

THE HEDONIC CONFORMITY AND IMPULSIVE TENDENCIES ON THE CONSUMER BEHAVIOR OF THE PEOPLE IN CENTRAL TERNATE CITY MEDIATED BY CONSUMER LIFESTYLE

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ABSTRACT

This research used a sample of 135 respondents determined using the Random Sampling technique where the sample in this research consisted of respondents who had different characteristics at different levels of society in Central Ternate City. The data analysis method used in this research is SPSS and PLS (Partial Least Square) with analysis test tools using IBM SPSS Statistics 20 and SmartPLS version 3.0. From the results of hypothesis testing and discussion, the following conclusions can be drawn from this research: Hedonic conformity partially has a positive and significant effect on the consumptive behavior of the people of Central Ternate, this shows that the existence of hedonic conformity that occurs in the people of Central Ternate is positive, and the implications of hedonic conformity give rise to actions in consuming (consumptive behavior). The partial impulsive tendency does not have a positive and significant influence on consumer behavior, meaning that before making a purchase, the people of Central Ternate city have thought about planned actions regarding the goods they will buy. The limitations of this research are that hedonic conformity partially has a positive and significant effect on the consumptive behavior of the people of Central Ternate. This shows that the existence of hedonic conformity that occurs in the people of Central Ternate is positive, and the implications of hedonic conformity give rise to actions in consuming (behavior consumptive). The partial impulsive tendency does not have a positive and significant influence on consumer behavior, meaning that before making a purchase, the people of Central Ternate city have thought about planned actions regarding the goods they will buy. Hedonic conformity partially has a positive and significant effect on the consumer lifestyle of the people of Central Ternate, this shows that there is a strong influence from the group on the choice of products or goods to be purchased.

Keywords: *hedonic, impulsive, consumer behavior, lifestyle*

KONFORMITAS HEDONIS DAN KECENDERUNGAN IMPLUSIF TERHADAP PERILAKU KONSUMTIF MASYARAKAT KOTA TERNATE TENGAH DI MEDIASI GAYA HIDUP KONSUMTIF

ABSTRAK

Penelitian ini menggunakan sampel sebanyak 135 responden yang ditentukan dengan teknik Random Sampling dimana sampel dalam penelitian ini terdiri dari responden yang mempunyai karakteristik berbeda-beda pada lapisan masyarakat di Kota Ternate Tengah. Metode analisis data yang digunakan dalam penelitian ini adalah SPSS dan PLS (Partial Least Square) dengan alat uji analisis menggunakan IBM SPSS Statistics 20 dan SmartPLS versi 3.0. Dari hasil pengujian hipotesis dan pembahasan, maka dapat ditarik kesimpulan dari penelitian ini sebagai berikut: Konformitas hedonis secara parsial berpengaruh positif dan signifikan terhadap perilaku konsumtif masyarakat Ternate Tengah, hal ini menunjukkan bahwa adanya konformitas hedonis yang terjadi pada masyarakat Ternate Tengah secara positif, dan implikasi dari konformitas hedonis menimbulkan

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tindakan-tindakan dalam melakukan konsumsi (perilaku konsumtif). Kecenderungan Implusif secara parsial tidak berpengaruh positif dan signifikan terhadap perilaku konsumtif artinya sebelum melakukan pembelian masyarakat kota Ternate Tengah telah memikirkan tindakan-tindakan terencana terhadap barang-barang yg akan di belinya. Adapun keterbatasan dalam penelitian ini Konformitas hedonis secara parsial berpengaruh positif dan signifikan terhadap perilaku konsumtif masyarakat Ternate Tengah, hal ini menunjukkan bahwa adanya konformitas hedonis yang terjadi pada masyarakat Ternate Tengah secara positif, dan implikasi dari konformitas hedonis menimbulkan tindakan-tindakan dalam melakukan konsumsi (perilaku konsumtif). Kecenderungan Implusif secara parsial tidak berpengaruh positif dan signifikan terhadap perilaku konsumtif artinya sebelum melakukan pembelian masyarakat kota Ternate Tengah telah memikirkan tindakan-tindakan terencana terhadap barang-barang yg akan di belinya. Konformitas hedonis secara parsial berpengaruh positif dan signifikan terhadap gaya hidup konsumtif masyarakat Ternate Tengah, hal ini menunjukan bahwa adanya pengaruh yang kuat dari kelompok terhadap pemilihan produk atau barang-barang yang akan di beli.

Keywords: hedonis, implusif, perilaku konsumtif, gaya hidup

INTRODUCTION

One group of people is teenagers. Teenagers are individuals aged between 13–18 years (Hurlock, 1980). teenagers are sensitive to what is on and in the world of teenagers. This gives the impression that teenagers have a high tendency towards consumer behavior (Hasan, 1987).

Research conducted by Surindo Utama on Behavioral Trends of Generation X shows that the frequency of buying clothes more than once a month is ranked at the top at 99% (Femina Magazine, 1995). This shows the high consumer behavior towards clothing in teenagers. Research results (Reynolds et al., 1973) shows that teenagers aged 16-18 years often spend their money to buy necessities to support their appearance, because teenagers want their existence to be recognized by their environment by trying to follow the trends in their environment, especially their peer environment. The results of Kanuk and Schiffman's research (in (Sari, 2005) shows that teenagers aged between 16-21 years are classified as consumptive consumers, because they buy products only for prestige and self-esteem.

Based on the phenomena, theoretical framework and empirical evidence above, there is a change in culture and a strong influence of groups on shopping patterns and consumer behavior carried out by society in adjusting each of its

consumption activities, so that researchers are very interested in finding out how people in the information era spend their money and how their purchasing patterns are, and the characteristics of the community are the benchmarks for researchers in continuing this research because researchers want to segment the wider community into cones for each type of purchase, besides that researchers also want to find out whether there is a strong influence on culture and community groups, especially in the city of Central Ternate in making purchasing decisions in consuming products, whether the consumption pattern is based on desire, need, or recognition.

For example, in fulfilling the desire to shop, the people of Ternate city tend to shop without any prior financial arrangements, in-depth product knowledge. or for example, the people of Ternate city when fulfilling the needs of their group are very loyal in spending money on their consumption activities, besides that, the people of Ternate city in carrying out consumption activities are only to be able to exist in their social strata, this is according to the researcher's interview in the field 10 people from the group of mothers arisan, 20 people from the motorcycle community consume because of pressure or adjustment to the group for the goods they will buy.

Based on these findings which show a gap between theoretically and empirically ideal

conditions, the researcher is interested in further testing the consumer behavior of the people of Central Ternate City along with the factors predicted to be the causes.

According to Reynold (in Hasibuan, 2009), teenage girls spend more money than teenage boys on appearance needs such as clothes, cosmetics, accessories and shoes.

According to (Mowen and Minor, 2002) defines a reference group as a group that is considered a frame of reference for individuals in making their purchasing or consumption decisions. This reference group strongly influences the lives of individuals, this is related to the recognition of the group towards its members.

According to Dacey and Kenny (in Hotpascaman, 2009) conformity in groups is not always positive.

According to research conducted by Cahyani (in Sitohang, 2009), advertisements are only able to influence teenagers by 17%, while 83% of teenagers are more influenced by their social environment.

THEORITICAL REVIEW

Theory of Consumer Behavior

Consumptive behavior is individual behavior that is influenced by sociological factors in their lives that require them to consume excessively or wastefully and unplanned goods and services that are lacking or even unnecessary (Safitri and Hartono, 2014).

Hedonism Conformity Theory

1. Definition of Conformity

Conformity is a type of social influence when a person changes their attitudes and behavior to fit existing social norms. Conformity is a change in a person's behavior as a result of group pressure (Myers, 2012).

According to Baron and Byrne (2005), conformity is adjusting one's expected behavior according to the rules in their reference group, accepting the rules of group thinking or dominating behavior, whether a person's behavior is based on group or community expectations in Haryani and Herwanto (2015).

2. Definition of Hedonism

The philosopher Epicurus (341-279 BC) popularized the idea of hedonism, a concept that considers pleasure and material enjoyment to be the most important goal in life.

According to Burhanuddin (1997:81), hedonism is something that is considered good, according to the pleasure it brings.

Impulsive Tendency

1. Understanding Impulsive Buying

According to Murray and Dholakia (2000), define impulsive buying as an individual's tendency to buy spontaneously, reflectively, or less involving thought, immediately, and kinetic. Highly impulsive individuals are more likely to continue to get spontaneous buying stimuli, more open shopping lists, and accept unplanned buying ideas suddenly. Impulsive buying often involves hedonic or affective components (Cobb and Hoyer, 1986) Rook (in Engel et.al, 1994.)

According to Gasiorowska (2011) defines impulsive buying as a purchase that is not reflective, actually not expected, occurs spontaneously, accompanied by the emergence of a sudden desire to buy certain products, and is manifested in a reaction to a stimulus from the product. Gasiorowska (2011) added that in this case, consumers are stimulated by the physical proximity of a product's desire and their reaction to the stimulus can be associated with low intellectual control (lack of evaluation based on the criteria of need, reduced reasons for buying, lack of evaluation of possible consequences, the emergence of satisfaction that comes suddenly as a delay in the arrival of disappointment) and high emotional activation (excitement and stimulation caused by the product or by the situation or process of buying).

Consumptive Lifestyle

1. Understanding a Consumptive Lifestyle

Lifestyle is shown by certain behaviors of a group of people or society that adhere to almost the same values or way of life. Lifestyle that develops in society reflects the values adopted by the society

itself. To understand how the lifestyle of a group of people requires a program or instrument to measure the developing lifestyle. Lifestyle according to Kotler (2002:192) is a person's lifestyle in the world that is expressed in their activities, interests, and opinions.

Behaviorism studies visible behaviors (Sarwono, 1998:81). According to this theory, the most important thing is input in the form of stimulus and output in the form of response. Another factor considered important by the behaviorist school is the reinforcement factor, reinforcement is anything that can strengthen the emergence of a response, if the reinforcement is added, the response will be stronger, and if the reinforcement is reduced, the response will still be strengthened (Suparwan, 2014). Changes in student behavior become consumptive because of the factors that influence it, namely the influence of reference groups and low literacy. Then lifestyle becomes a reinforcing factor that can strengthen consumptive behavior (response).

Hypothesis Development

The Influence of Hedonic Conformity on Consumptive Behavior

Conformity is a behavior or attitude that obeys group norms in order to conform to existing social norms (Damayanti, 2014). Stimulus in the form of group pressure to behave hedonistically can change a person's behavior into a consumptive behavior (response), in behavioristic learning theory other factors that are considered important are reinforcement and punishment factors, both of these factors are also present in conformity where individuals who behave in accordance with the norms and rules that apply in their group will receive recognition (reinforcement) and be accepted in the group, conversely individuals who are reluctant to behave in accordance with the norms and rules in their group will receive rejection (punishment) from their group.

H1: There is a significant influence between hedonic conformity and consumer behavior. The Influence of Impulsive Tendencies on Consumptive Behavior

Impulse buying or unplanned buying is basically a purchasing action that is made without prior planning, or a purchasing decision is made while in the store (Ompi, A et al, 2018).

Research conducted (Sukma Irdiana ddk) states that emotional induction affects impulse buying. The decision to choose a product is not always dominated by the emotional process alone. There are still other processes, people with positive emotional conditions have a better level of cognition so that decision making can be done faster, simpler and without much thinking (Isen, 1987).

H2: There is a significant influence between impulsive tendencies and consumer behavior.

The Influence of Hedonic Conformity on Consumptive Lifestyle

Research conducted by Ritasari and Muis (2016) concluded that the dominant factors influencing hedonistic lifestyle behavior are social class factors, including invitations from friends, friends' lifestyles that tend to be luxurious, and urban environmental factors that support hedonistic activities with a tendency to be consumptive.

Research conducted by Rianton (2013) found that peer group conformity has a significant and positive relationship to a hedonistic lifestyle with an effective contribution of 23%.

H3: There is a significant influence between hedonic conformity and consumer lifestyle

The Influence of Impulsive Buying on Consumptive Lifestyle

Research presented by Engel, et al (1995) in Japariato and Sugiharto, (2011) defines impulse buying as a purchasing action that is made without prior planning or a purchasing decision is made while in a hijab shop or boutique.

H4: There is a significant influence between impulsive buying and consumer lifestyle

The Influence of Consumptive Lifestyle on Consumptive Behavior

This consumer lifestyle variable is measured using three indicators, namely activity, interest, and opinion. Through descriptive analysis of each indicator, it can be seen that two indicators

are in the medium category and one indicator is in the low category. The interest indicator is an indicator that is in the low category.

H5: There is a significant influence between consumer lifestyle and consumer behavior

The Influence of Hedonic Conformity on Consumptive Behavior Mediated by Consumptive Lifestyle

Research results (Agus and Wahyudin, 2017). In line with Arysa, 2013 (Hidayat and Kurniawan, 2016) which states that students have sensitivity to what is trending, students tend to follow the current fashion, while the fashion itself continues to demand dissatisfaction in consumers who wear it, thus encouraging consumers to continue to consume it in order to be said to be following the times, this reality ultimately makes students have a consumptive lifestyle.

H6: There is a significant influence between hedonic conformity and consumer behavior through consumer lifestyle.

The Influence of Hedonic Conformity on Consumptive Behavior Mediated by Consumptive Lifestyle

(Sumarwan, 2015:45) states that the pattern in which people live and use their money and time affects how a person makes a decision. Decisions can be rational or irrational, one of the irrational or irrational decisions is impulsive buying. Sumartono (2002:117).

H7: There is a significant influence between impulsive tendencies and consumer behavior through consumer lifestyle.

RESEARCH METHODS

Population and Sample

The population in this study is population is done randomly without paying attention to the strata in the population (Sugiyono, 2013:152).

This research was conducted using the Purposive Sampling method, a technique for determining research samples with certain considerations. Data collection was carried out using the personally administered technique.

Data collection technique

Data collection techniques in this study used observation, interviews and questionnaires.

Observation is an activity of observing an object directly and in detail in order to find information about the object. The object observed in the observation activity must be real and observed directly. An interview is an activity that aims to obtain information from a source which is done by asking questions to the source related to a particular topic being discussed. While a questionnaire is a data collection technique that is done by giving a set of written questions to respondents to answer.

Data Analysis Model

In this study, data analysis was used using the Partial Least Square (PLS) approach, which is a variance-based approach from SEM (Structural Equation Model).

Data Analysis Techniques

The data analysis technique used in this study is using PLS or Partial Least Square which is a variance based approach from SEM.

RESULTS AND DISCUSSION

Hypothesis Testing

Significance Test (Bootstrapping)

Table 1
Significance Test Value

H	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)
H5	Lifestyle -> Consumptive Behavior	0.303	0.301	0.082
H4	Impulsive Tendency -> Lifestyle	0.207	0.200	0.086
H2	Impulsive Tendency -> Consumptive Behavior	0.311	0.311	0.069
H3	Hedonistic Conformity -> Lifestyle	0.631	0.637	0.075
H1	Hedonistic Conformity -> Consumptive Behavior	0.575	0.574	0.066

Source: primary data has been processed (2023)

Based on the information in the table of test values of the relationship between constructs, it

shows that the hedonic conformity variable has a value (T count $8.712 > 1.98$) and P-Values ($0.000 < 0.05$) which means that the first hypothesis states that hedonic conformity has a positive and significant effect on consumer behavior, proven Ho 1 can be accepted. The impulsive tendency variable has a value (T count $4.510 > 1.98$) and p-values ($0.000 < 0.05$) which means that the second hypothesis states that impulsive tendencies have a positive and significant effect on consumer behavior, proven Ho 2 can be accepted. The hedonic conformity variable has a value (T count $8.431 > 1.98$) and p-values ($0.000 < 0.05$) which means that the third hypothesis states that hedonic conformity has a positive and significant effect on consumer lifestyle, proven Ho 3 can be accepted.

The impulsive tendency variable has a value (T count $2.422 < 1.98$) and p values ($0.016 > 0.05$) which means that the third hypothesis which states that impulsive tendencies have a positive and significant effect on consumer lifestyle, Ho 4 is rejected.

The consumer lifestyle variable has a value (T count $3.686 > 1.98$) and p values ($0.000 < 0.05$), which means that the third hypothesis stating that hedonic conformity has a positive and significant effect on consumer lifestyle is proven Ho 5 can be accepted.

Mediating Effect Test

Table 2
Mediating Effect Test Value

H	Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H7	Impulsive Tendency -> Lifestyle -> Consumer Behavior	0.063	0.065	0.034	1,866	0.063
H6	Hedonistic Conformity -> Lifestyle -> Consumptive Behavior	0.191	0.189	0.055	3.471	0.001

Source: Primary Data processed, 2023

Based on the information in the table above, it shows that the indirect influence of the hedonic conformity variable on consumer behavior can be mediated by the consumer lifestyle variable with a T-statistic value of $3.471 > 1.98$ and a P value of

$0.001 < 0.05$ (significance level), then Ho 6 can be accepted and proven.

This can also be strengthened by previous research that the consumer lifestyle variable can mediate the hedonic conformity variable and consumer behavior indirectly with a value of (35.571%), (Eva Oktafikasari and Amir Mahmud 2017).

Meanwhile, the indirect influence on the impulsive tendency variable towards consumer behavior can be mediated by the consumer lifestyle variable with a T-statistic value of $1.866 < 1.98$ and a P value of $0.063 > 0.05$. So Ho 7 is rejected.

This can also be strengthened by previous research that the consumer lifestyle variable cannot mediate the impulsive tendency variable and consumer behavior, but in previous studies the variables raised were different from the researcher's variables. Namely in previous studies the variables raised were economic literacy with an indirect influence value of (-2.26%), (Eva Oktafikasari and Amir Mahmud 2017).

Discussion of Research Results

The Influence of Hedonic Conformity on the Consumptive Behavior of Central Ternate Society

Based on the results of the testing and data analysis above, it states that hedonic conformity has a positive and significant influence on consumer behavior.

In line with Darmayanti (2014) who stated that the environment in a group is a reference that greatly influences behavior and lifestyle, if it develops in a group that conforms, especially a group that likes to shop, a person will follow this behavior.

The Influence of Impulsive Tendencies on the Consumptive Behavior of Central Ternate Society

Based on the results of the testing and data analysis above, it states that impulsive tendencies have a positive and significant influence on consumer behavior.

So the results of this study support the research conducted by (Engel et al., 2001), Verplanken and Herabadi (2001), which explains that there is a positive and significant influence on

the impulsive tendency variable on consumer behavior.

The Influence of Hedonistic Conformity on the Consumptive Lifestyle of Central Ternate Society

Based on the results of the testing and data analysis above, it states that hedonic conformity has a positive and significant effect on consumer style.

The results of this study support the research conducted by (Lisma and Haryono, 2016, Gumulya, et al., 2013), in line with Arysa (2013) (Hidayat and Kurniawan, 2016), which explains that there is a positive and significant influence on the hedonic conformity variable on a consumptive lifestyle.

The Influence of Impulsive Tendencies on the Consumptive Lifestyle of Central Ternate Society

Based on the results of the testing and data analysis above, it states that impulsive tendencies have a negative and insignificant influence on a consumptive lifestyle.

The Influence of Consumptive Lifestyle on Consumptive Behavior of Central Ternate Society

Based on the results of the testing and data analysis above, it states that a consumptive lifestyle has a positive and significant influence on consumptive behavior..

This study is in line with the study conducted by Lumenta et al., (2016) The results of this study are in line with (Ritzer, 2012: 1087) in Eva (2017). human behavior in consuming a product in the form of goods or services, where people currently spend their consumption not only on the primary needs they need but also consume signs, signs have become a sign of themselves.

The Influence of Hedonic Conformity on Consumptive Behavior Mediated by the Consumptive Lifestyle of Central Ternate Society

Based on the results of the testing and data analysis above, it states that hedonic conformity has a positive and significant influence on consumer behavior mediated by a consumer lifestyle.

The results of this study are in line with (Azwar, 2014). Modern society today, especially teenagers, is becoming excessive in the pattern of consuming something whose essence is unclear.

The Influence of Impulsive Tendency on Consumptive Behavior Mediated by the Consumptive Lifestyle of Central Ternate Society

Based on the results of the testing and data analysis above, it states that impulsive tendencies have a negative and insignificant influence on consumer behavior mediated by a consumer lifestyle.

The results of this study are in line with research from Japariato and Sugiharto (2011:33) who stated how to find out the influence of shopping lifestyle on impulsive purchases by using indicators (a) responding to buy every advertisement offer regarding a product, (b) buying the latest product model, (c) shopping for the most famous brand, (d) believing that the famous brand purchased has the best quality, (e) often buying various brands rather than the ones usually purchased, and (f) believing that there are other brands that are the same as those purchased.

CONCLUSION

1. From the results of hypothesis testing and discussion, the following conclusions can be drawn from this study:
2. Hedonic conformity partially has a positive and significant effect on the consumer behavior of the Central Ternate community, this shows that the hedonic conformity that occurs in the Central Ternate community is positive, and the implications of hedonic conformity give rise to actions in carrying out consumption (consumer behavior).
3. Impulsive tendencies partially do not have a positive and significant influence on consumer behavior, meaning that before making a purchase, people in Central Ternate City have thought about planned actions regarding the goods they are going to buy.

LIMITATION

Hedonistic conformity partially has a positive and significant influence on the consumer behavior of the Central Ternate community, this shows that there is hedonic conformity that occurs in the Central Ternate community in a positive way, and the implications of hedonic conformity give rise to actions in carrying out consumption (consumer behavior). Impulsive Tendency Partially, it does not have a positive and significant influence on consumer behavior, meaning that before making a purchase, the people of Central Ternate City have thought about planned actions regarding the goods they are going to buy. Hedonistic conformity partially has a positive and significant influence on the consumer lifestyle of the Central Ternate community, this shows that there is a strong influence from the group on the selection of products or goods to be purchased. Impulsive tendencies in general partial negative and insignificant influence on the consumer lifestyle of Central Ternate society. This means that the people of Central Ternate city still make planned purchases of goods consumed as a lifestyle. Consumptive lifestyle partially has a positive and significant influence on the consumptive behavior of the middle class community. This means that The consumer lifestyle of the people of Central Ternate City is still influenced by their purchasing behavior. Hedonistic conformity to consumer behavior mediated by a consumer lifestyle, it has a partial positive and significant influence, this proves that consumer behavior that occurs in the Central Ternate community is still influenced by reference groups and lifestyle as a reference for adjustments within the group, in every type of purchase of goods to be consumed. Impulsive Tendency on consumer behavior mediated by a consumer lifestyle, it has a partial positive but insignificant effect. This proves that the consumer behavior carried out by the people of Central Ternate City is still planned due to the digital simulation process.

Suggestion

Based on the results of the previous research and discussion, the following suggestions are put forward as research recommendations:

1. Further research is expected to use different objects and variables in order to consider the influence of variables in this study so that it can produce supportive research.
2. Continuing this research on specific group segmentation so that the characteristics of respondents are more specific.
3. The variable of impulsive tendencies that are not significant can be a reference for research.

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