ABSTRACT
Economic growth enhancement in Indonesia is ascertained by observing the extent of access to the products and services of financial institutions (financial inclusion). One of the economic growth indicators is the saving ratio. Saving ratio plays an important role by being the significant determinant in the investment function. Financial Services Authority (FSA) said that the saving ratio in Indonesia is still low compared to other Asian nations such as Singapore and China. Based on data from IMF, Indonesia’s Gross National Saving per GDP is 30.87%. Meanwhile, for comparison, figures of Singapore and China stand at 46.73% and 48.87%. As with other developing countries, young adults dominate the population in Indonesia. University students as young adults matter to advance economic growth. Many researchers have focused on studying the determinants of saving behavior among households and employees rather than students. This study aims to investigate whether the reference group and self-control can affect the saving behavior of students in Indonesia with a sample of 167 students at Indonesian universities in the western, central and eastern regions. Data are processed with SPSS software version 22.0. The result shows that reference group and self-control separately and simultaneously have a significant impact on saving behavior.

Keywords: reference group, self-control, saving behavior

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1. INTRODUCTION
Misztal (2011), exploring the connection between saving and economic growth in nations with different stages of economics growth levels, shows that there is positive causal relationship between domestic saving and Gross Domestic Product. The enhancement of saving rate is the cause of growth in GDP in both of developed and developing countries. A result of research by Athukorala
dan Sen (2003) provides support for the hypothesis that saving rate has positive correlation with Gross Domestic Product and inflation rate. Rostow (in Sirine et al., 2016) states that the enhancement on saving rate will increase investment in the future, and the nation’s economy will then be sustainably supported by investment. Therefore, a nation economy will be stronger as the saving rate increases.

If the rate of saving is an important causal factor in enhancing economic growth, then economic policy under consideration by the government should be the one to encourage people to save (Misztal, 2011). Rate of saving has an important role and become the main determinant for investment, while investment is an essential component in economic growth (Solow, in Opschoor, 2015).

Saving is an individual strategy to delay consumption for the future, based on the comparison between the values of consuming all income at present with the values of postponing some of consumption for the future. The value of postponed consumption depends on the expectation of price fluctuation and interest rate obtained while saving (Olander et al., 1970).

Students have an important role to build a nation’s economy. For example, students are expected to make the right decision to either save or consume. Peers and parents are included in the Reference Group that participates in affecting the tendency of saving behavior. Students are expected to have a high level of awareness in making a decision to save for future needs. Parents have no significant impact but have a direct effect on children behavior (Webley and Nyhus, in Thung et al., 2012).

Research by Furnham (in Thung et al., 2012) shows that children and teenager saving behavior is determined by the influence of parental financial teaching on saving. Another study of Thung et al. (2012) investigates how saving behavior is affected by reference group in three national universities (UM, UUM, USM) and two private universities in Malaysia (UTAR, MMU) with the a sample of 420 students. Peer group is a strong influence on an individual especially in saving behavior. (Duflo et al. and Beshears et al. in Thung et al., 2012).

Perceived behavioral control is another determinant of behavioral achievement. In 2006, Rha et al. (in Kim et al., 2017) study about the influence of psychological factors, especially the role of self-control on saving behavior. This research uses data from the 1998 Survey of Consumer Finances and shows that household will have a high probability to save if they obliged themselves to save. This is related to the Self-Concept in Consumer Behavior Theory. Self concept has three parts, which are self-image, self-identity, and ideal-self. The ideal self could be achieved by doing self control.

The definition of self control by Baumeister (in Thung et al., 2012) is the ability to control their emotion and will, characterized by a great effort to hold the will, termed self discipline. Self-control has a positive correlation with saving behavior. Study of Esenvalde (in Thung et al., 2012) with snowball sampling and questionnaires given to 272 regular employees in U.S, become the empirical evidence for this statement. Esenvalde also states that self control is a strong factor to explain
saving behavior. Students are expected to have fundamental concepts of thinking to do economic activities. Therefore, self-control and reference group are the explanatory variables of this research as Indonesian students’ saving behavior is examined. This research will fill the gap left by the previous research by seeing the saving behavior of college students in Indonesia. The benefit of this research is finding how strong students’ will and ability in controlling their consumption. This research could be a stimulus for the government to enhance the national awareness of saving.

2. LITERATURE REVIEW
Household faces a trade-off while making a decision. People consider both the present and the future to decide how much consumption they enjoy today and how much money to save in order to enjoy consumption tomorrow. The trade-off should be made by considering their consumption and the income expected to receive in the future. People face an intertemporal budget constraint while deciding how much to consume. This intertemporal budget constraint will measure the total resources available for consumption today and in the future. If we assume that people live in two periods, present and future, consumers have preference to choose which consumption period they choose to maximize. Less consumption generates saving. If people could not constrain their consumption and maximize their utility now, people will borrow money now and thus lessening the future consumption. It is correlated with individual’s ability to hold their willingness to consume less than their budget.

According to Ajzen (2005) intention is defined as the tendency of behavior that until there is a proper time and opportunity will then be realized in the form of action. If we are talking about intentions, we are talking about the possibility of someone with a particular behavior in a real action. The intention in saving behavior can be interpreted as a strong preference of the individual to save money in the banks that are productive in order to meet the needs of the future. In this regard, we can explain the relationship between intention and behavior with a theory called TPB or Theory of Planned Behavior. TPB into a powerful model and can be used to predict the intention to behave in the context of saving.

3. METHODOLOGY
Data were collected questionnaire given to 167 Indonesia students in various universities. The questionnaires contain the variables of this research namely reference group, self-concept, and saving behavior.

The reference group refers to the groups used by an individual to direct individual’s purchasing behavior in a particular situation. More specifically, the reference groups in this research consist of not only groups that an individual has frequent contact with (such as family members, work associates, friends, classmates and etc.) but also include the groups that an individual does not have
a membership in or a direct contact with, such as certain expected groups or people in a certain social level (Hawkins et al., 1998) Tooth (2006) conducted a survey which resulted in the finding that the consumption behavior of a person in affected by consumption choices of individual’s colleagues. This is in line with the research of Otto (2009), which affirmed the finding that the saving behavior of young adults are more oriented to their peers and the adult world or less dependent on parent influence.

The first hypothesis of this study is:

**H1:** Peer influence significantly affect savings behavior among college students in Indonesia

Someone who has a strong self control will be able to downsize (Lim et al, 2011). It is caused by a disagreement between the needs and desires. Good self-control will be manifested through the activities of budgeting and assessment of the economic cost. Self-control is the ability to control oneself, in terms of having mastery over one's desires and appetites. Webley and Nyhus (2005) showed that one of the variables that influence a good saving behavior is a strong self-control over an individual’s consumption.

The second hypothesis of this study is:

**H2:** Self-control has a significant effect on savings behavior among students

The model in this study is:

![Research Model](image)

**Picture 1. Research Model**

To test the hypotheses in this study, the technique of analysis used is multiple linear regression. Validity and reliability tests one conducted on empirical indicators on the variables used in this study.

Respondent universities:
1. Universitas Gadjah Mada
2. Universitas Padjadjaran
3. Universitas Sumatera Utara
4. Akademi Farmasi Aceh
5. Universitas Islam Indonesia
6. Universitas Negeri Padang  
7. Universitas Indonesia  
8. Universitas Airlangga  
9. UIN Sumatera Utara  
10. Universitas Indonesia  
11. Institut Teknologi Bandung  
12. Universitas Diponegoro  
13. Universitas Riau  
14. Universitas Bakrie  
15. UPN Veteran Yogyakarta  
16. Institut Pegawai Dalam Negeri  
17. Universitas Singaperbangsa Karawang  
18. Universitas Islam Bandung  
19. UIN Ar-Raniry  
20. Universitas Syiah Kuala  
21. Universitas Andalas  
22. Universitas Islam Riau  
23. Universitas Dharma Andalas  
24. Universitas Medan Area  
25. Universitas Pancabudi  
26. Binus University  
27. Universitas Baiturrahmah  
28. Universitas Al-Azhar Indonesia  
29. Universitas Muhammadiyah Prof. Dr. HAMKA  
30. Universitas Bung Hatta  
31. STIKes Yayasan Harapan Bangsa  
32. Universitas Udayana  
33. Universitas Mulawarman  
34. Universitas Hasanuddin  
35. Universitas Pattimura

4. RESULT AND DISCUSSION
Profile of respondents in this study can be seen in the following table:
Table 1. Respondent’s demographic based on age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤17 y.o</td>
<td>18</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>19 – 20 y.o</td>
<td>108</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>21 – 25 y.o</td>
<td>38</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>&gt;25 y.o</td>
<td>2</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>167</td>
</tr>
</tbody>
</table>

Table 2. Respondent’s demographic based on monthly income

<table>
<thead>
<tr>
<th>Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ Rp 500,000,00</td>
<td>21.60%</td>
</tr>
<tr>
<td>Rp 500,001,00 - Rp 1,000,000,00</td>
<td>31.70%</td>
</tr>
<tr>
<td>Rp 1,000,001,00 - Rp 1,500,000,00</td>
<td>21.60%</td>
</tr>
<tr>
<td>Rp 1,501,000,00 - Rp 2,000,000,00</td>
<td>13.20%</td>
</tr>
<tr>
<td>Rp 2,000,001,00 - Rp 2,500,000,00</td>
<td>6%</td>
</tr>
<tr>
<td>Rp 2,501,000,00 - Rp 3,000,000,00</td>
<td>3%</td>
</tr>
<tr>
<td>&gt; Rp 3,000,000,00</td>
<td>3%</td>
</tr>
</tbody>
</table>

Based on the diagram and table above, it can be seen that the majority of respondents were female (78%) and aged 19-20 years (65%). Majority of study respondents 60% one of the batch of 2015. The highest percentage of students is among income of Rp 500,001.00 - Rp 1,000,000.00/month as many as 31.70%.

Multiple regression analysis has certain prerequisites, namely the assumption of normality of data distribution. Distribution of this inferential analysis has been tested to be normal. Once analyzed, the data reference group has sig.088 and self-control have sig.403 value. The value one above the value of 0.05% so that data can be said to be normally distributed and eligible for multiple regression analysis.
Regression testing indicates that the variable reference group and self-control have significant impact on savings behavior. It can be seen from the significant value of the variable reference group and self control under 0.05% alpha. Both values have p = .000.

Separately, reference group has a significant effect on saving behavior. Respondents in this study can be categorized in their late teens, because of the majority of respondents one, aged 19-20 years 65% of the respondents. At this age, consumer choice is strongly influenced by activities that are practiced by friends, and peer of that generation (Kasali 2001).

Variable self-control also significantly influence saving behavior. According to Steinberg (2002), in general, adolescents spend money to buy clothes, food, cosmetics, but they also do not forget to set aside money for savings. Student self-control mean that they have internal factors as a coping strategy to mitigate the wasteful nature arising from the negative influence of their peers.

5. CONCLUSION
Based on the results of data analysis and hypotheses testing that has been presented, the conclusion that can be drawn from this study is: "Reference group and self-control together have significant effect on saving behavior of Indonesia college student". This means that the null hypothesis that e reference group and self-control has no influence on savings behavior, rejected. This also means that government effort to educate parents and teens about the importance of saving will have strong effect on the level saving of youth.

6. CITATIONS AND REFERENCES