Journal of Accounting and Tax
Vol. 04 No. 02 Tahun 2025
ISSN : 3047-6607 (print) | ISSN : 2963-6132 (online)

THE EFFECT OF RESTAURANT TAX RATES PERCEPTION AND FINANCIAL CONDITION OF FIA UI STUDENTS ON FOOD AND BEVERAGE CONSUMPTION BEHAVIOR IN RESTAURANTS IN JAKARTA

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Accepted:	Reviewed:	Published:
December 12, 2025	Desember 30, 2025	December 31, 2025

Abstract

The growth of restaurants in Jakarta and the implementation of Restaurant Tax highlight the need to understand how students respond to tax-related price components in their consumption behavior. This study examines the influence of Restaurant Tax Rate Perception and Financial Condition on Food and Beverage Consumption Behavior among 96 FIA UI students using a quantitative approach and multiple linear regression. The results show that tax perception has a positive but insignificant effect, indicating that the tax is viewed as a normal component of final prices and does not meaningfully affect consumption decisions. Financial condition shows a positive and significant effect in the initial model, but becomes insignificant after control variables are added. Simultaneously, both variables significantly influence consumption behavior, with an Adjusted R-Square of 24%–29%, suggesting that students' consumption patterns are also shaped by other factors such as preferences, habits, and social influences.

Keywords: *Restaurant Tax, Financial Condition, Consumption Behavior, Students*

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1. Introduction

Not only as the center of government, DKI Jakarta is widely regarded as the hub of national economic activity. According to the Jakarta Population and Civil Registration Office (Dukcapil), the population of DKI Jakarta in 2025 has reached 42 million people based on de facto (functional) population data. This figure indicates a very high level of population mobility to and from DKI Jakarta. From an economic perspective, high population density can generate greater revenue potential. Regional revenue, commonly referred to as Regional Original Revenue (PAD), is partly derived from local taxes.

Based on data from Statistics Indonesia (BPS) in 2020, DKI Jakarta had a total of 4,237 restaurants and eating establishments. The rapid growth of restaurants and eateries in DKI Jakarta not only meets consumer lifestyle demands but also serves as a backbone of Regional Original Revenue (PAD) through the taxation sector. In the taxation framework, taxes imposed on public consumption in restaurants are regulated under Law Number 1 of 2022 concerning Financial Relations between the Central Government and Regional Governments (HKPD Law). Under this regulation, local governments are authorized to levy taxes on the consumption of food and beverages provided by restaurants, cafés, and similar establishments at a maximum rate of 10%. As the capital city with high population mobility, DKI Jakarta possesses substantial revenue potential.

The implementation of a 10% Regional Goods and Services Tax (PBJT) directly affects the final price paid by consumers as the tax bearers (tax incidence). In an indirect tax mechanism, the tax burden is initially imposed on restaurant operators; however, it is ultimately passed on to consumers. This shift of the tax burden from business owners to consumers causes the prices listed on menus to differ from the actual prices paid at the time of payment. This occurs because the final price includes additional components such as service charges and PBJT. Theoretically, the implementation of PBJT on food and beverages has implications for consumers' purchasing power.

Furthermore, the imposition of PBJT on food and beverages in restaurants also affects consumer consumption behavior. According to Kotler and Armstrong (2018) in consumer behavior theory, purchasing decisions are influenced by marketing stimuli as well as other factors, including economic conditions and prices. When the actual prices paid by consumers increase due to tax components, consumers are faced with several choices: maintaining the same level of consumption, reducing consumption frequency, or substituting by

switching to food providers that do not impose PBJT (such as non-restaurant food stalls). These behavioral responses largely depend on the elasticity of consumer demand for restaurant food.

In addition to objective price factors, consumer decisions are strongly influenced by perceptions of tax rates. Perception is the process by which individuals select, organize, and interpret information to form meaningful impressions (Schiffman & Wisenblit, 2018). In the context of PBJT rates on food and beverages, consumer perceptions may vary considerably. Some consumers may perceive the 10% PBJT rate as a reasonable contribution that does not significantly affect their purchasing power. Others may perceive it as a burden that reduces satisfaction or the perceived value for money of their consumption.

The complexity of the influence of PBJT tax rate perceptions on restaurant food and beverage consumption becomes even more compelling when linked to individual economic conditions, particularly among students. Previous research by Chetty et al. (2009) on tax salience suggests that consumers tend to react negatively when taxes become a significant and highly visible component of their total expenditures. However, studies that specifically examine the interaction between students' tax literacy (as a representation of perception) and their financial constraints in responding to PBJT in Jakarta remain limited.

Based on the discussion above, there is a clear need to examine how perceptions of the newly implemented PBJT rates and financial constraints influence students' consumption lifestyles in major economic centers such as Jakarta. Therefore, this study is designed to analyze the significance of the effects of these variables.

Formulation of the problem

Based on the background outlined above, the research questions are as follows:

1. How do FIA UI students' perceptions of Restaurant Tax rates influence their food and beverage consumption behavior in Jakarta restaurants?
2. How does the financial condition of FIA UI students influence their food and beverage consumption behavior in Jakarta restaurants?
3. To what extent do perceptions of Restaurant Tax rates and financial conditions simultaneously influence FIA UI students' consumption behavior in Jakarta restaurants?

Research Objectives

The objectives of this study include:

1. To analyze the influence of FIA UI students' perceptions of Restaurant Tax rates on food and beverage consumption behavior in Jakarta restaurants.
2. To analyze the influence of FIA UI students' financial condition on food and beverage consumption behavior in Jakarta restaurants.
3. To determine the simultaneous influence of perceptions of Restaurant Tax rates and financial condition on FIA UI students' consumption behavior in Jakarta restaurants.

Consumption Behavior

According to Kotler and Keller (2009:151), consumption behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences in order to satisfy their needs and wants. This definition emphasizes that consumption behavior does not merely involve the act of purchasing goods or services, but also encompasses the entire psychological and social processes that occur before, during, and after consumption.

Similarly, John C. Mowen and Michael Minor define consumer behavior as the study of buying units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. This definition highlights how consumers evaluate the benefits they expect to receive against the sacrifices they must make, including money, time, and effort. Thus, based on Mowen and Minor's perspective, consumption behavior represents a comprehensive process that extends beyond purchasing decisions to include how consumers use and respond to their experiences with goods or services.

Consumption behavior occurs with the objective of fulfilling human needs and desires. It is influenced by social norms, behavioral factors, and perceived behavioral control. In examining consumption behavior, several dimensions are commonly measured, including attitudes toward tax rates, subjective norms, perceived behavioral control, and the framing of gains and losses (Abrori et al., 2025). Within this framework, consumption behavior in the present study refers to students' decision-making patterns in selecting, purchasing, and evaluating food and beverage consumption in restaurants located in Jakarta.

Tax Rate Perception

Perception is the process through which individuals internally form impressions of objects or phenomena. Tax rate perception theory examines how individuals or entities respond to the tax rates they encounter. This concept is closely related to Tax Salience Theory (Chetty et al., 2009), which explains that

taxes that are more visible and explicitly presented to consumers tend to exert a stronger influence on purchasing behavior.

Tax rate perception encompasses individuals' or entities' understanding and evaluation of prevailing tax regulations and the magnitude of taxes imposed by the government. Tax rate perception plays an important role in shaping how individuals or entities assess the financial impact of taxation policies implemented by the government.

This view is supported by previous research conducted by De la Feria and Walpole (2020), which finds that public perceptions of consumption tax rates can affect demand levels, particularly among consumers with financial constraints.

Financial Condition

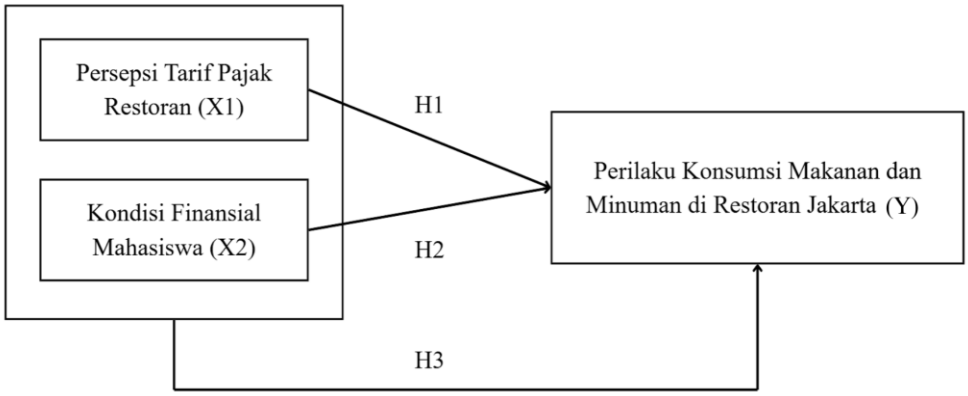
Financial condition refers to an individual's ability to meet daily living needs, manage income and expenditures, and maintain economic stability. According to Netemeyer et al. (2017), financial condition reflects an individual's capacity to fulfill current financial obligations, feel secure about future financial circumstances, and possess flexibility in making economic decisions. This definition underscores that financial condition extends beyond the ability to earn or spend money, encompassing financial security and control.

Economic literature shows that financial circumstances can influence a person's decisions regarding price categories, consumption preferences, and the use of goods or services. Therefore, financial circumstances are one of the factors we use in our research to understand variations in consumption behavior, particularly among college students.

Hypothesis Development

Based on consumer behavior theory, individuals' perceptions of tax rates can influence their evaluations of final prices and purchasing decisions. Accordingly, prior studies suggest that perceptions of restaurant tax rates may affect students' consumption behavior. In addition, financial condition, which determines students' spending capacity, is also expected to influence their tendency to consume food and beverages at restaurants. This study assumes that both variables exert an influence on students' consumption behavior.

Figure 1. Research Model



Source: Research Data, 2025

Thus, the research hypotheses are as follows :

H1: It is assumed that the Perception of Restaurant Tax Rates variable influences Food and Beverage Consumption Behavior in Jakarta Restaurants.

H2: It is assumed that the Financial Condition of Students variable influences Food and Beverage Consumption Behavior in Jakarta Restaurants.

H3: It is assumed that both variables simultaneously influence Food and Beverage Consumption Behavior in Jakarta Restaurants.

2. Research Method

Types and Research Approach

This study employs a quantitative research approach aimed at examining the effect of independent variables—namely restaurant tax rate perception and financial condition—on the dependent variable, namely food and beverage consumption behavior in restaurants in the Jakarta area that are subject to restaurant tax. The selection of a quantitative approach is based on its ability to explain relationships between variables through statistical hypothesis testing. Quantitative methods are commonly used in studies that focus on theory testing, variable measurement, and the use of numerical data that can be statistically analyzed (Sugiyono, 2017). This approach is appropriate for achieving research findings that can be more accurately generalized to large populations.

Population and Sample

1. Population

The population of this study consists of students of the Faculty of Administrative Sciences, Universitas Indonesia (FIA UI), who consume food and

beverages at restaurants in the Jakarta area that are subject to restaurant tax. This population was selected based on several considerations. First, FIA UI students have easy access and geographical proximity to the researchers, allowing for a more efficient data collection process. Second, as consumers who directly interact with restaurant service systems and transaction mechanisms, including the payment of restaurant taxes stated on purchase receipts, they are considered appropriate respondents for this study.

2. Sampling Technique and Sample Size

The sampling technique used in this study is simple random sampling to ensure that all members of the population have an equal chance of being selected as respondents. The sample size was determined using the Lemeshow formula, which is suitable when the population size is not precisely known. Based on the calculation with a margin of error (d) of 10% and a confidence level of 95%, a total sample of 96 respondents was obtained.

The respondent criteria in this study include:

- FIA UI students from the 2022–2025 cohorts.
- FIA UI students who have consumed food at restaurants in the Jakarta area.

Data Collection Technique

The data used in this study are primary data obtained directly from respondents through questionnaire distribution. The questionnaire was structured according to the indicators of each research variable and employed a six-point Likert scale (1 = Strongly Disagree to 6 = Strongly Agree).

The variables examined in this study include:

- **Tax rate perception (X1)**, measured through tariff transparency, understanding, and support toward consumption behavior.
- **Financial condition (X2)**, measured through income, expenditure, and ability to pay.
- **Consumption behavior (Y)**, assessed based on willingness to pay taxes, consistency of compliance, and payment in accordance with the billed amount.

Data Analysis Techniques

Data analysis in this study was conducted using IBM SPSS Statistics 26. SPSS (Statistical Package for the Social Sciences) is widely used in quantitative research to process, test, and analyze data in a structured and systematic manner.

1. Validity and Reliability Testing

Validity testing was conducted to ensure that each item in the questionnaire accurately measured the intended variables. The testing was performed using Exploratory Factor Analysis (EFA), beginning with an examination of the Kaiser–Meyer–Olkin (KMO) measure to assess sample adequacy. Construct validity was evaluated using factor loadings, which indicate the correlation between items and the extracted factors. A factor loading value greater than 0.50 indicates a strong association between the indicator and the measured construct.

Reliability testing was conducted to assess the consistency of the research instrument. Reliability was evaluated using two measures: Cronbach's Alpha and Composite Reliability. A variable is considered reliable if the values of Cronbach's Alpha and Composite Reliability exceed 0.70, indicating a high level of internal consistency.

2. Classical Assumption Tests

Classical assumption tests were conducted to ensure that the regression model did not violate fundamental assumptions and met the basic requirements of statistical analysis. The tests included multicollinearity testing (Variance Inflation Factor and Tolerance), normality testing (Kolmogorov–Smirnov test and P–P plot), and heteroskedasticity testing (Residual Scatterplot and White Test).

3. Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine both the simultaneous and partial effects of restaurant tax rates and financial conditions on food and beverage consumption behavior in restaurants in the Jakarta area that are subject to restaurant tax. The regression equation used in this study is as follows:

Where:

- $\mathbf{Y}$ = Consumption behavior
- $\mathbf{X_1}$ = Restaurant tax rate perception
- $\mathbf{X_2}$ = Financial condition
- $\boldsymbol{\beta_0}$ = Constant
- $\boldsymbol{\beta_1}$, $\boldsymbol{\beta_2}$ = Regression coefficients
- $\boldsymbol{\varepsilon}$ = Error term

3. Result and Discussion

Research Object Description

This research was conducted on 96 respondents, active FIA UI students who had purchased food and drinks at restaurants in Jakarta in the past month.

Table 1. Respondent Characteristics

	Category	Frequency	Percentage
Gender	Woman	68	70.8
	Man	28	29.2
Force	2022	10	10.4
	2023	27	28.1
	2024	37	38.5
	2025	22	22.9
Pocket money	< Rp1.000.000	15	15.6
	Rp1.000.000–Rp2.000.000	37	38.5
	Rp2.000.000–Rp3.000.000	27	28.1
	> Rp4.000.000	17	17.7
Consumption Level	< 3 times	29	30.2
	4–6 times	33	34.4
	7–10 times	20	20.8
	> 10 times	14	14.6

Sumber: IBM SPSS Statistics 26

Based on the respondent characteristics table, it can be seen that 28 respondents were male (29.2%), while 68 respondents were female (70.8%). This indicates that the majority of respondents in this study were female. By class category, the largest number of respondents came from the class of 2024 (37 people) (38.5%), followed by the class of 2023 (27 people) (28.1%), the class of 2025 (22.9%), and the class of 2022 (10.4%).

Meanwhile, in terms of financial condition, the majority of respondents had pocket money in the middle category, namely Rp1,000,000–Rp2,000,000, as many as 37 people (38.5%). The level of food and beverage consumption in restaurants also showed a similar pattern, where the largest group were

respondents with a consumption frequency of 4–6 times per month, namely 33 people (34.4%). This finding indicates that the majority of respondents are in the middle category, both in terms of financial ability and consumption frequency.

Validity and Reliability Test

1. Validity Test

Validity testing was conducted to ensure that each item in the questionnaire accurately measured the variable. Testing was conducted on 96 respondents using SPSS. An item was declared valid if it had a factor loading value greater than 0.50.

Tabel 2. Factor Loading

	1	2	3	4
X1.1	0.780			
X1.2	0.748			
X1.3	0.718			
X1.4	0.794			
X1.5	0.840			
X1.6	0.762			
X2.1		0.924		
X2.2		0.906		
X2.3		0.783		
X2.4		0.818		
X2.5		0.573		
Y1.1			0.737	
Y1.2			0.881	
Y1.3			0.785	
Y1.4			0.706	
Y1.5			0.749	
Kaiser–Meyer–Olkin measure of sampling adequacy				0.866
Bartlett's Test of Sphericity (Sig.)				0.000

Source: IBM SPSS Statistics 26

Note: X1 = Perception of Restaurant Tax Rates. X2 = Student Financial Condition. Y1 = Food and Beverage Consumption Behavior in Jakarta Restaurants. Factor loading values below 0.50 are not displayed.

Based on the results of the Exploratory Factor Analysis (EFA) in the table above, all items in the Tax Rate Perception variable (X1) show factor loading values between 0.718–0.840, thus being declared valid. Items in the Financial Condition variable (X2) also meet the validity criteria with factor loading values ranging from 0.573–0.924. Similarly, items in the Consumption Behavior variable

(Y1) have factor loading values between 0.706–0.881, indicating excellent construct validity.

The results of the factor analysis feasibility test also support the instrument's validity. A KMO value of 0.866 indicates excellent sample adequacy, while a significance value of 0.000 on the Bartlett's Test of Sphericity indicates that the correlation matrix is suitable for further analysis. Thus, all items in the research instrument are declared valid and can be used in the next stage of analysis.

Reliability Test

Reliability testing is a tool for assessing the consistency of a questionnaire, which serves as an indicator of a variable or construct. Reliability is assessed using two measures: Cronbach's Alpha and Composite Reliability. A variable is considered reliable if its Cronbach's Alpha and Composite Reliability values exceed 0.70.

Table 3. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
X1	0.869	0.900
X2	0.904	0.903
Y1	0.853	0.881

Source: IBM SPSS Statistics 26

Notes: X1 = Tax Rate Perception. X2 = Financial Condition. Y1 = Consumption Behavior.

Based on the results in the table above, all variables have Cronbach's Alpha and Composite Reliability values exceeding 0.70. This indicates that the variables Perception of Tax Rates, Financial Condition, and Consumption Behavior have strong internal consistency. Therefore, it can be concluded that all instruments used to measure these three variables are reliable and suitable for use in further research analysis.

4.3 Descriptive Statistics

Table 4. Descriptive Statistics

	Minimum	Maximum	Mean	Std. Dev.
X1.1	1	6	4.55	1.421
X1.2	1	6	4.12	1.363
X1.3	1	6	4.26	1.394
X1.4	1	6	3.72	1.359
X1.5	1	6	4.11	1.337
X1.6	1	6	4.50	1.257
X2.1	1	6	4.53	1.273

X2.2	1	6	4.71	1.123
X2.3	1	6	4.42	1.336
X2.4	1	6	4.47	1.256
X2.5	1	6	4.20	1.358
Y1.1	1	6	4.30	1.226
Y1.2	1	6	3.73	1.373
Y1.3	1	6	3.46	1.345
Y1.4	1	6	3.95	1.276
Y1.5	1	6	4.47	1.305

Source : IBM SPSS Statistics 26

Based on the table, each item has a minimum value range of 1 and a maximum of 6, indicating that all answers fall within the measurement scale used. The mean value for indicator X1 ranges from 3.72 to 4.60, while indicator X2 has a mean between 4.00 and 4.53. For indicator Y1, the mean value ranges from 3.46 to 4.47. Meanwhile, the standard deviation value for all indicators ranges from 1.226 to 1.421, indicating variation in respondents' answers but remains within the reasonable category.

Classical Assumption Testing

In multiple linear regression analysis, classical assumption testing is performed to ensure that the model meets the necessary requirements or basic assumptions. The tests performed include multicollinearity, normality, and heteroscedasticity tests.

Multicollinearity Test

Table 5. Multicollinearity Test Results

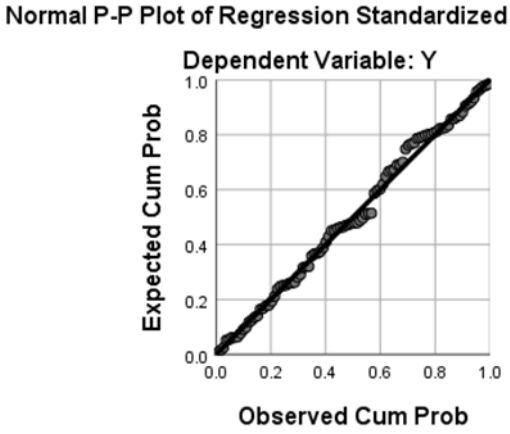
Model	Collinearity Tolerance	Statistics VIF
X1	0.671	1.491
X2	0.488	2.050
Jenis kelamin	0.995	1.005
Angkatan	0.960	1.042
Uang Saku	0.598	1.674
Tingkat Konsumsi	0.682	1.467

Source: IBM SPSS Statistics 26

Based on the results of the multicollinearity test, all independent variables have a Tolerance Value greater than (>0.100) and a Variance Inflation Factor (VIF) less than (<5.00). It can be concluded that the regression model does not experience symptoms of multicollinearity, so the multicollinearity assumption has been met.

Normality Test

Graph 1. Results of the Pilot P-P Normality Test



Source: IBM SPSS Statistics 26

Based on the graph above, the data points appear to be spread around the diagonal line and follow the pattern of the line. This pattern indicates that the data is normally distributed.

Table 6. Results of the Kolmogorov–Smirnov Normality Test

		Unstandardized Residual
N		96
Normal Parameters	Mean	0.0000000
	STDEV	0.86126166
Most Extreme Differences	Absolute	0.066
	Positive	0.058
	Negative	-0.066
Test Statistic		0.066
Asymp. Sig. (2-tailed)		0.200

Source: IBM SPSS Statistics 26

To determine whether the data on the dependent variable is normally distributed, the Kolmogorov–Smirnov test is used. Data is declared abnormal if the significance value is <0.05, and normal if the significance value is >0.05. Based on the table above, the Asymp. Sig. (2-tailed) value is 0.200 (>0.05), so it can be concluded that the data is normally distributed.

Heteroscedasticity Test

Tabel 7. White Test for Heteroskedasticity

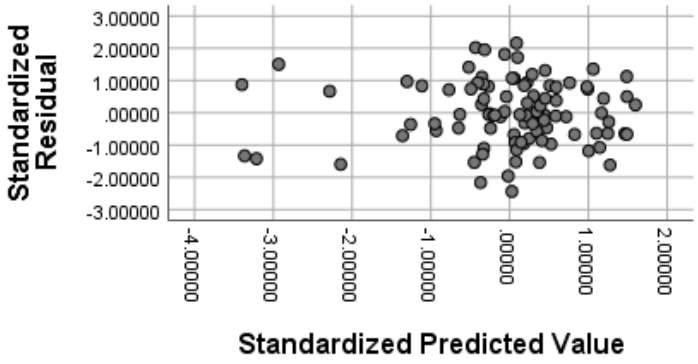
Chi-Square	df	Sig.
19.664	26	0.807

Source: IBM SPSS Statistics 26

The White Test is used to detect whether heteroscedasticity (unequal residual variance) occurs in a regression model. If the significance value is <0.05,

heteroscedasticity occurs, while if the significance value is >0.05, heteroscedasticity does not occur. Based on the table above, the significance value is 0.807 (>0.05), indicating no heteroscedasticity in the model.

Graph 2. Heteroscedasticity Test Results



Source: IBM SPSS Statistics 26

The graph above shows that the points are randomly distributed above and below 0 without forming any particular pattern. It can be concluded that there are no symptoms of heteroscedasticity, so the heteroscedasticity assumption in the regression model has been met.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable. In this case, variables X1 and X2 are used to predict the value of variable Y. The SPSS output produces the following regression equation:

$$\mathbf{Y = 9.638E{-}17 + 0.248X1 + 0.326X2}$$

As the constant value approaches 0, the equation can be simplified to:

$$\mathbf{Y = 0.248X1 + 0.326X2}$$

This indicates that if the variables Perception of Restaurant Tax Rates (X1) and Financial Condition (X2) are assumed to be 0, then the value of Food and Beverage Consumption Behavior in Restaurants (Y) will also approach 0. Because the questionnaire instrument value cannot be 0, this constant is more mathematical and has no substantive effect.

The regression coefficient of X1 is 0.248 and is positive. This means that a one-unit increase in Perception of Restaurant Tax Rates (X1), then Food and Beverage Consumption Behavior in Restaurants (Y) will increase by 0.248, assuming the variable Financial Condition (X2) remains constant. Thus, tax rate perception has a positive influence on consumption behavior.

Meanwhile, the regression coefficient of X2 is also positive, 0.326. This means that a one-unit increase in Financial Condition (X2) will increase Food and Beverage Consumption Behavior in Restaurants (Y) by 0.326, assuming the variable Perception of Restaurant Tax Rates (X1) remains constant. A larger coefficient on X2 indicates that financial conditions have a stronger influence on consumption behavior than perceptions of restaurant tax rates.

Table 8. Regression Analysis with OLS Model

Dependent Variable			Y	
			Multicollinearity (2)	
Specification	(1)	(2)	Tolerance	VIF
Constant	9.638E-17	-0.662		
	(0.089)	(0.404)		
Jenis Kelamin		-0.122	0.995	1.005
		(0.189)		
Angkatan		0.051	0.960	1.042
		(0.094)		
Uang Saku		-0.61	0.598	1.674
		(0.116)		
Tingkat Konsumsi		0.323**	0.682	1.467
		(0.101)		
X1	0.248	0.272	0.671	1.491
	(0.107)	(0.105)		
X2	0.326**	0.197	0.488	2.050
	(0.107)	(0.123)		
Adjusted R-square	0.242	0.296		
F-statistics	16.188	7.656		
	[0.000]	[0.000]		
White Test for Heteroskedasticity		19.664		
		[0.807]		

Source: IBM SPSS Statistics 26

Note: Significance levels are marked as follows:
*** p < 0,01, ** p < 0,05, * p < 0,10.

The OLS regression results show that the independent variable Financial Condition (X2) has a positive and significant effect (β = 0.326, p < 0.05) on Food and Beverage Consumption Behavior in Restaurants (Y) in the simple model specification. However, after adding additional control variables in specification (2), the effect of Financial Condition (X2) is no longer significant. This indicates that the effect of X2 on Y is contextual and can change depending on other controlled variables in the model.

Among the control variables, Consumption Level shows a significant positive effect (β = 0.323, p < 0.05) on Food and Beverage Consumption Behavior

in Restaurants (Y). The regression model has an Adjusted R-Square value of 0.242 in specification (1) and 0.296 in specification (2), meaning that approximately 24%–29% of the variation in consumption behavior can be explained by the variables in the model.

Discussion

The Effect of Restaurant Tax Rate Perception on Food and Beverage Consumption Behavior

Based on the regression results, the variable of Restaurant Tax Rate Perception (X1) has a regression coefficient of 0.248 and a positive sign, indicating a positive relationship between students' perceptions of restaurant tax rates and food and beverage consumption behavior in restaurants (Y). However, the statistical test results show that this effect is not statistically significant, as the p-value exceeds 0.05. Therefore, Hypothesis H1 is not supported, indicating that restaurant tax rate perception has not been proven to have a significant effect on students' consumption behavior.

These findings suggest that although students tend to hold relatively positive perceptions of restaurant tax rates, this factor does not constitute a primary determinant in their food and beverage consumption decisions at restaurants. In other words, changes in perceptions of restaurant tax rates are not sufficiently strong to meaningfully influence the intensity or tendency of students' consumption behavior.

This result is consistent with Tax Salience Theory (Chetty et al., 2009), which explains that taxes significantly influence consumption behavior only when they are highly visible and carry substantial psychological weight for consumers. In the context of this study, restaurant taxes are likely perceived as a routine and internalized component of final prices by students. Consequently, although the tax is recognized, it is not salient enough to trigger significant changes in consumption behavior.

The Effect of Financial Condition on Food and Beverage Consumption Behavior

Based on the regression results, the Financial Condition variable (X2) shows a coefficient of 0.326, indicating a positive relationship between students' allowance levels and food and beverage consumption behavior in restaurants (Y). Accordingly, as students' financial conditions or allowances increase, their tendency to dine at restaurants also rises. In the initial model, this effect is statistically significant, leading to the acceptance of Hypothesis H2. This finding suggests that students' financial capacity is one of the main drivers influencing how frequently they dine at restaurants.

These results are in line with consumer behavior theory as proposed by John C. Mowen and Michael Minor, which states that consumption decisions are influenced not only by needs and desires but also by individuals' ability to

balance expected benefits against the sacrifices required. In the student context, allowances function as a key resource that determines whether students can afford higher-cost consumption alternatives, such as dining at restaurants.
This consistency is further supported by the concept of financial condition discussed by Netemeyer et al. (2017), which explains that individuals with more stable and secure financial conditions tend to have greater flexibility in making consumption decisions. Accordingly, students with greater financial flexibility are more likely to fulfill consumptive needs or desires, including consuming food and beverages at restaurants.

However, this pattern is not entirely consistent when the regression model is expanded to include additional control variables. In the second specification, financial condition no longer exhibits a statistically significant effect. This change indicates that the influence of X2 on Y is contextual, meaning that its effect may weaken when other relevant variables are controlled for in the model. This finding aligns with consumer behavior concepts suggesting that consumption decisions are also shaped by social norms, habits, and perceived behavioral control, rather than financial condition alone.

One of the additional control variables, consumption frequency, shows a positive and statistically significant effect on consumption behavior. This result indicates that students' habits and consumption patterns play an important role. As explained in consumer behavior literature, consumption processes are influenced by past experiences and established behavioral patterns. Students who are accustomed to dining at restaurants tend to maintain this behavior even when their financial conditions fluctuate. This pattern helps explain why the Financial Condition variable (X2) loses its significance when habitual factors are taken into account.

Overall, these findings indicate that students' consumption behavior is shaped by a set of interrelated factors, in which financial allowance represents only one component of the broader dynamics influencing their decisions to consume food and beverages at restaurants.

The Simultaneous Effect of Restaurant Tax Rate Perception and Financial Condition on Food and Beverage Consumption Behavior

Based on the results of multiple linear regression analysis, Restaurant Tax Rate Perception (X1) and Financial Condition (X2) simultaneously demonstrate explanatory power in accounting for variations in food and beverage consumption behavior in restaurants (Y). This is reflected in the statistically significant F-statistic values (p-value < 0.05) across both model specifications, indicating that the regression model as a whole is appropriate for explaining the relationship between the independent and dependent variables.

The Adjusted R-square values of 0.242 in specification (1) and 0.296 in specification (2) indicate that approximately 24%–29% of the variation in students' consumption behavior can be explained by restaurant tax rate

perception, financial condition, and the control variables included in the model. The remaining variation is explained by factors outside the scope of this study. These findings suggest that students' consumption behavior is a complex phenomenon influenced by multiple factors, rather than being determined solely by fiscal aspects or financial capacity.

Although the regression model is significant when considered simultaneously, partial testing reveals differences in the roles of individual variables. Restaurant Tax Rate Perception (X1) shows a positive but statistically insignificant effect, while Financial Condition (X2) exhibits a positive yet contextual effect that weakens after the inclusion of control variables. In contrast, one of the control variables—consumption frequency—shows a positive and statistically significant effect on consumption behavior. This indicates that habitual consumption plays a more dominant role than tax perception or financial condition alone.

These findings are consistent with consumer behavior theory, which posits that consumption decisions result from interactions among economic, psychological, and social factors (Kotler & Keller, 2009). In the student context, decisions to dine at restaurants are shaped not only by tax perceptions or financial capacity but also by habits, lifestyle, and social environmental influences. Consequently, fiscal and financial variables function more as supporting factors rather than primary determinants.

Furthermore, as highlighted in consumer behavior literature, these results demonstrate that individuals do not always respond directly or rationally to economic incentives or burdens. Students who are accustomed to consuming food and beverages at restaurants tend to maintain these patterns regardless of their perceptions of restaurant taxes or fluctuations in financial condition. This reinforces the finding that habitual and preference-related factors play a crucial role in shaping consumption behavior.

4. Conclusion

The study conducted on 96 students of the Faculty of Administrative Sciences, Universitas Indonesia, indicates that food and beverage consumption behavior in restaurants is influenced by multiple factors and is not determined solely by fiscal aspects or financial capacity. The research instruments were proven to be valid and reliable, and the regression model satisfied all classical assumption tests, ensuring that the analytical results are methodologically sound and reliable.

Partially, students' perceptions of restaurant tax rates exhibit a positive direction of influence but do not demonstrate statistical significance. This suggests that changes in perceptions of restaurant tax rates are not sufficiently

strong to affect students' decisions to consume food and beverages at restaurants. Restaurant taxes tend to be perceived as a normal component of prices and do not serve as a primary consideration in students' consumption behavior.

In contrast, students' financial condition in the initial model shows a positive and statistically significant effect on consumption behavior, indicating that students with higher allowances are more likely to dine at restaurants more frequently. However, when control variables are introduced, this effect is no longer statistically significant. This finding indicates that the influence of financial condition is not the sole determining factor and may vary depending on other variables considered in the model, such as consumption habits.

Simultaneously, restaurant tax rate perception and financial condition jointly have a significant effect on consumption behavior. The Adjusted R-square values ranging from 24% to 29% indicate that these two variables, together with the control variables, explain only part of the variation in students' consumption behavior. Other factors outside the research model—such as personal preferences, habits, and social environmental influences—also play an important role. This is reflected in the finding that consumption frequency, as a control variable, exhibits a positive and statistically significant effect.

Overall, it can be concluded that students' consumption behavior is a complex phenomenon shaped by various interrelated aspects. To obtain a more comprehensive understanding, future studies may consider incorporating additional variables such as food preferences, peer influence, spending patterns, and relevant psychological factors.

Based on the findings of this study, several recommendations may be proposed for future research and relevant stakeholders. First, future studies are encouraged to include additional variables that may influence students' consumption behavior, such as food preferences, peer influence, spending patterns, lifestyle, and psychological factors such as impulsivity or value perception. The inclusion of these variables is expected to provide a more comprehensive understanding of the determinants of consumption behavior.

Second, future researchers may consider employing more diverse research methods, such as qualitative approaches or mixed methods, to better capture motivations and subjective considerations that may not be fully reflected through quantitative data.

Third, for universities or related institutions, the results of this study may serve as a basis for designing financial literacy programs for students, particularly those related to allowance management and consumption patterns. Such initiatives may assist students in making more prudent consumption decisions that align with their financial capacity.

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