ABSTRACT

This study aims to analyze the influence of lifestyle and social media on consumptive behavior in Bandung city students in 2022. The data used in this study is primary data obtained from questionnaires distributed with the help of google form. This study has a population of students and a sample of 400 respondents. The data analysis method used in this study is Partial Least Square (PLS) with SmartPLS 3.0 software and Microsoft Excel 2021.

The results of this study found a positive relationship between lifestyle and consumptive behavior with a significance value of 0.000 and t – statistic. Social Media variables also had a positive effect on consumptive behavior with a significance value of 0.000 and t – statistic of.

Keywords: *Lifestyle, Social Media, Consumptive Behavior, PLS, SmartPLS*