Financial Literacy Moderation on the Influence of E-Wallet Usage and Locus of Control on Consumtive Behavior of Generation Z in Denpasar City

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ARTICLE INFO	ABSTRACT
Published Online: 06 November 2023 **Corresponding Author:** **Dewa Ayu Putu Niti Widari**	In the city of Denpasar, Bali, generation Z is a group that is increasingly using digital technology in everyday life. One digital technology that is widely used by generation Z is e-wallet. Even though the use of e-wallets among generation Z is increasing, there are still problems in optimal financial management. This can be seen from the increase in consumer behaviour which has not been balanced with an adequate level of financial literacy. Therefore, knowledge in personal financial management is needed to help them make the right financial decisions. This research aims to analyse Financial Literacy Moderation on the influence of E Wallet Usage and Locus of Control on Generation Z's Consumptive Behaviour in Denpasar City. The subjects in this research are Generation Z in Denpasar City. Descriptive measurements and analysis were carried out to obtain an overview or portrait of the respondents. Data was collected through a questionnaire instrument (Likert Scale) which had been tested for validity and reliability. Meanwhile, the sample was determined as 105 people using incidental sampling technique. Next, the collected data was analysed using the SEM-PLS analysis technique. The research results state 1.Ewallet usage has a negative and significant effect on the consumptive behaviour of generation Z in the city of Denpasar. 2. Locus of control has a positive and significant effect on the consumptive behaviour of generation Z in the city of Denpasar. 3. Financial literacy has a negative and significant effect on the consumptive behaviour of generation Z in the city of Denpasar. 4 .Financial literacy moderates the influence of e-wallet usage on the consumptive behaviour of generation Z in the city of Denpasar 5. Financial literacy moderates the influence of locus of control on the consumptive behaviour of generation Z in the city of Denpasar.
KEYWORDS: Financial Literacy, e-Wallet Usage, Locus of Control, Consumer Behaviour	

I. INTRODUCTION AND LITERATURE REVIEW

Mowen & Minor (2008) define that in fulfilling life's needs, a person is driven by the social needs of those around him, which influences consumption behaviour and ultimately gives rise to a new lifestyle known as consumptive behaviour. Consumptive behaviour is a person's tendency to consume without limits, buying excessively and unplanned without any rational consideration (Lina & Rosyid, 2008).

Since the emergence of today's technology used all over the world, progress has come with waves of technological applications, and among them is E-wallet. These software have recently been labelled as digital wallets compared to the physical wallets that humans, both men and women, use in their daily business transactions (Uduji, Okolo-Obasi, & Asongu, 2019). This application replaces the so-called analogy way of purchasing goods using physical cash with a new wave of cashless economy that is currently being favoured all over the world (Yaokumah, Kumah & Okai, 2017)

E-wallet (electronic wallet) is a form of Finance Technology that utilizes internet media and is used as an alternative payment method. E-wallets appear to offer more convenience with the latest technology that can be accessed by all groups. Indonesia currently has a millennial generation, most of whom are teenagers who are familiar with and adopt technology. Access to the internet can be enjoyed in almost every circle throughout the country. This is a very promising opportunity in the industrial era 4.0 for the banking and e-commerce industries in developing their businesses.

However, even though generation Z is accustomed to using digital financial technology and applications, many of them still do not have sufficient understanding of financial literacy. Financial literacy is a person's ability to understand and manage finances in a healthy manner, including the

ability to understand basic concepts such as budget management, investment and debt management. This can lead to excessive consumptive behaviour, where generation Z can spend money uncontrollably on purchases that are not actually needed, such as online shopping or using e-wallet applications. Therefore, it is important to understand what factors influence consumer behaviour in generation Z, including financial literacy factors and the use of e-wallet applications.

One other factor that can also influence the relationship between financial literacy, e-wallet use and consumer behaviour is Locus of Control. Locus of Control is a psychological concept that refers to a person's belief about the extent to which he or she has control over his or her own life. Individuals with an internal Locus of Control believe that they have control over their lives, while individuals with an external Locus of Control believe that events are outside their control. For example, individuals with an internal Locus of Control may feel that they can control their spending and manage their finances better, while individuals with an external Locus of Control may feel that their financial decisions depend on factors they do not control, such as circumstances. The economy or financial situation of their family.

Many people say that the future is a period that cannot be separated from digitalization. In addition, the pandemic situation which limits public activities means that people have to manage their economic activities through digital services. It is not surprising that many economic sectors are starting to 'sell' their services and products digitally. So the dominance of the digital savvy generation is like rolling out the red carpet for the development of digitalization in the industry, including digital financial services. However, the dominance of the digital savvy generation in the population does not guarantee a high level of financial literacy in society. In fact, now almost all financial services are 'served' by financial institutions in the form of digital services, which in fact is a way of presentation that suits the character of the digital savvy society.

However, studies show that generation Z may lack awareness and knowledge about financial literacy. They tend to have higher levels of debt than previous generations of the same age, and are often carried away by excessive consumerism. With the increasing number of e-wallets available, generation Z is also increasingly tempted to use their money impulsively and unplanned. Therefore, it is important to introduce the concept of financial literacy to generation Z so that they can understand the importance of managing their money wisely and avoiding excessive consumption behaviour. In addition, by utilizing existing e-wallets, they must be trained to use financial technology wisely and efficiently.

In this context, research on e-wallet usage and financial literacy and consumer behaviour of generation Z in Denpasar City, Bali, is very relevant and can provide valuable insight into how best to increase their financial awareness and understanding. Locus of Control moderation also needs to be considered in this research, because it can influence the relationship between financial literacy and consumer behaviour.

Agustina, Sutisna, and Kusumawati (2021) show that there is a significant relationship between the level of financial literacy and consumer behaviour on the use of e-wallets among students. This research used a questionnaire as a data collection instrument and was taken from a sample of 250 students in Jakarta. The research results show that the higher the level of financial literacy and the lower the level of consumer behaviour, the higher the use of e-wallets. Findings Nursyamsi, Sinaga, and Kusuma (2020) show that there is a significant negative relationship between consumer behaviour and e-wallet usage and the level of financial literacy among students in North Sumatra. This research used a questionnaire as a data collection instrument and was taken from a sample of 250 students in North Sumatra. The research results show that the higher the level of consumer behaviour and the higher the use of e-wallet, the lower the level of financial literacy

Consumptive behaviour occurs because of excessive consumption intentions. This is reinforced by the theory of planned behaviour which explains the relationship between beliefs and behaviour. This theory also states that individual behavioural intentions are formed from attitudes, subjective norms and behavioural control. Generation Z is easily fooled by excessive spending desires which can lead to consumer behaviour which will ultimately keep them far from achieving healthy finances as expected. (Indrianawati & Soesatyo, 2015) say that consumer behaviour can be minimized by understanding financial literacy.

Lite Financial ratios in Indonesia are still relatively low compared to Malaysia and Thailand. In 2018, only 21.84% of Indonesian people had a good understanding of finance (Financial Services Authority, 2016). Generation Z as a young generation will not only face increasing complexity in financial products, services, and markets, but they are more likely to have to bear more financial risks in the future than their parents (Lusardi, 2010).

In the current digital era, technology is developing rapidly, including non-cash payments. One example is the increasingly popular use of e-wallets. E-wallet itself is a financial application that allows users to store money in digital form and carry out non-cash transactions such as payments, money transfers and online purchases. The popularity of e-wallets can be seen from the increasing number of e-wallet users which continues to increase from year to year. According to data from Google and Temasek's

Report (2020), e-wallet users in Indonesia are projected to reach 63 million people in 2021, up from around 37 million in 2019.

However, the increasingly widespread use of e-wallets also has an impact on consumer behaviour, especially in generation Z. Generation Z is a group of people who were born between 1996-2012 and grew up in the digital era. They are familiar with the use of technology and digital, and have a high ability to adapt to technological changes. In relation to e-wallet use, generation Z is more likely to make impulse purchases because it is easy to carry out non-cash transactions with e-wallets.

This is exacerbated by the low level of financial literacy in Indonesia. According to the 2019 National Survey of Financial Literacy and Inclusion (SNLIK), only 38.03% of Indonesian people have good financial literacy. Financial literacy itself is an individual's ability to understand and manage personal finances well. Lack of financial literacy can influencing decision making in managing finances, including in terms of using e-wallets.

The use of e-wallets is increasingly popular and has become a practical and easy-to-use payment alternative for the public, especially for generation Z who tend to be technologically savvy. However, excessive use of e-wallets can trigger consumer behaviour which has a negative impact on a person's financial condition. To avoid these bad impacts, it is important for generation Z to have adequate financial literacy as a basis for managing their finances. Apart from that, a person's psychological characteristics such as Locus of Control also need to be considered. Therefore, research regarding the influence of e-wallet usage and financial literacy on consumer behaviour in generation Z in Denpasar City is very important. Apart from that, Locus of Control is also a factor that needs to be considered. Locus of Control is a psychological concept that describes an individual's belief in their own ability to control the outcome of an event or situation influencing consumer behaviour which can be moderated by financial literacy.

II. LITERATURE REVIEW

Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) is a further development of (Theory of Reasoned Action. TPB is a conceptual thinking framework that aims to explain the determinants of certain behaviour. According to Ajzen (1991), the central factor of individual behaviour is that behaviour is influenced by the individual's intention (behaviour intention) towards that particular behaviour. Intention to behave is influenced by three components, namely (1) attitude, (2) subjective norms and (3) perceived behavioural control. A person can have various kinds of beliefs about a behaviour, but when faced with a particular event, only a few of these beliefs arise to influence behaviour. These few beliefs are what stand out in influencing individual behaviour (Ajzen)

These prominent beliefs can be divided into first, behaviour beliefs, namely an individual's belief in the results of a behaviour and the evaluation of these results. Behaviour beliefs will influence attitudes towards behaviour (attitude toward behaviour). The second is normative belief, namely an individual's belief in the normative expectations of other people who become references, such as family, friends and tax consultants, as well as the motivation to achieve these expectations. This normative expectation forms a subjective norm variable for a behaviour. Third is control belief, namely an individual's belief about the existence of things that support or hinder his behaviour and his perception of how strongly these things influence his behaviour. Control beliefs form the variable perceived behavioural control (perceived behaviour control). In the TPB, attitudes, subjective norms, and perceived behavioural control are determined through core beliefs.

The determinants of behaviour are the result of assessing an individual's beliefs, both positive and negative. TPB is based on the assumption that humans are rational creatures and use the information possible to them systematically (Achmat, 2010). People think about the implications of their actions before they decide to do or not do certain behaviours.

Consumer Behaviour

According to Fattah, et al (2018:12) consumptive behaviour is the behaviour of buying goods without strong consideration and prioritizing desires over needs. Gumulya and Widiastuti (2012) define consumptive behaviour as the act of buying goods with emotional considerations which are dominated by desires beyond needs and only to fulfil desires. Consumptive behaviour can be done by anyone. Consumptive behaviour usually occurs because of habits in society that prioritize a materialistic lifestyle. Consumptive behaviour occurs because people have materialistic tendencies, a great desire to own things without paying attention to their needs.

Consumptive behaviour is individual behaviour that is influenced by sociological factors in their lives which requires them to consume excessively or wastefully and unplanned on goods and services that are lacking or even unnecessary. Consumptive behaviour is the act of using incomplete products, buying goods because they are gifts, buying products because many people use the product. Behaviour consumptive is the behaviour of a person who is no longer based on rational considerations, materialistic tendencies, and a great desire to own luxurious and excessive objects and users of everything that is considered the most expensive and driven by all desires to fulfil the desire for pleasure solely. Consuming in this case is no longer done because the product is really needed, but consumption is done for other reasons such as just following fashion trends, just

wanting to try new products, wanting to gain social recognition and so on because they tend to become trend centres in consumption activities.

E-Wallet Usage

According to Dorfleitner et al. (2017) grouped the financial technology industry into four main groups according to their business models, namely the financing sector, asset management, payments and other fintech functions. One of the fintech classifications in payments is e-wallet (digital wallet). Digital wallets are non-cash payment transaction tools, usually digital wallets use an application system or cards that can be used as a means of payment, so that it becomes easier for people to make transactions. A digital wallet can also be said to be a device for paying without using cash or money. The way to use it is through the use of a barcode code also known as (QR) code created by the seller. For example, Gopay, OVO, Go e-wallet, Alipay, Dana and so on. If customers want to make transactions using this payment method, they need to install the application on their cell phone. By using a digital wallet, it becomes easier for customers to make transactions because they can be done anywhere and at any time. Ease of transactions can make people have the behaviour/desire to consume, consumption is the activity of using a product or service. If people want to use a product, they have to fulfil it by making it themselves or buying it. If they buy it, this purchasing activity indirectly becomes a consumption activity.

Abdul Kadir, Ismail & Wok (2019) noted that the e-wallet system is currently preferred by all sales points both in Malaysia and around the world due to its increasing use among customers. This is why merchants from various sectors such as restaurants, groceries, food delivery, bill payments and others prefer to use e-wallet payment services for their customers to make payments (Rosnidah et al., 2019). Moreover, the e-wallet system benefits both sellers and buyers for effective service delivery and in the shortest possible time period and emphasizes the adoption of cashless economy. Transactions related to e-wallets are often carried out in various shops and points of sale that allow the use of QR codes which are supposed to be scanned using the customer's mobile phone after which it confirms the particular payment and an electronic receipt is issued instantly (Lu, 2018).

H1: E Wallet Usage has a positive and significant effect on the consumer behaviour of generation Z in the city of Denpasar.

Locus of Control

Locus of Controlis a description of a person's beliefs regarding the source of determinants of his behaviour and one of the factors that really determines individual behaviour. The concept of Locus of Control comes from Jullian Rotter's self-concept theory (Ghufron & S, 2012), namely a social learning theory that provides an overview of a person's beliefs regarding the sources that determine their behaviour. According to Lindzey and Aronson, there are three main terms used by Rotter in social learning theory, namely potential behaviour, expectations and reinforcing value. Locus of control is a concept that specifically relates to an individual's expectations regarding his or her ability to control the reinforce. People who have an internal control center have the belief that everything that happens to them, failures and successes occur because of their own influence. People who have an external control center have the opinion that factors originating from outside themselves will influence their behaviour, such as chance, fate and luck (Ghufron & S, 2012).

An individual who has a high external Locus of Control will tend to surrender to everything that happens and not want to make changes. The individual's external factors include fate, luck, superior power and the work environment. Individuals who have an external Locus of Control have the following characteristics: lack of initiative, hope that there is little correlation between effort and success, do not like to try because they believe that external factors control them, and do not seek information to solve problems (Ghufron & S, 2012). People who have an internal Locus of Control, if they experience failure, they will blame themselves. Likewise, when they experience success, they will be proud of the efforts they have made. On the other hand, people who have an external Locus of Control when they experience failure will tend to blame the environment around them and this will influence their future actions, because they feel incapable and have no hope of correcting the failure. Research by Puspasari and Darmayanti (2019), found that Locus of Control moderates the relationship between financial literacy and financial behaviour among students in Indonesia. The research results show that students with an internal Locus of Control tend to have better financial behaviour than those with an external Locus of Control, regardless of their level of financial literacy.

H2 Locus of Control has a negative and significant effect on the consumer behaviour of generation Z in the city of Denpasar

Financial Literacy

According to Chen and Volpe (2002: 108) financial literacy is defined as the ability to manage personal finances. Meanwhile, Garman & Forgue (2010: 4) states that financial literacy is knowledge of facts, concepts, principles and technological tools that underlie smart use of money. Furthermore, Robert T. Kiyosaki (2003) explains financial literacy as the ability to read and understand matters related to financial/financial matters. It was further explained that according to Huston (2010), financial literacy is defined as a component of human resources that can be used to improve financial well-being. A person is said to be financially literate

when they have the knowledge and ability to apply that knowledge.

Pulungan, Febriaty (2018) show that partially lifestyle and financial literacy have a significant influence on consumptive behaviour. Zahra Qurrota'yun, Astrie Krisnawati (2019) state that financial literacy has a significant negative influence on consumptive behaviour. Where if financial literacy increases, consumer behaviour will decrease. Research conducted by Fauzia and Nurdin (2019) and Anifah Siti (2020) states that financial literacy has a positive and significant effect on consumer behaviour. This illustrates that the higher the financial literacy, the higher the consumer behaviour. This is different from research conducted by Nurita, et al (2017) and Zahra, et al (2019) which states that financial literacy has a negative and significant effect on consumer behaviour.

Kanserina's research (2015) states that financial literacy has a negative and significant effect on students' consumptive behavior.The results of Anita Sari's research (2012) and Delyana Rahwany's research (2018) state that financial literacy and lifestyle have a positive effect on students' consumptive behaviour. The financial problems that often arise are generation Z who still rely on money from their parents, wasteful attitudes, and many generation Z who channel or peddle their pocket money into things that are less important (Margaretha, 2014). This causes generation Z to still not manage their finances well. According to Fattah (2018:14), Ramadani (2016:5), Astuti (2016:3) and Dikria and W (2016:151) individual decisions in consumptive behaviour can be influenced by several factors, namely

financial literacy, electronic money, lifestyle and self-control. This is in line with the theory put forward by Dias (in Ramadani, 2016: 7) from a macro economic perspective, the use of electronic money (e-money) will encourage consumption and public demand for goods and services which in turn has the potential to encourage real sector activity. .

H3   Financial literacy has a negative and significant effect on the consumer behaviour of generation Z in the city of Denpasar

H4   Financial literacy moderating the influence of E Wallet Usage on the consumer behaviour of generation Z in the city of Denpasar.

H5   Financial literacy moderating the influence of Locus of Control on the consumer behaviour of generation Z in the city of Denpasar

III. RESEARCH METHODOLOGY

This research was conducted on generation Z in the city of Denpasar with research objects regarding financial literacy, e-wallet usage and locus of control. The sample is determined based on the number of indicators of 21 times 5 = 105 samples. The sampling process or sampling technique is carried out using incidental sampling in accordance with predetermined criteria. Data collection was carried out through a questionnaire instrument (with a Likert scale) which had been tested for validity and reliability. Next, it is tabulated and analysed using the SEM-PLS analysis technique to test the hypothesis.

IV. RESULT AND DISCUSSION

Questionnaires were given to 105 generation Z in the city of Denpasar as respondents

Table 1. Characteristics of Respondents

No	Characteristics	Classification	Amount (person)	Amount (%)
1	Gender	Man	40	38
		Woman	65	62
2	Age	18-20	45	43
		21-23	23	22
		24-26	37	35
3	Profession	Private sector employee	50	48
		State Civil Apparatus	15	14
		Self-employed	10	9
		Student	30	29

Evaluation of the Measurement Model (Outer Model)
The test results show that there is convergent validity of the outer loading coefficient value of all the indicators that form it construct is located between 0.60 - 0.70 and significant at an alpha level of 0.05 or t-statistic of 1.96.Measuring the validity of the indicators that form latent variables can also be done through discriminant validity. Discriminant validity can

be done by comparing the AVE Root coefficient (√AVE or Square root Average Variance Extracted) for each variable with the correlation value between the variables in the model. A variable is said to be valid if the value that forms a construct is higher than the cross loading value and each construct's AVE value is greater than 0.50.

Table 2. Discriminant Validity Test

Indicator	E-Wallet	Literacy Finance	Locus of Controls	Behaviour Consumptive
x11	**0.571**	-0.004	0.019	-0.017
x12	**0.997**	0.009	-0.027	-0.178
x21	0.060	0.469	**0.808**	0.573
x22	-0.014	0.528	**0.629**	0.407
x24	-0.075	0.421	**0.834**	0.624
x25	-0.020	0.371	**0.768**	0.501
x26	-0.035	0.299	**0.795**	0.601
x31	0.118	**0.759**	0.472	0.348
x32	-0.004	**0.854**	0.463	0.420
x33	-0.111	**0.831**	0.390	0.370
x35	0.039	**0.605**	0.280	0.257
y1	-0.053	0.478	0.447	**0.736**
y2	-0.209	0.378	0.438	**0.729**
y3	-0.094	0.214	0.493	**0.729**
y4	-0.143	0.330	0.548	**0.795**
y5	-0.063	0.335	0.649	**0.823**
y6	-0.191	0.388	0.589	**0.733**

Table 3. AVE, Cronbach Alpha, Community and Values Composite Reliability

Dimensions	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
E-Wallet	0.660	0.769	0.783
Financial Literacy	0.591	0.764	0.850
Locus of Control	0.593	0.827	0.879
Consumer Behaviour	0.536	0.853	0.889

Table 4. Path Analysis and Statistical Testing

Path Analysis	Original Samples	Q Statistics	P Values	Information
E-Wallet -> Consumptive Behaviour	-0.151	2,441	0,000	Significant
LOC<>LIT -> Consumer Behaviour	0.086	2,196	0,000	Significant
Financial Literacy->Consumptive Behaviour	-0.119	2,084	0.001	Significant
Locus of Control -> Consumptive Behaviour	-0.638	7,095	0,000	Significant
E-Wal<>LIT -> Consumer Behavior	-0.092	2,217	0.001	Significant

The influence of E-wallet usage on consumer behaviour of generation Z in Denpasar

Provide information-wallet usage that shows a negative and significant influence on consumer behaviour, where the path coefficient shown is -0.151 with the t-statistic 2,441> from 1.96. The results of this test show that Hypothesis 1 (H1) is rejected. This states that the higher the use of digital wallets, the lower the consumption behaviour will be. The results of this research are in line with previous research by Indarti, N., & Febrian, E. (2020). Shows that the use of e-wallet has a significant positive influence on financial literacy and a significant negative influence on consumer behaviour in generation Z in Indonesia. This shows that the higher the use of digital wallets, the lower the consumptive behaviour of generation Z in the city of Denpasar. Based on the characteristics of respondents, 50 percent of respondents are private employees and supported by the value of the e-wallet usage indicator on the trust item on the respondents' characteristics, which is the lowest, causing consumptive behaviour. Actually decreased.

The influence of Locus of control on the consumer behaviour of Generation Z in Denpasar

Provide that information Locus of control shows a negative and significant influence on the consumer behaviour of

generation Z in Denpasar, where the path coefficient shown is -0.638 with the t-statistic7, 095> from 1.96. The results of this test show that Hypothesis 2 (H2) is accepted. This states that the higher locus of control then it results Getting lower generation Z's consumptive behaviour. The results of this research are in line with previous research conducted by Hidayah and Bowo (2018) showing that locus of control has a negative effect on the consumptive behaviour of students at the Faculty of Economics, Semarang State University.

The influence of financial literacy on the consumer behaviour of generation Z in Denpasar

Providing information that financial literacy shows a negative and significant influence on the consumer behaviour of generation Z in Denpasar, where the path coefficient shown is -0.119 with a t-statistic of 2.0 84 > 1.96. The results of this test show that Hypothesis 3 (H3) is accepted. This states that the higher the financial literacy, the lower the consumer behaviour of generation Z. The results of this research are in line with previous research by Mandiri, A et al (2020) showing that financial literacy has a significant negative influence on consumer behaviour in generation Z in Indonesia.

Financial literacy moderate the influence of e-wallet usage on the consumer behaviour of generation Z in Denpasar.

Provide that information financial literacy as moderator influence e-wallet usage against consumer behaviour of generation Z in Denpasar, where the path coefficient shown is-0092.with t-statistics2, 217> from 1.96. The results of this test show that Hypothesis 4 (H4) is accepted. This states that financial literacy able to strengthen the reduction in consumer behaviour generation Zin Denpasar. Supported by the results of respondents' answers regarding the consumptive behaviour variable, it shows that the lowest result is buying products based on price considerations. This indicates that understanding financial literacy is indeed needed to reduce the consumptive behaviour of generation Z.

Financial literacy moderates the influence of locus of control on the consumer behaviour of generation Z in Denpasar

Provide that information financial literacy moderating influence locus of control towards consumer behaviour of generation Z in Denpasar where the path coefficient shown is0.086with a t-statistic of 2.196 > 1.96. The results of this test show that Hypothesis 5 (H5) is accepted. This means that the higher financial literacy will strengthen the influence of internal locus of control reducing the consumerist behaviour of the generation Z in Denpasar. Supported by the characteristics of respondents which show that 71 percent of respondents work, consisting of private employees, ASN and entrepreneurs, so they are able to control their finances. Financial Literacy It turns out that it is able to moderate the influence of e-wallet usage to consumer behaviour of generation Z in Denpasar. This can be reflected that the

better/stronger financial literacy can increase the influence of e-wallet usage consumer behaviour of generation Z in Denpasar. Financial Literacy turns out to be able to moderate the influence of locus of control to consumer behaviour of generation Z in Denpasar. This can be reflected that the better/stronger financial literacy can increase the influence of locus of control on consumer behaviour of generation Z in Denpasar.

The results of this research are expected to provide an illustration that Variable financial literacy, e-wallet usage and locus of control be an important determining factor. Consumer behaviour of generation Z in the city of Denpasar. The government's role in creating these conditions is very large. The government is expected to participate in increasing financial literacy among the public, especially generation Z, so that it can reduce consumptive behaviour.

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