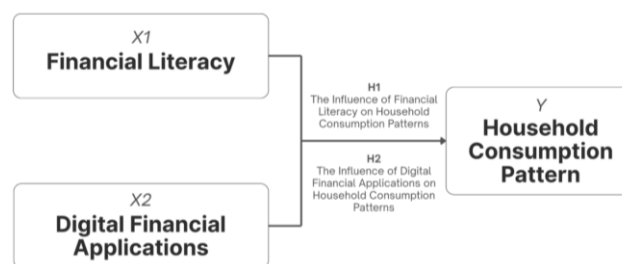


Figure 1. Research Framework

Financial Literacy (X_1) includes four indicators: budgeting ability, understanding of financial concepts, risk awareness, and savings and debt management. Lusardi and Mitchell [3] state that high financial literacy positively impacts expenditure management ability and financial decision-making.

Digital Financial Applications (X_2) comprises four indicators: frequency of app usage, types of financial apps used, features utilised (such as budgeting and pay-later), and digital payment preferences. Putri and Ramadhan [5] found that digital financial application usage intensity contributes to consumptive behaviour, particularly through easy access and promotions.

Household Consumption Patterns (Y) consists of four indicators: frequency of online shopping, proportion of spending to income, impulse buying behaviour, and allocation between needs versus wants. Nugroho and Sari [7] concluded that household consumption patterns are influenced by technology usage and financial awareness levels in managing income.

Table 1. Variable Operationalization

Variable	Indicators	Previous Research
Financial Literacy (X_1)	1. Budgeting Ability 2. Understanding of Financial Concepts 3. Risk Awareness 4. Savings and Debt Management	Lusardi & Mitchell (2017) state that high financial literacy positively impacts expenditure management ability and financial decision-making
Digital Financial Applications (X_2)	1. Frequency of App Usage 2. Types of Financial Apps Used 3. Features Utilized (e.g., budgeting, paylater) 4. Digital Payment Preferences	Putri & Ramadhan (2019) found that digital financial application usage intensity contributes to consumptive behavior, particularly through easy access and promotions.
Household Consumption Patterns (Y)	1. Frequency of Online Shopping 2. Proportion of Spending to Income 3. Impulse Buying Behavior 4. Allocation between Needs vs. Wants	Nugroho & Sari (2023) concluded that household consumption patterns are influenced by technology usage and financial awareness levels in managing income.

2.3. Population and Sample

The study targets households in Tamalanrea District, Makassar. This location was selected due to its urban characteristics, educated population, and widespread digital technology adoption. The presence of higher education institutions and commercial centers makes it strategic for examining digital-era household consumption behavior.

2.4. Data Collection and Analysis

The research employs quantitative methods with multiple linear regression analysis to test both hypotheses. Data collection utilizes structured instruments designed to measure the three main variables and their respective indicators. Statistical analysis will establish relationships between financial literacy, digital application usage, and household consumption patterns.

2.5. Research Limitations and Ethics

The study acknowledges geographical limitations by focusing specifically on Tamalanrea. Results may not be generalizable to other regions with different socioeconomic characteristics. Ethical considerations include obtaining informed consent from participants and ensuring data confidentiality throughout the research process.

3. Results and Discussion

3.1. Results

3.1.1. Respondent Characteristics

Table 2. Demographic Characteristics of Respondents

Characteristic	Frequency	Percentage (%)
Gender		
Male	52	52%
Female	48	48%
Age		
20-30 years	40	40%
31-40 years	35	35%
41-50 years	25	25%
Education Level		
High School	25	25%
Diploma/Bachelor	65	65%
Postgraduate	10	10%
Occupation		
Housewife	30	30%
Private Employee	40	40%
Entrepreneur	20	20%
Others	10	10%

Table 2 outlines the demographic profile of the respondents. A total of 52% were male and 48% were female, indicating a relatively balanced gender distribution. This balanced composition allows for a more objective interpretation of the relationship between financial literacy, digital financial application use, and household consumption behavior.

In terms of age, the largest group of respondents (40%) were aged between 20 and 30 years, followed by 31–40 years (35%) and 41–50 years (25%). The predominance of younger respondents suggests a population more inclined to adopt digital financial tools in daily life.

Regarding education, the majority held a diploma or undergraduate degree (65%), while 25% were high school graduates, and 10% had completed postgraduate studies. These figures indicate that most respondents possess sufficient educational background to engage with financial literacy concepts and use digital financial applications.

Respondents' occupations varied, with private-sector employees accounting for 40%, housewives 30%, self-employed individuals 20%, and others 10%. This variety reflects different sources of household income and highlights the role of housewives in managing family financial behavior.

3.1.2. Descriptive Statistics and Hypothesis Testing

Table 3. Descriptive Statistics of Research Variables

Variable	Mean	SD	Min	Max
Financial Literacy (X_1)	3.85	0.45	2.80	4.90
Digital Financial Applications (X_2)	3.92	0.50	3.00	4.85
Household Consumption Patterns (Y)	3.78	0.47	2.90	4.80

As shown in Table 3, the mean score for financial literacy (X_1) was 3.85 on a 5-point scale, with a standard deviation of 0.45. This indicates a generally good understanding of financial concepts such as budgeting, saving, and debt management. For digital financial application use (X_2), the average score was slightly higher at 3.92, suggesting that respondents actively use services like e-wallets, online banking, and pay-later platforms. The mean score for household consumption patterns (Y) was 3.78, reflecting moderate to high levels of consumption, particularly through online spending driven by promotional offers.

Before performing regression analysis, classical assumption tests were conducted. The normality test (Kolmogorov–Smirnov) yielded a significance value of 0.126, indicating normally distributed residuals. The multicollinearity test showed VIF values of 1.267 for both independent variables, well below the threshold of 10, confirming the absence of multicollinearity. The heteroscedasticity test (Glejser) showed significance values of 0.411 for financial literacy and 0.328 for digital financial applications—both above 0.05—suggesting homoscedastic residuals.

Table 4. Multiple Linear Regression and Assumption Test Results

Variable	Result	Interpretation
Normality	Sig. = 0.126	Residuals are normally distributed
Multicollinearity	VIF < 10; Tolerance > 0.1	No multicollinearity detected
Heteroscedasticity	Sig. > 0.05	No heteroscedasticity
Regression Coefficients	$B = 0.421$; $t = 4.872$; $p = 0.000$	Significant positive effect on Y
	$B = 0.389$; $t = 4.215$; $p = 0.000$	Significant positive effect on Y
Model Fit	Model is significant	
R^2 (R-squared)	62.7% variance in Y explained by X_1 and X_2	

With all assumptions met, a multiple linear regression was conducted. Results in Table 4 show that both financial literacy and digital financial application use significantly affect household consumption patterns ($p < 0.05$). Financial literacy had a regression coefficient of 0.421 ($t = 4.872$; $p = 0.000$), indicating that higher financial understanding leads to more managed consumption behavior. This is consistent with findings from Lusardi & Mitchell (2017), who highlighted the impact of financial literacy on sound financial decisions.

Digital financial application use also had a significant positive influence, with a coefficient of 0.389 ($t = 4.215$; $p = 0.000$). This suggests that frequent use of digital financial tools can increase consumption tendencies, potentially leading to impulsive spending without proper financial control, as discussed by Putri & Ramadhan (2019).

The F-test result of 79.423 ($p = 0.000$) indicates that the model is significant as a whole. The coefficient of determination (R^2) was 0.627, meaning that 62.7% of the variance in household consumption patterns can be explained by the two independent variables. The remaining 37.3% may be influenced by factors such as lifestyle, peer pressure, or economic conditions not included in the model.

3.2. Discussion

3.2.1. The Influence of Financial Literacy on Household Consumption Patterns

Regression results show that financial literacy (X_1) has a positive and significant influence on household consumption patterns (Y). This finding indicates that higher financial literacy levels lead to increased rational consumption management. In the context of Tamalanrea households in Makassar, financial literacy serves as a control instrument. It helps distinguish between needs and wants. It also shapes sustainable consumption habits.

Financial literacy encompasses basic understanding of financial planning and debt management. It includes the ability to assess spending risks. As stated by Lusardi and Mitchell [3], individuals who understand financial concepts well tend to make wiser decisions in spending and investment. This finding is consistent with Yusuf and Marzuki [6]. They observed that financial literacy among urban communities encourages more careful and controlled consumption behavior.

Additionally, Nababan and Sadalia [16] revealed that financial literacy correlates not only with consumption behavior but also influences attitudes toward savings and family economic risk management. In this study, most respondents come from middle to high education backgrounds. They have generally been exposed to formal and informal financial education materials. This strengthens the argument that financial literacy becomes an essential element in shaping consumption decisions. These decisions are based not only on emotional impulses but also on rational considerations.

Interestingly, recent references from Wulandari and Fitriani [21] show that increased financial literacy among urban communities can reduce consumptive behavior triggered by social pressure and lifestyle demands. In the digital context, this becomes highly relevant. Households are increasingly exposed to online promotions and discounts from financial applications. Financial literacy becomes an important filter to avoid instant consumption traps based on momentary desires.

Furthermore, research by Hasanah and Permana [22] shows that households with good financial literacy levels are better able to compile monthly shopping budgets. They prioritize basic needs over consumptive desires. This means financial literacy functions as a risk mitigation tool in facing micro-economic pressures. In the context of this research, strengthening financial literacy can be a key strategy. It maintains household financial sustainability amid the rapid flow of economic digitalization.

3.2.2. The Influence of Digital Financial Application Usage on Household Consumption Patters

Regression results show that digital financial application usage (X_2) has a positive and significant influence on household consumption patterns. This indicates that more frequent use of digital financial applications increases consumption tendencies. These applications include e-wallets, mobile banking, and pay-later services. In the context of urban Tamalanrea society, digital application usage supports practical and instant consumptive lifestyles.

Putri and Ramadhan [5] have proven that transaction convenience and various offers and promotions in digital applications encourage impulsive behavior in consumers. This is especially true when shopping online. In this context, easy access becomes the main trigger for unplanned spending. Consumers make transactions not only because of needs but also because they are tempted by application convenience and features.

Research by Nugroho and Sari [7] also strengthens that urban consumption trends are increasingly influenced by financial technology developments. With integrated features like transaction history, digital wallets, and installment facilities, digital financial applications become tools that accelerate and facilitate consumption decisions. In household cases, this means spending decisions become more reactive than reflective.

New references from Oktaviani and Wahyuni [23] found that consumers using digital applications conduct transactions more than three times per week on average. This is especially for non-essential purchases like fast food, fashion products, and entertainment services. This high usage frequency is often not accompanied by budget awareness. This impacts family financial management. This phenomenon shows a strong relationship between digital features and emotional consumption impulses.

Additionally, studies by Dewantara and Amelia [24] emphasize the importance of digital literacy as a companion in financial application usage. They show that users with low understanding of digital financial consequences tend to be more easily driven by visual displays of promotions and large discounts. Therefore, although digital financial application usage provides efficiency, without control and awareness, this can become a factor that worsens overall household consumption patterns.

3.2.3. Simultaneous Contribution of Both Variables to Household Consumption Patterns

Simultaneous regression analysis results show that financial literacy and digital financial application usage variables together contribute significantly to household consumption patterns. This means the constructed regression model is valid and capable of explaining the relationship between both independent variables and the dependent variable. This finding strengthens the argument that household consumption behavior is influenced not only by financial knowledge but also by interaction with financial technology.

The coefficient of determination indicates that 62.7% of variation in household consumption patterns can be explained by financial literacy and digital financial application usage variables simultaneously. The remainder is influenced by other variables outside the model. This shows that this research model has strong explanatory power. This is especially true in the context of urban communities highly connected to digital financial services and having relatively good educational backgrounds.

Lusardi and Mitchell [3] emphasize that in modern society, strong financial literacy is needed to filter financial information flows and external influences from technology. In this model, financial literacy serves as the foundation. Meanwhile, digital financial applications act as media that facilitate transactions. The combination of both can strengthen or worsen consumption behavior. This depends on how balanced both are possessed by individuals in households.

According to research by Arifin and Lestari [25], interaction between financial digitalization and consumer literacy capacity creates a double effect that accelerates consumption decision-making processes. When users have high literacy, digital applications can become effective tools to help manage budgets, save automatically, and track expenses. However, if literacy is low, applications become channels for uncontrolled impulsive consumption. This research result supports the idea that integration between literacy and technology should be a policy focus.

Recent research by Kamaluddin and Sari [26] also shows that simultaneous models like this are relevant for describing household economic behavior in major Indonesian cities. They state that simultaneous effects of literacy and technology create hybrid consumption behavior models. Household financial decisions depend heavily on the combination of cognitive abilities and technology access. Thus, strengthening both simultaneously becomes an important strategy for controlling consumption and improving micro-economic resilience.

3.2.4. Social and Economic Implications for Strengthening Literacy and Digital Consumption Control

This research findings provide not only theoretical contributions but also contain important social and economic implications. This is especially true in the context of strengthening financial literacy and controlling household consumption in the digital era. With more than 60% of consumption pattern variation explained by financial literacy and digital application usage, both variables must clearly become priorities in public policy, education programs, and community-based interventions. Urban community dependence on financial technology must be balanced with critical awareness formed through literacy.

Socially, strengthening financial literacy can shape more responsible consumption behavior within households. As revealed by Nababan and Sadalia [16], early financial education has been proven to reduce consumptive behavior in productive age. This shows the need for literacy programs that target not only adults but also young groups like students and university students. Financial literacy is also closely related to family resilience. Wise consumption decision-making can prevent long-term financial risks.

From an economic perspective, utilizing digital applications without adequate literacy understanding can create negative effects. These include excessive consumption, consumptive debt, and dependence on installments. Studies by Pertiwi and Santosa [27] emphasize that using digital financial services like pay-later has high correlation with inability to save and increased financial stress. Therefore, increasing literacy not only regulates consumption behavior but also becomes a protection mechanism against household economic vulnerability.

Research by Maulida and Prasetyo [28] even recommends integrating digital financial literacy into education curricula and community training. They state that improving understanding of financial applications, digital loan risks, and long-term consumption planning represents sustainable solutions for micro-economic stability. This result aligns with this research findings that emphasize the importance of synergy between financial education and financial technology regulation.

In the policy context, collaboration between government, financial institutions, and technology platforms becomes crucial. Regulation of digital application promotions and literacy strengthening through financial institution CSR programs need to be intensified. By encouraging healthy consumption behavior based on literacy, households are expected not only to adapt to the digital economy but also to have resilience against unexpected economic shocks in the future.

3. Conclusion

This research confirms that financial literacy and digital financial application usage significantly influence household consumption patterns in the digital era. The findings demonstrate clear relationships between these factors among urban communities. Financial literacy serves as an important foundation for families to manage expenditures in a planned manner. Digital applications function as practical transaction tools but require wise control.

Financial literacy contributes to rational consumption behavior. Households with higher literacy levels are better able to distinguish between needs and wants. They can set expenditure priorities more effectively. This influence becomes increasingly important in high digital exposure contexts. Financial decisions are often influenced by online promotions and instant lifestyle pressures. Financial literacy affects not only cognitive understanding but also consumption attitudes and habits.

Digital financial application usage provides transaction convenience while increasing the potential for impulsive consumption. Features such as buy now pay later, cashback, and instant discounts can trigger excessive spending

without proper control. Financial technology usage must be accompanied by awareness and financial management capabilities. This prevents long-term economic burdens for households. The research implications highlight the importance of strengthening digital financial literacy education at various community levels. This can be achieved through formal channels such as educational curricula and community training programs. Stricter regulation of digital financial application platforms is also needed. This particularly applies to feature transparency and consumer protection measures to prevent negative effects on vulnerable households.

The study recommends that financial literacy strengthening become part of family economic development strategies in the digital era. Local governments, financial institutions, and technology providers need to collaborate in creating healthy and sustainable digital consumption ecosystems. Literacy should be positioned as the main control mechanism. Future research can explore additional variables such as social pressure, lifestyle factors, and digital media influence on household consumption patterns.

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